

## **Health Care/Life Sciences Working Groups**

A joint Health Care/Life Sciences discussion that looks at public and private sector initiatives to promote health and wellness programs. The case study will highlight Tony Zook, President & CEO, AstraZeneca.

**Chairs:** *Joshua Boger, President and CEO, Vertex Pharmaceuticals and James Roosevelt, Jr., President and CEO, Tufts Health Plan*

**Coordinators:** *Brian Carey, Partner, Foley Hoag, and Valerie Fleishman, COO, New England Healthcare Institute*

**Presenters:** *John Auerbach, Massachusetts Commissioner of Public Health, Peter Koutoujian, Massachusetts State Representative Kathleen Brooke, Director of Benefits Strategic Planning, AstraZeneca*

## **CEO Gold Standard**

Early on, Tony realized that it is good business for companies to help provide employees with the information and tools that will empower them to adopt healthy behaviors. According to the Centers for Disease Control, more than 75% of employers' healthcare costs and productivity losses are related to employee lifestyle choices. There are more than 130 million working Americans, many of whom would benefit greatly from increased corporate efforts to improve employee health.

AstraZeneca's wellness program is built in part around the CEO Cancer Gold Standard, which challenges employers to take action in five key areas of health: diet and nutrition, physical activity, tobacco cessation, screening for early detection of cancer, and access to quality medical treatment and clinical trials. In 2006, AstraZeneca was among the first companies to receive Gold Standard accreditation.

The Gold Standard has provided AstraZeneca with a formal mechanism to enhance and measure employee wellness programs. AstraZeneca employees save \$50 every month on their health benefits payments if they participate in an annual, confidential health assessment, which surveys health habits and then provides a written appraisal and recommendations based on the identified risks. AstraZeneca U.S. has expanded health benefits to cover the costs of prescription and non-prescription medications that help smokers break the habit. Additionally, the company provides smoking cessation classes, and all AstraZeneca facilities are smoke-free.

### **Profiled Executive Bio: Tony Zook**

Tony Zook is President and Chief Executive Officer, AstraZeneca North America. In this role, Tony directs AstraZeneca's largest market – the United States and Canada. Tony is also Executive Vice President of AstraZeneca's Global Marketing function, and is currently serving as the interim CEO of MedImmune, AstraZeneca's biologics division. AstraZeneca is one of the world's leading pharmaceutical companies, with 67,000 employees worldwide.

AstraZeneca is a major international healthcare business engaged in research, development, manufacturing, and marketing of prescription medications, and is a supplier for healthcare services. It is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index. It is one of the world's leading pharmaceutical companies, with worldwide healthcare sales of \$29.55 billion and is a leader in gastrointestinal, cardiovascular, neuroscience, respiratory, oncology, and infection product sales. AstraZeneca is focused on future treatments for fighting serious and chronic diseases that are the leading causes of death and disability. Its scientists are currently concentrating on preventing and treating cancer, diabetes, obesity, infectious diseases, mental health illnesses, and chronic respiratory diseases.

Tony joined Astra USA in 1997 as Vice President of Marketing and Sales, two years before the merger of Astra AB and Zeneca Group Plc in 1999. During this time, Tony had responsibility for integrating the two sales forces. Prior to becoming President and CEO for AstraZeneca's U.S. Business in 2006, Tony was Senior Vice President of Commercial Operations, responsible for leading the company's marketing and sales organizations in the U.S. He has also held various other positions in AstraZeneca's sales and marketing organization. Tony began his pharmaceutical career in 1983 at Berlex Laboratories, where he held various positions, including District Sales Manager, Marketing Director, Vice President of National Accounts, and Vice President of Sales.

Tony holds a bachelor's degree in biology from Frostburg University, and an associate degree in chemical engineering from Penn State University. Tony is active in the community, serving on the Board of First State, Innovation, Healthcare Leadership Council, and the Pennsylvania Division of the American Cancer Society.

In addition to screenings, AstraZeneca gives their employees access to other health-promoting resources, including a fully equipped fitness center. Employees take lunchtime classes in pilates, step aerobics, kickboxing, and yoga. The company's wellness programs and policies facilitate access to quality healthcare and encourage adherence to prescribed treatments and therapies. AstraZeneca's employee healthcare strategy integrates the principles of prevention, quality, and adherence into a comprehensive plan designed to keep healthy people well and improve the health status of those who are not.

### **The Results: Return on Investment**

It should be no secret that employees are a company's greatest assets. A wellness program helps employees recognize how highly their employer values their health and well-being. If you can inspire and enable employees to make healthy choices in the workplace, they'll be more likely to sustain lifestyle changes that result in greater health not only for themselves, but also for their families, and ultimately for the community.

An example of health and wellness programs at AstraZeneca is also demonstrated in their partnership with the Mayo Clinic. The AZLife.com wellness portal was introduced in 2005, and this resource is offered to all employees. The Web site is a focal point for employees, enabling them access to educational tools and health-related information promoting healthy lifestyles. It is also the tool used for completing the confidential Mayo Clinic Health Assessment. In 2007, 98% of eligible employees participated in the Health Assessment, and as a result of lifestyle coaching, several employees have reduced their health risks. Also in that year, 79% of those participating in coaching for physical activity had increased their exercise time, and 71% of employees lost or maintained weight. Of those participating in stress management, 66% increased their ability to manage stress and 70% had fewer stress-related symptoms.

And, it should come as no surprise that healthy employees boost a company's bottom line. They experience less sick time, take fewer disability days, and suffer lesser risk of premature deaths. According to the Wellness Council of America, a \$1 investment in wellness programs saves \$3 in healthcare costs. Almost 40% of large companies in the United States spend more than \$200,000 annually on wellness programs, and 20% spend at least \$1 million, according to a report released last fall by the Business Roundtable, a Washington, D.C.-based association.

As a champion for prevention programs, Tony has urged other CEOs to embrace the Gold Standard, to implement on-site wellness programs and, in turn, maintain a culture that is supportive of and maximizes employee health and well-being.