

# BEHAVIORAL SCREENING AND INTERVENTION:

*A new benefit that lowers healthcare costs and improves employee productivity*

Tobacco use, excessive drinking, drug use and depression cost the U.S. nearly a half-trillion dollars per year. Most costs stem from productivity losses. Nearly half of all employees in Wisconsin have one of these behavioral risk factors. Most adults who drink excessively or use drugs are full-time employees.

## Join us to learn about a new benefit for your organization

Administered in healthcare settings, behavioral screening and intervention (BSI)...

- ...is more effective, and generates more ROI than screening for high blood pressure, diabetes, high cholesterol, and all cancers.
- ...is recommended by major government and business authorities on healthcare.
- ...reaches many more employees and dependents than most HRAs, EAPs, and other wellness programs.

## Benefit Outcomes

- Tobacco use is the leading cause of death, heart disease and cancer. Optimal screening and intervention services in healthcare settings increase quit rates nine-fold.
- Alcohol screening and intervention decreases ER visits by 20% and hospitalizations by 37%. ROI is 4-to-1 within 12 months.
- Each depressed employee costs employers \$3,000 to \$4,000 per year. ROI for systematic depression screening and intervention is 3-to-1 in two years.

You deserve value for your healthcare premiums. Your healthplan should include BSI as a benefit. Your employees and their dependents should receive BSI as part of their routine healthcare.

## *Agenda*

- 7:30-8:30 Breakfast, Registration and Networking
- 8:30-8:40 Welcome
- 8:40-9:00 *Employers Pay Dearly for their Employees' Tobacco Use, Excessive Drinking, Drug Use and Depression*  
Dianne Kiehl, Executive Director, Business Health Care Group  
Jeff Kluever, Risk Manager, Journal Communications Inc.
- 9:00-9:45 *BSI: Everyone Wins in Wisconsin, Including Employers*  
Richard L. Brown, MD, MPH, Professor of Family Medicine at the University of Wisconsin School of Medicine and Public Health; Clinical Director of WIPHL; and CEO of Wellsys, LLC
- 10:00-10:05 Video(s)
- 10:05-10:15 *How BSI Works in a Wisconsin Primary Care Setting*  
Sue Larson, Health Educator
- 10:15-10:30 *BSI and Federal Healthcare Reform*  
Pris Boroniec, Director of Health Care Reform, Sellers Dorsey
- 10:30-10:45 *BSI Call to Action*  
Richard L. Brown, MD, MPH
- 10:45 -11:30 Q&A
- 11:30 Adjourn

WIPHL is funded by the U.S. Substance Abuse and Mental Health Services Administration in partnership with the Wisconsin Department of Health Services, the University of Wisconsin School of Medicine and Public Health, and the Wisconsin Medical Society.



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