

# PCHRs & Population Health: Employers, Plans & Public Health

PCHRI 2006, Oct 10-11, Boston, MA



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DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION



# Six Strategies & Four Goals



## Health Impact Focus

Align CDC's staff, strategies, goals, investments, and performance to maximize impact on the population's health and safety.



## Customer-centricity

Market what people want and need to choose health.



## Public Health Research

Create and disseminate the knowledge and innovations people need to protect their health now and in the future.



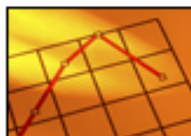
## Leadership

Leverage CDC's unique expertise, partnerships, and networks to improve the health system.



## Global Health Impact

Extend CDC's knowledge and tools to promote health protection around the world.



## Accountability

Sustain people's trust and confidence by making the most efficient and effective use of their investments in CDC.



## Healthy People in Every Stage of Life.

CDC's primary mission is to reduce health risks, at all stages of life, through the most efficient and effective means possible...[more](#)



## Healthy People in Healthy Places

CDC is working hard to ensure the places we live, work, and play have safe, healthy environments...[more](#)



## People Prepared for Emerging Health Threats

CDC's preparedness activities-spanning the spectrum from mental health to environmental health-will help in safeguarding lives and responding to threats...[more](#)



## Healthy People in a Healthy World

CDC spearheads efforts to improve global health through medical technology, international coalitions, government interventions, and basic behavior changes...[more](#)

<http://www.cdc.gov/osi/goals/workshopPartners.html>



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# America's Governors, Feb 2006

"A Call to Action to Revitalize America's Health: The *Healthy America* Call to Action underscores the looming health & economic concerns brought about by poor nutrition & lack of physical activity."

65%



Percent of adults age 20 and over who are overweight or obese

30%

Percent of adults age 20 and over who are obese

16%



Percent of children ages 6 to 19 who are overweight <sup>xi</sup>

[www.nga.org/Files/pdf/0602/HEALTHYAMCALL.PDF](http://www.nga.org/Files/pdf/0602/HEALTHYAMCALL.PDF)

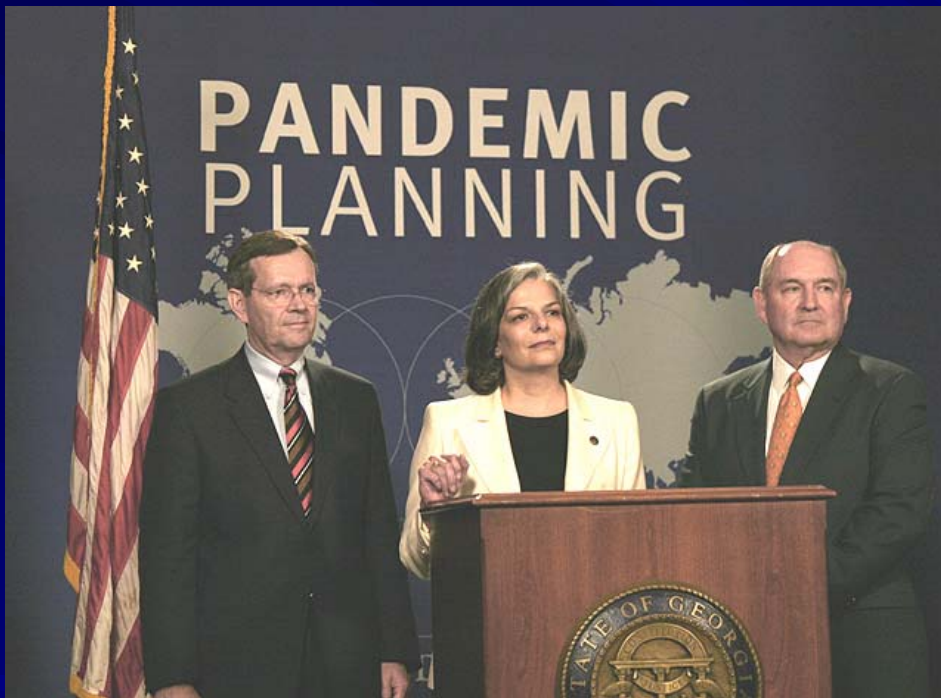


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# Responding to the Urgent Threat of Pandemic Influenza



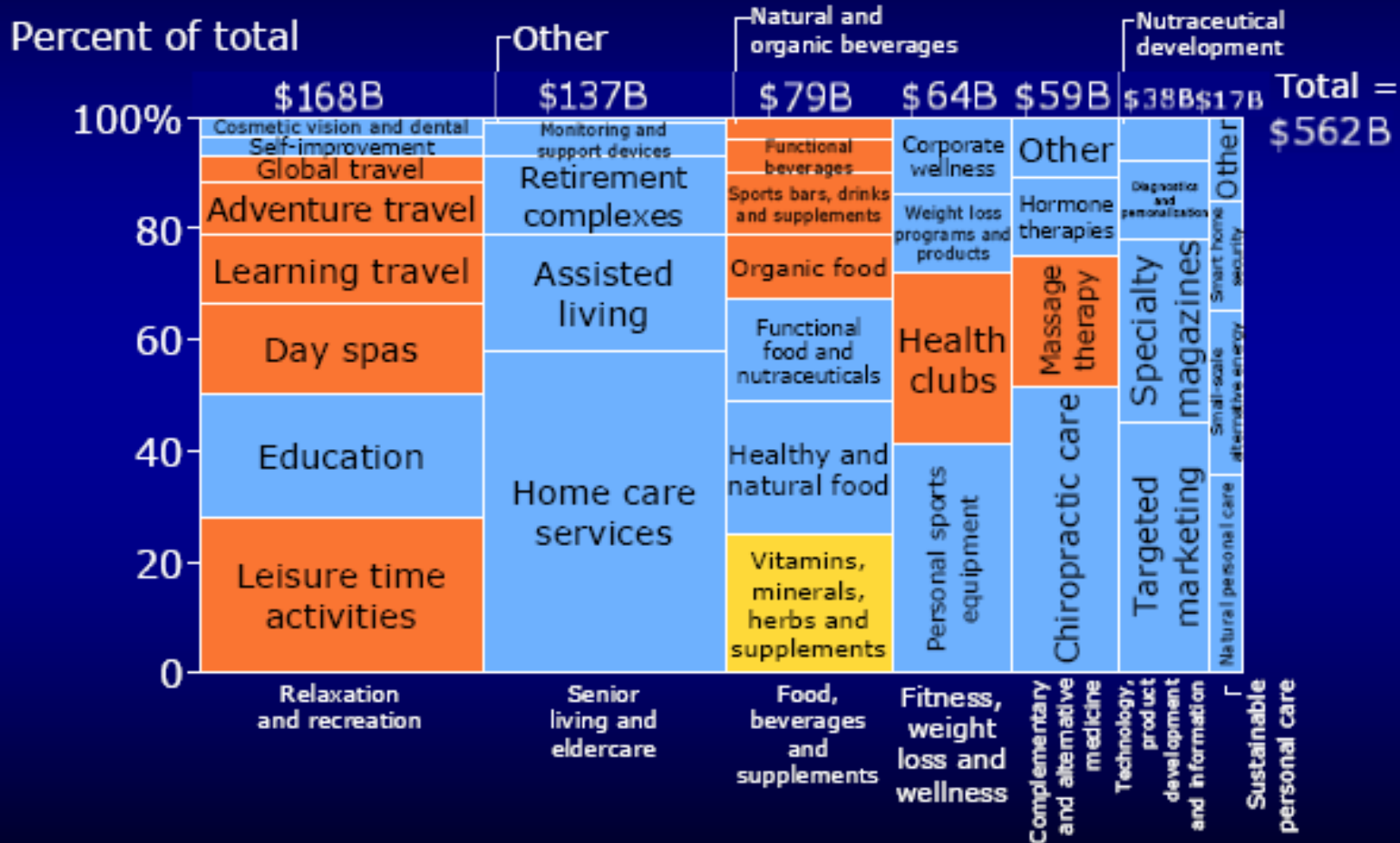
- Secretary Leavitt & Governors convene
- 50 States & territories
- Dr. Gerberding, CDC staff Participants



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# Healthy living market



A New  
“Public  
Utility”?

P<sup>3</sup> HR

Intel &  
Partners

## Opportunities for CDC/Public Health:

**Health Decision Making** – CDC creates & is a repository for science & evidence-based health guidelines

**Health Benchmarking** - leveraging NHANES, BRFSS, YRBS etc. - to allow consumers to benchmark their results against nationally representative data

**Re-purposing de-identified data** - for public health use

**Early access of CDC employees** - as bridge for early HHS/Federal System adoption of PCHRI



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