



# INCREASING COPD AWARENESS AND IMPROVING CARE FOR COPD PATIENTS

## Executive Summary

The Dallas-Fort Worth Business Group on Health’s (DFWBGH’s ) “Increasing Awareness and Improving Care for COPD Patients” project (the COPD Project) set out to create data-driven, employer-specific interventions to increase employee awareness and engagement to prevent COPD, improve diagnosis and manage COPD effectively. Partnering with the COPD Foundation and using planning and assessment tools from the COPD Foundation Employer Toolkit, DFWBGH engaged three employers, their health plans, and organizations committed to promoting respiratory health in a collaborative process to assess the impact of COPD on employees, and develop and implement meaningful interventions to improve prevention, diagnosis and care. The project included:

1. Baseline COPD impact assessment through medical and Rx claims analysis.
2. COPD risk assessment through worksite screening of employees.
3. Guided intervention identification, selection and planning through a collaborative process with employers and their health plans.
4. Employee education and engagement using resources from the COPD Foundation, the American Association for Respiratory Care (AARC) and the Collin College Respiratory Therapy program.
5. Support of employers to implement and evaluate selected interventions to improve COPD prevention, diagnosis and care.

**COPD Project Employers**

- Atmos Energy Corporation
- City of McKinney
- Greyhound Lines, Inc.

**Key Partners**

- National Business Coalition on Health (NBCH)
- COPD Foundation
- Discern Consulting
- American Association for Respiratory Care (AARC)

Through the National Business Coalition on Health’s (NBCH’s) Improving Care for COPD Patients Seed Grant Program in collaboration with the COPD Foundation, DFWBGH assisted participating employers in creating impactful, sustainable interventions to increase employee awareness of COPD and of resources available to improve diagnosis and care.

*DFWBGH and the project participants are pleased to share their experiences through this project report and employer case studies.*

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## SUMMARY REPORT

### What is COPD?

Chronic obstructive pulmonary disease (COPD) is a group of respiratory diseases which includes emphysema and chronic bronchitis. A progressive, partially reversible airflow obstruction, COPD is the third leading cause of death in the U.S. The COPD Foundation estimates about 15 million Americans are diagnosed with COPD and another 12 million are undiagnosed. Cigarette smoking is the leading risk factor for COPD, but not the only cause. About a quarter of COPD sufferers have never smoked. Other risk factors include: age, genetic predisposition, environmental tobacco smoke, occupational dusts, fumes and gases, pollution, pre-natal and childhood events, nutrition, socio-economic status, and infections.

#### *Did you know?*

*Thirdhand smoke is the chemical residue that settles on surfaces exposed to cigarette smoke such as carpet, upholstery, clothing, hair and skin, which is stirred up and inhaled when these surfaces are disturbed by being walked across, brushed, shaken, etc.*

### Why Employers Should Care about COPD

The COPD Foundation estimates that 70% of the 27 million people with COPD are under the age of 65, meaning that employers shoulder a large productivity and medical cost burden related to COPD. In fact, COPD represents an economic time bomb since it largely affects workers at the height of their earning and spending power. The COPD Foundation website lists these startling statistics:

- The majority of people are not diagnosed with COPD until they have lost over half their lung function.
- Medical costs of COPD patients are about \$6000 higher than non-COPD patients, and 40% of COPD costs could be avoided by preventing complications and hospitalizations.
- COPD is often misdiagnosed as asthma, leading to inappropriate treatment, unnecessary costs, and suboptimal patient outcomes.
- COPD rarely occurs alone; heart disease, hypertension, diabetes and depression are common co-morbid diseases.
- In the U.S., COPD accounts for about \$43 billion in lost productivity from reduced work by employees.

There is no cure for COPD, but it can be managed to slow the progression, improve lung function and help patients lead full and productive lives.

### Why DFWBGH Engaged in this Project

A May 2013 survey of DFWBGH member employers found that:

- 3 of 4 did *not* know what percent of their employees were diagnosed with COPD
- 85% had *no* prior experience with COPD initiatives
- Only a handful had assessment programs with metrics that included identification of COPD

The COPD Project offered an opportunity for DFWBGH to help its members understand the impacts of COPD and act to reduce the burden of the condition on their employee populations.

### COPD Project Employer Participant Overview

Three DFWBGH employer members from three industries participated in the project: **Atmos Energy Corporation** (utility), **City of McKinney** (municipality) and **Greyhound Lines, Inc.** (transportation). These employers had not previously prioritized COPD as a top population health concern. They engaged in the DFWBGH COPD Project to better understand the impact and risk of COPD in their employee populations and to increase employee awareness and improve diagnosis and treatment for this progressive and often un- or misdiagnosed disease.

All three of these self-insured employers reported strong leadership support of health as a core business value, and offered employees a range of wellness programs, as well as medical plan coverage for COPD diagnosis and management.

## Baseline Assessment

The employers obtained medical and Rx claims reports from their health plans showing utilization and cost associated with COPD and asthma based on ICD-9 and CPT codes and pharmaceuticals identified by the COPD Foundation. Asthma data were included for comparison and because COPD is often

misdiagnosed as asthma. The data indicated that prevalence of COPD as a primary diagnosis ranged from less than 1% to 2.6% in the measured populations.

<b>TABLE 1: COPD Related Policies, Services and Benefit Design Recommended by the COPD Foundation to Promote Better Patient Behavior and Engagement</b>
Cover Services to Diagnose & Manage COPD*
Cover All Classes of Approved Rx for COPD
Cover Tobacco Cessation (Counseling & Rx)
Enforce Non-Smoking Facility
Offer Disease Management for COPD
Offer Incentives/Disincentives Specific to COPD

\* Includes: spirometry, Rx, pulmonary rehabilitation, recommended vaccines (flu & pneumonia) and oxygen therapy.

Each employer completed a survey of their existing COPD related policies, services, and benefit design as recommended by the COPD Foundation. All three companies:

- cover recommended services and drugs
- offer tobacco cessation, and
- enforce non-smoking facilities.

Accurate data related to the smoking rate within the employee populations were not available.

## Interventions

Although baseline assessment did not support COPD as a major health priority, based on national COPD statistics and benchmarking data, and high employee retention rates, it was possible that COPD was under-diagnosed and could become more of a priority over time. The employers decided to focus their interventions on building COPD awareness, while collecting additional data to verify population risk for COPD. The employers agreed on a three pronged approach outlined below.

TABLE 2: Employer Interventions

<b>Intervention</b>	<b>Objectives</b>	<b>Evaluation Metrics</b>	<b>Aggregate Results</b>
<b>On-Site Screening</b> (performed at health fairs or employee meetings)	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Risk identification</li> <li>• Population risk data</li> </ul>	<ul style="list-style-type: none"> <li>• Screened (# and %)</li> <li>• % High risk</li> <li>• % High risk with abnormal spirometry</li> </ul>	<ul style="list-style-type: none"> <li>• 591 screened (17% of target population)</li> <li>• 4% high risk (22)</li> <li>• 42% high risk tested w/ abnormal result (5 people)*</li> </ul>
<b>Employee Education</b> (through lunch & learns, employee meeting presentations, and brochures at health fairs)	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Risk identification</li> <li>• Empower employees to reduce risk and seek diagnosis or care if indicated</li> </ul>	<ul style="list-style-type: none"> <li>• Participation (#)</li> <li>• Increased empowerment (based on pre &amp; post surveys)</li> <li>• Brochures distributed (#)</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations reached 277 participants</li> <li>• Surveys showed increased empowerment to reduce risk and find appropriate care**</li> <li>• 1,400 brochures distributed</li> </ul>
<b>Employee Communication</b> (emails, newsletters, brochures, website, online link to screening tool and COPD Foundation website)	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Empower employees to reduce risk and seek diagnosis or care as appropriate</li> <li>• Risk identification (through on-line screener)</li> </ul>	<ul style="list-style-type: none"> <li>• Employee feedback (anecdotal)</li> <li>• Use and risk data from online screener (2 employers implemented unique URLs to enable tracking)</li> </ul>	<ul style="list-style-type: none"> <li>• Anecdotal evidence of increased employee interest in COPD information and tobacco cessation resources</li> <li>• Too early to assess impact of online screener through unique URLs</li> </ul>

\* Abnormal result rate reflects data from 2 employers; many high risk employees at 3rd employer declined spirometry due to existing diagnoses.

\*\* Empowerment surveys were tested at Lunch & Learns with 30 respondents. The surveys were not used at employee meeting presentations.

***The last section of this report includes Employer Case Studies with details on each participating employer's COPD interventions and results.***

## Key Discoveries and Value of the Project

### *1. Employee interest in COPD was higher than anticipated*

Employees appreciated learning how to reduce risk and what resources were available for managing the disease, both for themselves and for loved ones. Knowledge about COPD combined with concerns about smoking history motivated employees to seek tobacco cessation resources.

### *2. The power of small steps - perfect data are not required to take meaningful action*

Although claims analysis did not identify COPD as a major population health priority, all three employers implemented simple, inexpensive interventions to increase awareness and empower their employees with information to help them reduce risk, know the symptoms, seek early diagnosis and find good information and care for managing COPD if they are diagnosed.

### *3. Access to new population risk data*

On-site COPD risk screening provided the employers with additional population risk data to help guide decisions about future interventions. Screening results either confirmed low population risk indicated by claims analysis, or suggested higher risk and the potential for hidden, undiagnosed COPD in the workforce.

### *4. Ease of integrating COPD awareness into existing wellness programming*

The employers easily folded COPD awareness activities and communication into their existing programs and communication vehicles with support and resources from the COPD Foundation and its on-line Employer Toolkit. Using COPD Foundation resources and tools minimized the impact on HR staff time

### *5. HR staff more attuned to COPD*

Through the project and the wealth of information available from the COPD Foundation, the employers' HR staffs became more aware of COPD, its impacts, and what can be done to address it.

## Looking Ahead

As a result of participating in this project, Atmos Energy, City of McKinney and Greyhound Lines plan to:

- Enhance communication about COPD
  - All three employers have added COPD messaging to their HR websites, and plan to include COPD in the rotation of topics for ongoing health and wellness communication.
- Leverage COPD awareness to promote tobacco cessation.
- Engage COPD Foundation support of future health fairs.
- Be alert to the need for more targeted action as better data become available.

## COPD Strategies

COPD is a workforce issue with large and often hidden cost implications related to health care spending and reduced productivity. Employers can take steps to improve the health of their employees and reduce the burden of this progressive disease.

*Increase COPD awareness and encourage early diagnosis:*

- Determine prevalence and impact of diagnosed COPD in the workforce through medical and Rx claims analysis.
- Encourage employees to complete the COPD Foundation’s 5-question online COPD risk screener.
- Incorporate COPD screening and information in wellness activities and employee communications.
- Partner with your health plan to build awareness and manage patients with COPD.

*Manage controllable factors both to reduce risk and to manage the disease:*

- Implement “healthy lung” worksite policies such as smoke free facilities, or appropriate personal or facility air filtering equipment in industries with high exposure to worksite pollutants.
- Promote smoking cessation – keep trying!
- Encourage use of immunizations, pulmonary rehabilitation and palliative care as recommended, which yield strong benefits for managing COPD.
- Manage the high prevalence of co-morbidities, especially heart disease.
- Offer coverage and access to COPD services.

*Help diagnosed employees manage their COPD and maintain their productivity, by offering reasonable worksite accommodations to address common effects of COPD such as shortness of breath, susceptibility to colds, sensitivity to fumes, and need for temperature controlled settings, flexible break times and ability to attend pulmonary rehab.*

***“Now that we are more aware of the impacts of COPD on employees and the bottom line, we can take steps to educate employees, reduce risk and promote appropriate care for those with COPD.”***

***Tyneeta Morris, Human Resources Director, Greyhound Lines, Inc.***

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## EMPLOYER CASE STUDIES

**Atmos Energy Corporation  
City of McKinney  
Greyhound Lines, Inc.**



*Large gas utility company discovers high employee interest in learning more about COPD and how to reduce risk.*

## About Atmos Energy Corporation

### Background and Mission

Atmos Energy Corporation, headquartered in Dallas, is one of the country's largest natural-gas-only distributors, serving approximately 3 million customers in more than 1,400 communities from the Blue Ridge Mountains in the East to the Rocky Mountains in the West. It is the largest natural gas distributor in the states of Texas, Louisiana and Mississippi. In addition, Atmos Pipeline–Texas is one of the largest natural gas transmission and storage systems in Texas. Atmos Energy's non-regulated operations market and deliver natural gas to some 1,000 industrial, commercial and municipal customers primarily in the Southeast and Midwest. It ranks among the top three domestic mid-tier natural gas marketers.

### Organization Statistics / Demographics

DFW Employees	1,748
Number of Covered Lives - DFW	2,066 (875 employees / 1,192 dependents)
Gender / Age – Covered Lives	51% male; 54% over the age of 40
Benefit Type	Self-insured

Due to the nature of its business, Atmos employees are not allowed to smoke on the job. The company offers tobacco cessation programs and coverage.

## Data drives decisions

### Baseline

- Medical claims analysis indicated COPD prevalence in the employee population of less than 3% and smoking rates were perceived to be low.

### Intervention Goals

- Confirm low COPD risk within the population and increase COPD awareness to equip employees with information they need to maintain health and reduce risk.

## Implementing value-based interventions

### Presentation followed by free on-site COPD risk screening and spirometry

- Conducted at mandatory HDQ Employee Meetings.
- Volunteers arranged through the COPD Foundation conducted slide presentation on COPD, and walked employees through completing and scoring the COPD Foundation's 5-Question COPD Risk Screener.
- Participation incentive: enter drawing for Tablet device by completing the COPD Risk Screener.
- Free optional spirometry available to all, but stressed for those whose screener score indicated high or elevated risk (risk score of 4 or higher).

### Distribute COPD brochures at HDQ and call center health fairs

- No screening or data collection; tables manned by Atmos HR staff.
- COPD Foundation brochures included the 5 COPD risk screener questions and scoring information.
- Call Center employees are demographically more likely to be past or current smokers, heightening the need for COPD awareness.

## Results

### Presentation and on-site screening

- Screening confirmed low risk within the population.
  - 3 employees (1.2%) scored as having high risk of COPD.
  - Only one had abnormal spirometry result
- High degree of employee interest and engagement in the presentation and follow up spirometry testing.
  - Active participation in Q&A after the presentation.
  - 36 chose to take the spirometry testing – all 3 with high risk scores, plus an additional 33 in spite of their low risk scores.

ON-SITE COPD SCREENING RESULTS	
5-Question COPD Risk Screeners Completed	246
Reported Age 50 or Older (%)	46%
Reported Less Active Due to Breathing (%)	6%
Reported Smoked 100+ Cigarettes in Lifetime (%)	26%
Risk Score 5 or Higher (High Risk) (#)	3
Risk Score 5 or Higher (High Risk) (%)	1.2%
Total Receiving Spirometry Testing (#)	36
High Risk that Received Spirometry (#)	3
High Risk with Abnormal Results (#)	1
High Risk with Abnormal Results (%)	33%

### Brochure distribution

- About 800 COPD Foundation brochures were distributed by HR representatives at HDQ and the Call Centers.
- HR staff reported Call Center employees were interested in learning more about risk reduction and resources available for smoking cessation.

## Key discoveries and project value

- There are easy and inexpensive steps that can be taken to raise awareness of COPD which can contribute to lowering risk and improving diagnosis and care.
- On-site screening confirmed low level of COPD risk in the population, but employee response to the presentation and uptake of spirometry testing revealed a surprisingly keen employee interest in knowing and reducing risk for COPD due to their own health issues, prior or current exposure to smoke, or concerns about loved ones with COPD.
- Increasing COPD awareness appears to have heightened employee interest in smoking cessation.
- The COPD Foundation website and Employer Toolkit provide many useful, cost effective resources, tools and materials to facilitate employer efforts to increase COPD Awareness.
  - The 5-Question COPD Risk Screener (on-line or printed) is an excellent COPD awareness and screening tool.
  - Local volunteers recruited by the COPD Foundation were knowledgeable, approachable and engaged employees with actionable information presented at an appropriate level.
  - Other tools and supplies, plus customizable pre-written messages for employee communications made it easy to implement and promote COPD interventions.
- HR staff is more knowledgeable about and attuned to COPD as a potential issue within the population.

## Future direction

- Implemented HR website enhancements to address employee request for easier access to comprehensive information on tobacco cessation and available company resources and programs.
  - Pulled tobacco cessation information and resource links onto one easy-to-locate page.
  - Includes messaging about COPD and link to COPD Foundation website.
- Continue to distribute COPD information at annual health fairs.
- Add periodic COPD messages to employee communications about health and wellness.



*A suburban municipal government increases COPD awareness and uncovers “hidden” COPD in the workforce.*

## About City of McKinney

### Background and Mission

The City of McKinney is a rapidly growing community of more than 150,000 located 30 miles north of Dallas. Known for its small-town feel, the City of McKinney serves as the county seat for Collin County and was ranked #1 on CNN Money Magazine's 2014 list of Best Places to Live in the U.S.

### Organization Statistics / Demographics

City Employees	830
Number of Covered Lives	2,100 (772 employees / 1,328 dependents)
Benefit Type	Self-insured PPO

City of McKinney offers its employees generous benefits and the opportunity to earn “wellness points” through health and wellness activities.

## Data drives decisions

### Baseline

- Only one employee and 6 dependents in the claims analysis period had claims coded with a primary diagnosis of COPD. However, City of McKinney’s high employee retention rate increases the likelihood that COPD will become more prevalent.

### Intervention Goal

- Increase awareness of COPD and equip employees with information to help reduce risk of COPD, and seek early diagnosis and appropriate care if indicated.

## Implementing value-based interventions

### Free on-site COPD risk screening and spirometry at annual health fair

- COPD Foundation information and screening table manned by COPD Foundation volunteers.
- Participation incentive: wellness points for completing COPD Foundation’s 5-Question COPD Risk Screener.
- Free optional spirometry available to all, but stressed for those whose screener score indicated high or elevated risk (score of 4 or higher).

### Free employee lunch & learn on COPD

- Free box lunch, presentation and risk screening (without spirometry) for employees and retirees.
- Participation incentive: wellness points for attendance.
- Pre and post presentation participant survey to assess changes in feelings of empowerment.



## Results

### On-site screening

- High degree of employee engagement.
- 4 previously undiagnosed employees had abnormal spirometry results and were counseled to seek diagnosis and care.
- Based on rate of abnormal results at the on-site screening, estimated as many as 15 employees may have undiagnosed COPD.

### Lunch & learn

- Although the sample size was small due to low attendance, pre and post survey results indicated participants felt more empowered after the program to find good information to help them reduce risk, manage COPD and find appropriate care if diagnosed.

On-site COPD Screening	
5-Question COPD Risk Screeners Completed	221
Reported Age 50 or Older (%)	32%
Reported Less Active Due to Breathing (%)	11%
Reported Smoked 100+ Cigarettes in Lifetime (%)	34%
Risk Score 5 or Higher (High Risk) (#)	10
Risk Score 5 or Higher (High Risk) (%)	4.5%
Total Receiving Spirometry Testing (#)	15
High Risk that Received Spirometry (#)	9
High Risk with Abnormal Results (#)	4
High Risk with Abnormal Results (%)	44.4%

## Key discoveries and project value

- There are easy and inexpensive steps that can be taken to raise awareness of COPD and identify employees at risk, which can contribute to lowering risk and improving diagnosis and care.
- On-site screening provided important new data about COPD risk and revealed “hidden” COPD in the population.
- The COPD Foundation website and Employer Toolkit provide many useful, cost effective resources, tools and materials to facilitate employer efforts to increase COPD Awareness.
  - The 5-Question COPD Risk Screener (on-line or printed) is an excellent COPD awareness and screening tool.
  - Local volunteers recruited by the COPD Foundation were knowledgeable, approachable and engaged employees with actionable information presented at an appropriate level.
  - Other tools and supplies, plus customizable pre-written messages for employee communications made it easy to implement and promote COPD interventions.
- Employees expressed interest in learning more about COPD due to their own health issues, prior or current exposure to smoke, or concerns about loved ones with COPD.
- HR staff is more knowledgeable about and attuned to COPD as a potential issue within the population.

## Future direction

- Implement enhanced messaging about COPD on HR Website, including link to COPD Foundation on-line COPD risk screener with unique City of McKinney URL.
  - Unique URL allows the City to monitor online COPD risk screener usage and risk profile to assess need for additional interventions.
- Partner with health plan to implement telephonic coaching for selected health conditions / life style changes including tobacco cessation to reduce risk of COPD.
- Engage COPD Foundation resources to support annual health fairs.
- Add periodic COPD messages to employee communications about health and wellness.
- Include COPD messaging in promotion of Tobacco Cessation programs.
- Be alert to need for more targeted action as better data become available.



Transportation company puts employees on the road to reducing COPD risk, and improving diagnosis and care.

## About Greyhound Lines, Inc.

### Background and Mission

Greyhound Lines is the largest provider of intercity bus transportation in North America. Headquartered in Dallas, it serves more than 3,800 destinations and almost 18 million passengers per year. Greyhound also offers same day and next day package delivery to thousands of destinations.

### Organization Statistics / Demographics

DFW Area Employees	673
Number of Covered Lives - DFW	767 (364 employees / 403 dependents)
Average Employee Age	49 years (51% of population is over age 40)
Benefit Type	Self-insured

The COPD project only targeted Greyhound's DFW, non-union employees. Greyhound's health plan includes a wellness premium differential, and employees have access to a broad array of wellness programs, including tobacco cessation programs.

## Data drives decisions

### Baseline

- Only 21 members (1.6% including employees and dependents) in the study period had claims coded with a primary diagnosis of COPD. However, the relatively high percent of employees over the age of 40 increases the probability that undiagnosed COPD may exist in the population and that COPD could become more prevalent over time.

### Intervention Goals

- Confirm level of risk for COPD in the employee population to help drive future decision-making about COPD interventions.
- Increase awareness of COPD and equip employees with information to help them reduce the risk of COPD, and to seek early diagnosis and appropriate care if indicated.

## Implementing value-based interventions

### Free on-site COPD risk screening and spirometry at annual health fair

- COPD Foundation information and screening table manned by COPD Foundation volunteers.
- Participation incentive: Kindle Fire raffle entry by completing COPD Foundation's 5-Question COPD Risk Screener.
- Free optional spirometry available to all, but stressed for those whose screener score indicated high or elevated risk (risk score of 4 or higher).

### Free employee lunch & learn on COPD

- Free box lunch, presentation and risk screening (without spirometry) for employees.
- No participation incentive.
- Pre and post presentation participant survey to assess changes in feelings of empowerment.

ON-SITE COPD SCREENING RESULTS	
5-Question COPD Risk Screeners Completed	124
Reported Age 50 or Older (%)	42%
Reported Less Active Due to Breathing (%)	15%
Reported Smoked 100+ Cigarettes in Lifetime (%)	31%
Risk Score 5 or Higher (High Risk) (#)	9
Risk Score 5 or Higher (High Risk) (%)	7.3%
Total Receiving Spirometry Testing (#)	1*
Number Tested with Abnormal Results (#)	0

\*Most of those at high risk declined spirometry, many reporting respiratory problems due to asthma or already diagnosed COPD.

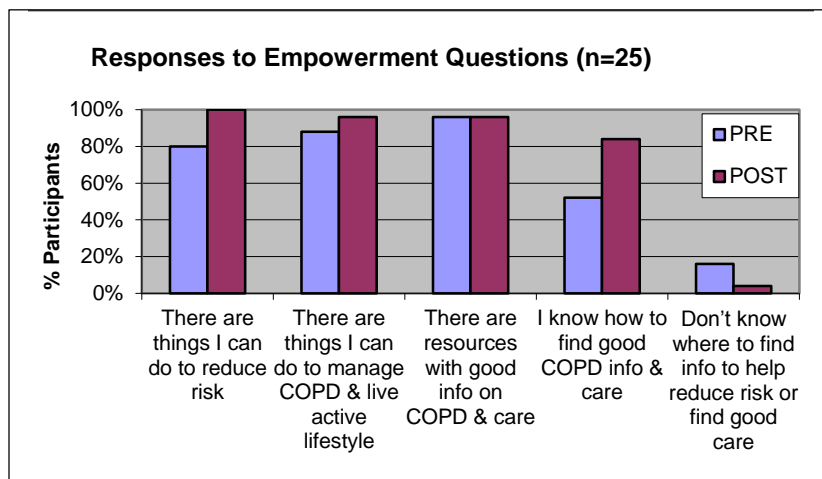
## Results

### On-Site Screening

- Higher than expected level of risk in the screened population (7.3%), suggesting possibility of many undiagnosed cases.

### Lunch & Learn

- The 25 participants were highly engaged and all completed pre and post presentation surveys.
- Survey results showed:
  - All felt the information was important to know.
  - 40% knew someone with COPD.
  - 88% listed actions they planned to take as a result of the presentation such as reduce exposure to smoke and share information and COPD risk screener with family and friends.
  - Employees felt more empowered after the program to find good information to help them reduce risk and find appropriate care if diagnosed (see graph).



## Key discoveries and project value

- There are easy and inexpensive steps that can be taken to raise awareness of COPD and identify employees at risk, which can contribute to lowering risk and improving diagnosis and care.
- In contrast to the claims data, on-site screening provided important new data about COPD risk among plan members and revealed potential “hidden” COPD in the population.
- The COPD Foundation website and Employer Toolkit provide many useful, cost effective resources, tools and materials to facilitate employer efforts to increase COPD Awareness.
  - The 5-Question COPD Risk Screener (on-line or printed) is an excellent COPD awareness and screening tool.
  - Local volunteers recruited by the COPD Foundation were knowledgeable, approachable and engaged employees with actionable information presented at an appropriate level.
  - Other tools and supplies, plus customizable pre-written messages for employee communications made it easy to implement and promote COPD interventions.
- Employees expressed interest in COPD due to their own health issues, prior or current exposure to smoke, or concerns about loved ones with COPD.
- HR staff is more knowledgeable about and attuned to COPD as a potential issue in the workforce.

## Future direction

- Implement enhanced messaging about COPD on HR website, including link to the COPD Foundation on-line risk screener with a unique Greyhound Lines URL.
  - General employee communications and HR website also will reach unionized employees (demographically at higher risk for COPD).
  - Unique URL allows monitoring online COPD risk screener usage and risk profile to assess need for additional interventions.
- Engage COPD Foundation resources to support annual health fairs.
- Add periodic COPD messages to employee communications about health and wellness.
- Include COPD messaging in promotion of Tobacco Cessation programs.
- Be alert to need for more targeted action as better data become available.



The **Dallas-Fort Worth Business Group on Health (DFWBGH)** is a coalition of 150 Dallas and Fort Worth area employers and health-related organizations committed to promoting and maintaining a health care delivery system that provides quality, accountability and affordability. With an average DFW workforce of 3,000 employees, DFWBGH employer members represent over 250,000 DFW-based employees and spend over \$2.5 billion per year in DFW on employee health care. To learn more about DFWBGH visit [www.dfwbgh.org](http://www.dfwbgh.org)



The **National Business Coalition on Health (NBCH)** is a national, non-profit, membership organization of 49 purchaser-led health care coalitions, representing approximately 4,000 employers and 35 million employees and their dependents across the United States. NBCH and its members are dedicated to value based purchasing of health care services through the collective action of public and private purchasers. Visit: [www.nbch.org](http://www.nbch.org)



The **COPD Foundation** undertakes initiatives to expand services for COPD and improve the lives of individuals affected by COPD. The Foundation's activities focus on achieving these results through research, education and advocacy programs that will lead to prevention, and someday, a cure for this disease. For more information and to access the COPD Foundation Employer Toolkit, visit: <http://www.copdfoundation.org>

*For questions about the DFWBGH Increasing COPD Awareness and Improving Care for COPD Patients project, please contact Karen Wiese, DFWBGH Project Manager, at 214-382-3037.*