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GSK Introduces its Groundbreaking Healthcare Initiative

How an innovative healthcare programme can improve employee wellbeing and save costs

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To address this challenge globally, GSK developed its innovative Partnership for Prevention (P4P) programme. P4P provides up to 40 preventive healthcare services at little to no cost for all benefits-eligible employees and their families. In doing so, GSK became the first multinational employer to commit to this type of progressive initiative on such a large scale.

Align programme vision and company mission

P4P reflects GSK's values. As John Bostrom, Director of Benefits Strategy and Governance, explains:

"GSK's mission to help people do more, feel better, live longer starts inside our company, because the healthier we all are, the healthier, stronger and more resilient our business will be to better meet the needs of patients and consumers. P4P is pivotal for fulfilling our organisation's Duty of Care responsibilities."

P4P is also fully aligned to GSK's Employee Value Proposition (EVP). GSK continues to be recognised as a company that values its employees by actively investing in their health and their families' health.

Beyond its EVP, P4P aligns to GSK's Corporate Social Responsibility (CSR) commitment as well. It is expanding the culture of preventive healthcare beyond the company through knowledge sharing and key partnerships, thereby positioning GSK as a progressive leader in improving the health of the communities in which they operate.

Phased and effective delivery

GSK's implementation approach for P4P was to fill coverage gaps and enhance preventive healthcare services for the greatest number of people, as quickly as possible.

The programme design was based on proof of concept pilots completed in Ecuador, Ghana, Nigeria and Romania in 2012. The pilots confirmed that phasing in services geographically was the best way to expand the programme globally.

The first regions to rollout P4P were Middle East and Latin America, followed by Africa and Asia. The final phases of the deployment covered Europe, United Kingdom and North America.

P4P was designed to provide a broad range of healthcare services that complement, rather than duplicate, those services already available. These include adult and child vaccines, preventive examinations, HIV and cancer screenings, prenatal healthcare, cardiovascular health and tobacco cessation treatment.



Above: GSK employees celebrating the launch of the P4P programme in Costa Rica.

Measurable success

P4P's success can be measured through three channels: utilisation reporting, return on investment (ROI), and employee testimonials.

To date, P4P has launched in 122 countries, it covers about 140,000 lives, and over 120,000 services have been delivered. On average 22 services are provided in each country and utilisation is increasing, resulting in a culture of preventive healthcare.

P4P is making a financial impact on the company, measured as ROI. This has been seen in a number of studies:

- An analysis in 2017 found that the P4P programme can have a positive impact on business costs from a variety of sources, including absenteeism, presenteeism, health and disability plan costs, death benefits and employee engagement.
- Specific service models estimate an ROI of between \$1.30 and \$4.00 for every \$1 invested for hepatitis A vaccination, and an average ROI of \$5.00 for every \$1 invested for influenza vaccination.
- GSK partnered with RAND Europe to calculate the financial benefits of P4P in South Africa. It estimated an ROI between \$0.26 and \$2.12 (with \$0 indicating full repayment of each \$1), confirming that the P4P investment should be fully repaid and bring additional net returns.

Similar cost benefits have been seen in other countries.

GSK has received positive feedback from employees who have benefitted from P4P services. Employees speak of having greater awareness of the importance of vaccines and other medical check-ups, for issues such as cervical cancer. They report how the programme has encouraged lifestyle changes, both for themselves and their families. Many mention being proud to work at a company that cares about their health and wellbeing.

As John Bostrom, Director of Benefits Strategy and Governance concludes:

“P4P is a major innovation in employee health and wellbeing. P4P demonstrates that we can embed a culture of prevention even in communities unaccustomed to preventive measures. We are making a difference - community by community.”

KEY ELEMENTS

The following were key to establishing this innovative programme successfully:

The programme's vision reflects and underpins the values of the company: its stated mission, EVP and CSR initiatives.

It was phased geographically to focus first on the countries with the greatest needs and to help the greatest number of people as quickly as possible.

Success could be clearly measured: via utilisation statistics, ROI and employee testimonials.

For information on the 2018 Duty of Care Awards winners in all categories, go to www.dutyofcareawards.org.