



Corporate America and Community Health

Objective: This project aimed to learn from corporate executives about the most important components of a business case for employer leadership in improving community health.

Methods: Dialogue sessions using a World Café format were conducted with 54 executive-level leaders representing 47 organizations.

Results: The strongest elements of a business case for employer leadership in improving community health include metrics and measurement, return on investment, communications, shared values, shared vision, shared definitions, and leadership. Important barriers include lack of understanding, lack of a clear strategy, complexity of the problem, trust, lack of resources and leadership, policies and regulations, and leadership philosophy. Substantial variability was observed in the degree of understanding of the relationship between corporate health and community health.

Conclusions: The business case for intentional and strategic corporate investment in community health occurs along a continuum and has a set of clearly defined elements that address why investment in community health may make sense, but there is a need to address questions related to “what to do” and “how to do it”.

This research project is complete, peer-reviewed and published in the May, 2015 issue of the JOURNAL of OCCUPATIONAL and ENVIRONMENTAL MEDICINE.

Citation: Pronk NP, Baase C, Noyce J, Stevens DE. Corporate America and community health: Exploring the business case for investment. JOEM. 2015;57(5):493-500.

[Purchase this article](#)