

## HERO Learning Series Presents:

### A Community Based Proactive Health Care Model for Small Businesses Webinar

The Greater Somerset Public Health Collaborative (GSPHC) in Somerset County, Maine in partnership with HERO, The Maine Health Access Foundation and Medical Care Development developed a community-based employee wellness program for very small businesses and demonstrated that small businesses within a community can join together to offer their workers wellness activities that would not normally be economically feasible for groups their size. This model complements national health reform, which proposes models to allow small employers to group together to purchase coverage. Large employers understand that wellness and prevention form a continuum with insurance; indeed, as the law permits, employers and insurers offer incentives for wellness. By creating a project that gave small employers a similar opportunity to jointly obtain worksite wellness; this project was able to develop a prototype of a complementary product that can be used to offer a full spectrum of health, wellness and medical care protection for small and very small employers.

#### Learning Objectives

1. Learn how small businesses in a rural community can come together to offer workplace wellness programs to their employees.
2. Learn how this model has made an impact on the health and well-being of its community members.
3. Learn unique strategies to implement evidence-based interventions for improving the workplace environment and employee health.

#### About Our Presenters



**William E. Primmerman** is the Project Director for the Greater Somerset Public Health Collaborative (GSPHC) one of the 26 Healthy Maine Partnerships (HMP) located in District 5, which is Kennebec and Somerset Counties, of the 8 Maine Public Health Districts. Bill is an employee of Redington-Fairview General Hospital, fiscal agent for the GSPHC. He currently directs the GSPHC in Somerset County to address the prevention of chronic disease through policy and environmental change initiatives in promotion of tobacco free lifestyle, physical activity, good nutrition and the prevention of substance abuse. This work is done in partnership with schools, municipalities, worksites, community organizations, health care providers, children, youth, families and many community volunteers. Prior to 2003 and his current position Bill spent 15 years teaching in Public Education both in Maine and Nova Scotia and 17 years as a consultant at the Maine Department of Education.



**Kala Ladenheim, PhD, MSPH.** is a Senior Researcher at Medical Care Development, Inc. and an independent Maine-based health policy expert DBA Maine Health Policy dot Info. Past significant leadership roles in Maine include President/CEO of the Maine Center for Public Health and Executive Director of the Maine Health Policy Advisory Council. Recent and current Maine projects include a study of the interplay of financing and public health infrastructure development in Maine, a study of the relationship between oral and systemic health, a senior driver safety project, an innovative rural microwellness program, and providing policy support and evaluation for a regional telehealth resource center. Kala is a national expert on state-level policy-making related to insurance coverage, quality and health information technology.