

Integrated health management: experiences from BASF

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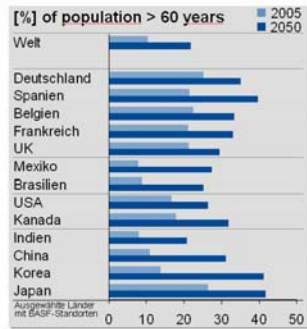
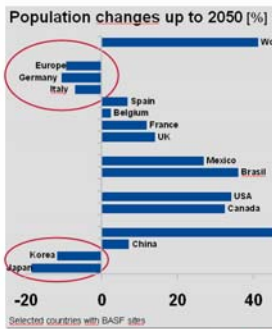
Occupational Medicine & Health Protection, BASF SE
Chief Medical Officer – Dr. Stefan Lang

6th European Conference on Promoting Workplace Health
"HEALTHY WORK - HEALTHY LIFESTYLE - HEALTHY BUSINESS"

Demographic Change – an important issue for BASF?



Background:
The population is shrinking in Europe and parts of Asia as life expectancy overall is rising

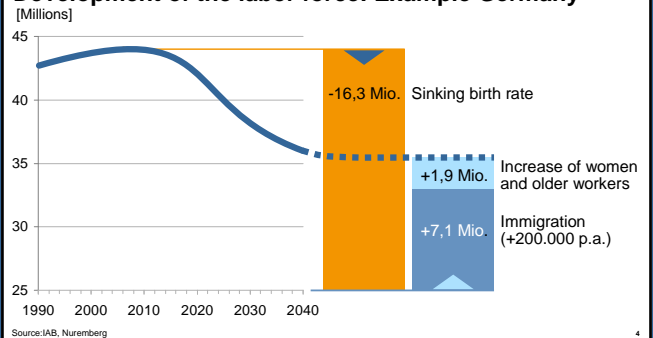


Source: UN World Population Prospects, 2006 Revision, Medium Variant

Background:
Shrinking labor force from 2015 on – immigration not enough to halt this effect



Development of the labor force: Example Germany

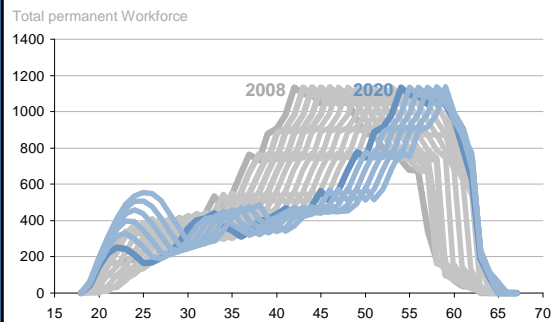


Source: IAB, Nuremberg

BASF Corporate Report 2007 Demographic Change



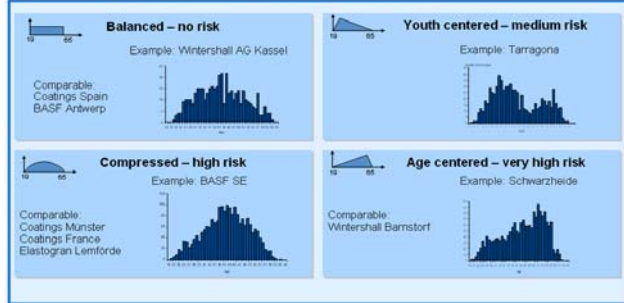
The workforce is getting older:
today 55 % are between 35 and 50 years old –
in 2023 this majority will be 50-65 years old



Demographic risk due to age structure varies greatly



Age structure and demographic risk of selected BASF-sites in Europe

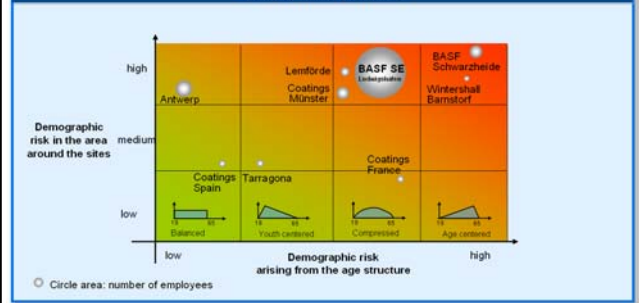


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The greatest need for action is on the Ludwigshafen site: high risk externally and internally – at the same time, the largest site



Demographic portfolio



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The GENERATIONS@WORK programme plans all areas of action early on and enables BASF to face up to demographic change



Effects of demographic change

Sites with a shrinking number of potentially employable people in the surrounding area	Increasing life expectancy and longer working life	BASF: older employees, fluctuating need for replacement
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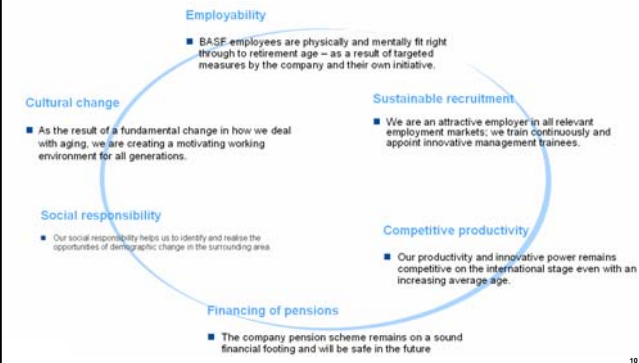
Areas of action in BASF

Employability	Recruitment	Productivity	Company pension	Social responsibility	Cultural change
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GENERATIONS@WORK

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Aims of the GENERATIONS@WORK programme



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Structure of the GENERATIONS@WORK programme



Aims	Project
Employability	Personnel development LU/Europe
	Health management
	Occup. safety, ergonomics and work organization
Sustainable recruitment	Working time
	Personnel structure management
	Training 2015
	Agencies
Productivity	Best Employer BASF
	Work and family
Cultural change	Performance Management LU/Europe
	Financing of company pension scheme
Social responsibility	Communication & Change Management
	Social responsibility in the education field

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Global Health Management

Occupational Medicine and Health Protection





Global Occupational Medicine and Health Protection (OM & HP) Organization

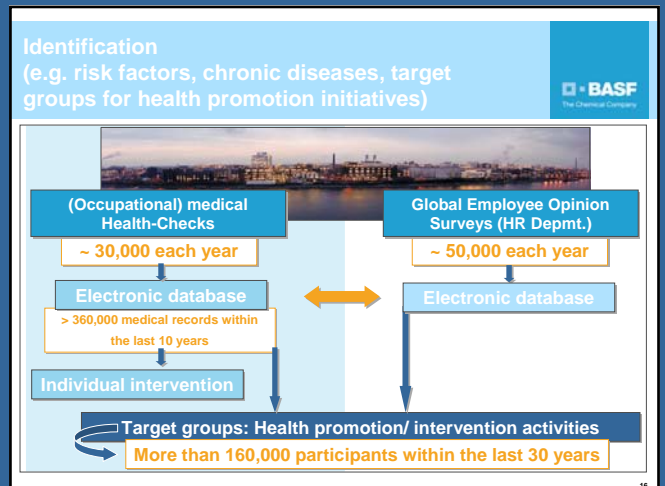
Ludwigshafen site (BASF SE)
(33,000 employees)

18 physicians (full time)
124 support personnel (nurses, paramedics, technicians, etc.)

100+ production sites in 40+ countries
(62,000 employees)

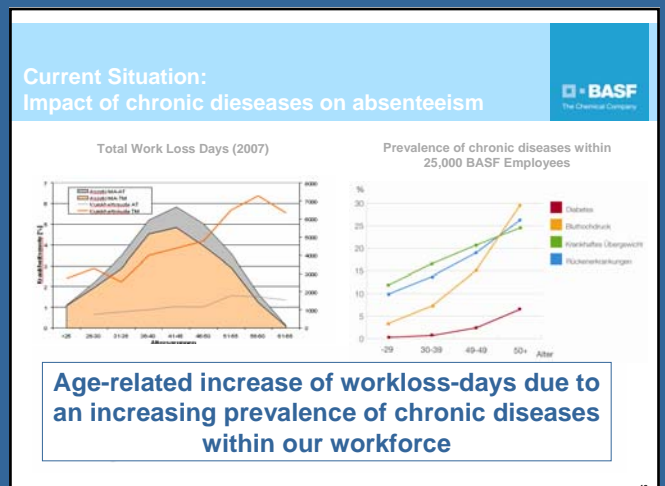
appr. 180 physicians (full time, part time, BASF employed, contract)
appr. 100 support personnel

- ### 15 centers of Excellence:
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- (1) Organization and Management
 - (2) Biomonitoring
 - (3) Documentation and Biostatistics
 - (4) Epidemiology
 - (5) Emergency Medicine and Disaster Preparedness
 - (6) Environmental Medicine
 - (7) Ergonomics and Rehabilitation
 - (8) Health Promotion
 - (9) Human Toxicology and Product Stewardship
 - (10) Occupational Dermatology
 - (11) Occupational Pulmonary Diseases
 - (12) Reproductive Health
 - (13) Alcohol and Drug Abuse, General Psychiatric Medicine
 - (14) Health Management for Expatriates and Travelers
 - (15) Occupational Diseases



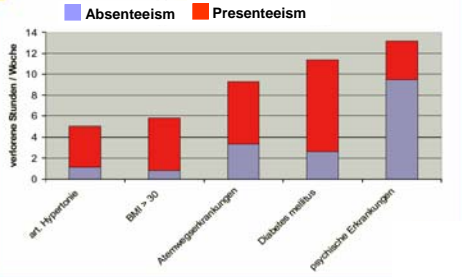
Analysis: Chronic Disease Prevalence within 25,000 employees (2003-2005)

- Prevalence of selected health risk factors and chronic diseases
- **Data Source:** AMEDIS (GUA)
- **Study Group:** 21,125 Men, 2,862 Women
- **Period of time:** 2003 - 2005



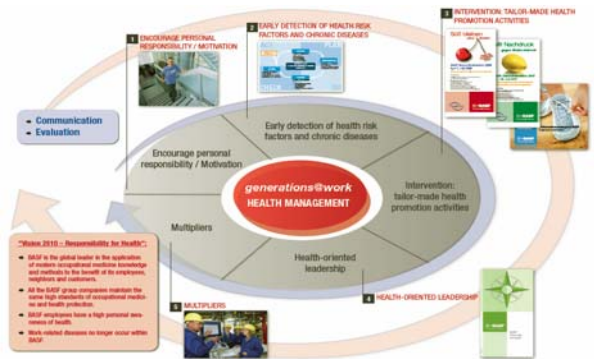
Absenteeism and Presenteeism: The Role of Health Risk Factors and Disease on Workers Productivity

Health Related Productivity Loss (Hours per Week)

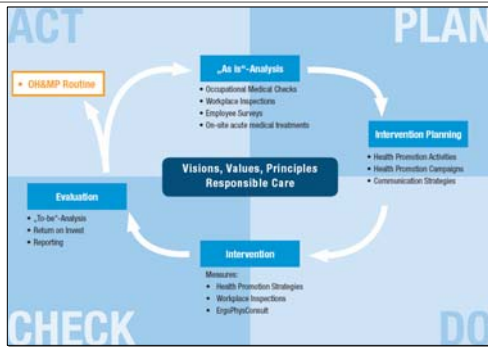


Burton et al., The Role of Health Risk Factors and Disease on Workers Productivity, JOEM 41:863-877

Generations@Work – Health Management



Important: Health Management System to achieve a sustainable effect on employee's health



Intervention: Selected Health Promotion Campaigns and Activities at BASF

- Global Non-smoking Campaign "Smoke-Free 2008"
- The High-Blood-Pressure Campaign 2007
- The Diabetes-Screening Program 2006
- The Obesity Intervention Program 2005
- The Reproductive Health Initiative
- Recommendations for managing work-related stress
- KEAP – Key Executive Annual Physical
- 女职工健康促进活动

Global Health Promotion Campaign Steps to Health 2009



Global Health Promotion Campaign Steps to Health 2009

Global Health Promotion Campaign Steps to Health 2009



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Results: Return on Invest of Selected Health Intervention Activities of BASF



Activity	Return on Invest	Scientific Paper
Backpain-Project	1:2	Pluto et al. 1995, 1997, 2002 and 2005
Colon-Cancer Screening	1:10	Webendörfer et al., DMW 2004
„Smokefree 2003“	> 1:15	Lang et al., ASU 2004, 2007
Diabetes Screening	1:15	Value Based Management Practice Group 2006 (BASF) and Oberlinner et al., Public Health (eingereicht)



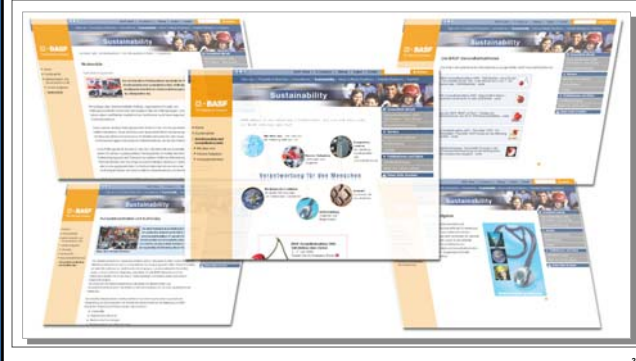
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Résumé: Workplace Health Promotion is of value for employees *and* companies:



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Internet: corporate.basf.com



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Thank you for your attention!



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Backup



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