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President and CEO

Creating a Community-Wide

The Dow Chemical Company

Good Health for the Whole Self

Coalition Leadership

- Michigan Health Information Alliance
- Theme: Improving health outcomes for our community—through prevention, consumer engagement, quality improvement and utilization of health information technology

Program Goals

- Improve health outcomes for people in our region.
- Improve the value for dollars spent in health care for our region.
- Support economic development and quality of life in our communities through excellence in health achievements and services.

Program Components

- Regional health care quality improvement initiatives.
- Health information technology advancement including health information exchange, personal health and electronic medical records.
- Establishing a health dashboard of community specific health data.
- Effective health systems and outcomes through positive consumer engagement and advancement of primary care coordination.
- *Healthy Cities/Healthy Communities*: population health improvement efforts.

Program Highlights

- Established a multistakeholder regional collaborative for 11 Michigan counties dedicated to health improvement as a 501c3.
- Achieved designation as a Chartered Value Exchange by the Agency for Health Care Research and Quality.

A culture of health is expressed in the way a community supports its population in day-to-day living and in the way the community's environment reduces barriers to participation or engagement in healthful behaviors. Through conscious choices related to public health policy, community leaders can develop an environment that provides not only opportunities for improving community health but also positive social and environmental supports that will enrich the lives of individuals and families.

Concerned businesses are critical participants in providing the structure, outreach, resources, and facilities that create this community culture of health. In addition, businesses' experiences in developing worksite health promotion initiatives and their own corporate cultures of health are useful in leading and inspiring community leaders.⁵⁹

Businesses of all sizes have a valuable opportunity to influence not only the health and well-being of their own employees, but also the lives of the individuals and families living in their communities. Companies that develop, support, and enable policies and strategies for improving options for healthy living not only benefit the population and the community at large, but also strengthen their business position and reputation among stakeholders, investors, employers, and community leaders.

Key Points

- Establish a strong culture of health and health promotion programs in the workplace and draw on these experiences to advise and guide decisions made for the community.⁹
- Develop coalitions and working relationships with public, private, and nonprofit organizations to work on specific areas of concern, share information, and identify health service gaps in the community.⁶⁰

