

New Hanover County Health Summit

Roundtable 2 • Business Community Solutions • Howard Rasheed, Ph.D., Facilitator

1. Strategies by business people to enhance healthcare access for adults in Hew Hanover County

- Provide education for employees
 - Get insurable employees to sign up
 - Provide programs for wellness

2. Barriers

- Cost
- Non-participation

3. Addressing barriers

- Incentives along with education
 - Cut rates on insurance for healthy individuals
 - Offer rewards for health improvement among employees

4. What commitment is the business community willing to make

- Business leaders agree to serve on HealthNet and other community health

