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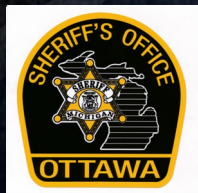
Novel Approach to Improving Health, Safety, and Wellness in Employees

Kent County

Ottawa County Sheriff Department

Robertson Brain Health

Robertson Research Institute



Al Vanderberg

County Administrator



Setting the Stage



Ottawa County successfully implemented a high deductible health plan with a companion health management plan that:

- Resulted in healthier employees and spouses
- Lowered claims
- Improved employee choice
- Saved Ottawa County \$15 million in a few short years
- Resulted in significantly reduced premium increases over 10 years (0% most years)

Taking it to the Next Level



- Sheriff Kempker and then Undersheriff Weiss informed me about the “Protect the Protectors” program through Robertson Brain Health
- Ottawa County completed a first cohort of Sheriff Command Staff and a few Administration Staff
- Protect the Protectors was expanded to the entire Sheriff’s Office
- Ottawa and Robertson pioneered expansion to Public Health, Mental Health, Clerk, Juvenile, Courts, etc.
- Great results were achieved!



- 86% of those who completed year one wanted to continue
- Professional and personal stressors were substantially reduced
- Financial Risk Projection for heart disease, heart event, obesity and diabetes all went down significantly
- The average lifetime Financial Risk Projection, for those who participated, plummeted from \$120,370 to \$62,883, with an average savings of \$57,488 per employee

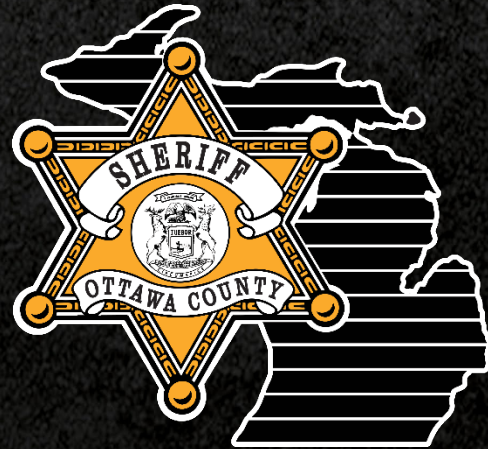
Kent County



- Moved from Ottawa County to Kent County
- Kent participated in Protect the Protectors prior to my arrival
- Program expanded to Department Heads, Health Department, and beyond
- Currently in discussions with health insurance benefit carrier and health insurance agent to find ways to make the benefit permanently available to all employees



Steve Kempker
Ottawa County Sheriff





Dr. Joel Robertson
CEO, Robertson Health Companies

Robertson
BRAIN HEALTH™



Who are the
Robertson Health
Companies?

What Do We Do?

- We provide Health and Wellbeing programs to **prevent** diseases, moods and behaviors from occurring or **minimize** those that exist.
- We **support** existing EAP, Peer Support, and Crises Incidence Programs.
- We **provide data** about your industry and your agency to help your leaders make better management decisions.
- We **tailor** all programs using artificial intelligence, predictive analytics, inference logic and statistics for the person and for the agency.



Robertson Brain Health

- Provides the Brain Project for professional athletes, corporations, governmental agencies, education institutions, mental and public health professionals
- Provides leadership training for executives desiring to understand implicit bias, generational leadership, and improved decision-making capabilities

Robertson Research Institute (501(C) 3 public charity)

- Provides the Protect the Protector™ program for first responders
- Performs Research and Development for Robertson Health companies

Robertson Institute

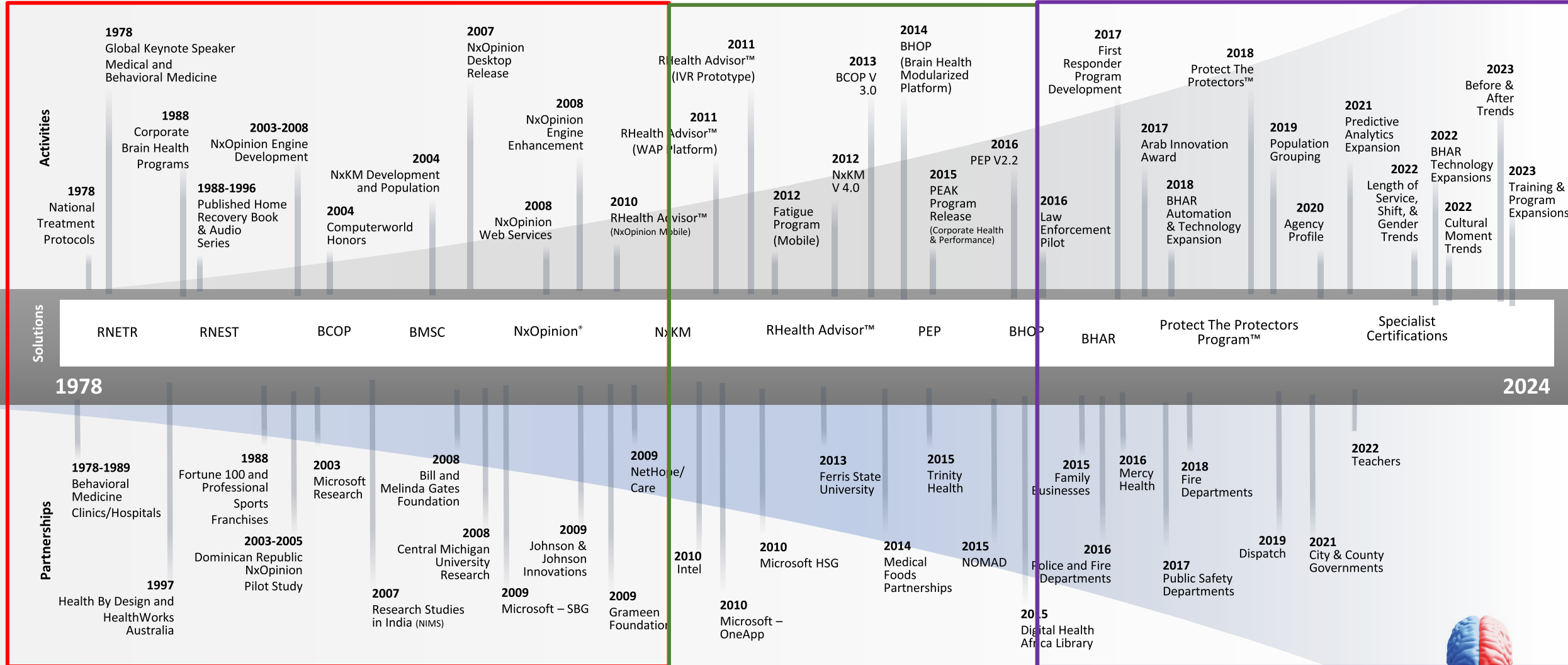
- Provides concierge behavioral medicine to executives and their families

Robertson Family Foundation (private charity)

- Involved in addressing challenges of underserved populations



Robertson Health – A Rich History



Foundational Research Phase

Program & Technology Development Phase

Implementation and Rollout Phase





Robertson Health – a global reach

Technology Recognition
Program Effectiveness Recognition



Microsoft
ComputerWorld
Honors Award



Arab Innovations
Award



⁽¹⁾Top 5 in the world “whose visionary use of information technology produces and promotes positive social, economic, and educational change

⁽²⁾ Best use of predictive analytics and artificial intelligence in behavioral medicine in 34 countries

The Brain Project (Robertson Brain Health)

- City and County Governments
 - Clerks Office
 - Public and Mental Health
 - Public Works
 - Parks and Recreation
 - Human Resources
 - Social Services
- Educational Institutions
- Professional Athletes
- Corporations

Protect the Protectors™ (Robertson Research Institute)

- Law Enforcement
- Firefighters
- 911 Telecommunicators
- Tribal Police
- University Policing
- State Policing
- Department of Natural Resources

**More than 17,000 individuals in the
database from twenty-five countries**



There has always been room for improvement.

What has improved...

- Recognition, acknowledgement and focus on mental health
- Employee Assistance Programs (EAP)
- Peer Support Groups (First Responders)
- Crisis Incidence or Debriefing Techniques (First Responders)
- Physical fitness programs and requirements (First Responders)

And what hasn't...

- Reactive vs. Preventative or Proactive
- Keeping the industry “attractive” and maintaining long-term well-being for our employees to last throughout their careers.





What Do We Know About the Health and Well-being of Government Employees and Executives?

Percentage of Population Statistics Government Employees

Finding/Factor	RBH Aggs Present	Government Employee Present	Comparisons
Feelings of stress	42.7%	46.6%	1.09
Use of alcohol to relax (self-medicate)	39.4%	33.4%	0.85
Use of alcohol to pick me up (self-medicate)	26.4%	26.9%	1.02
Use of substances to relax (self-medicate) ⁽¹⁾	13.4%	21.7%	1.62
Use of substances to pick me up (self-medicate) ⁽¹⁾	12.7%	15.5%	1.16
Medication for anxiety	17.7%	29.3%	1.66
Medication for depression	11.8%	21.7%	1.84
Trouble sleeping through the night	49.4%	47.9%	0.97
Poor or deteriorating memory ⁽²⁾	40.2%	42.4%	1.05

⁽¹⁾ Includes data pre-legalization of marihuana in several states

⁽²⁾ Government Executives present percentage is 46.7% which is 1.16 X greater than average population



Percentage of Population Statistics Government Employees

Finding/Factor	RBH Aggs Present	Government Employees Present	Government Employee Trends
Aggression/short temper	34.7%	30.7%	0.89
Overreaction	37.9%	47.9%	1.26
Controlling behavior	40.0%	46.2%	1.16
Procrastination	52.4%	59.7%	1.14
Negative thoughts	27.8%	32.4%	1.17
Defensive	23.5%	25.5%	1.09
Harmonizing Behavior ⁽¹⁾	41.3%	67.9%	1.65
Detailed Driven	65.0%	85.5%	1.32

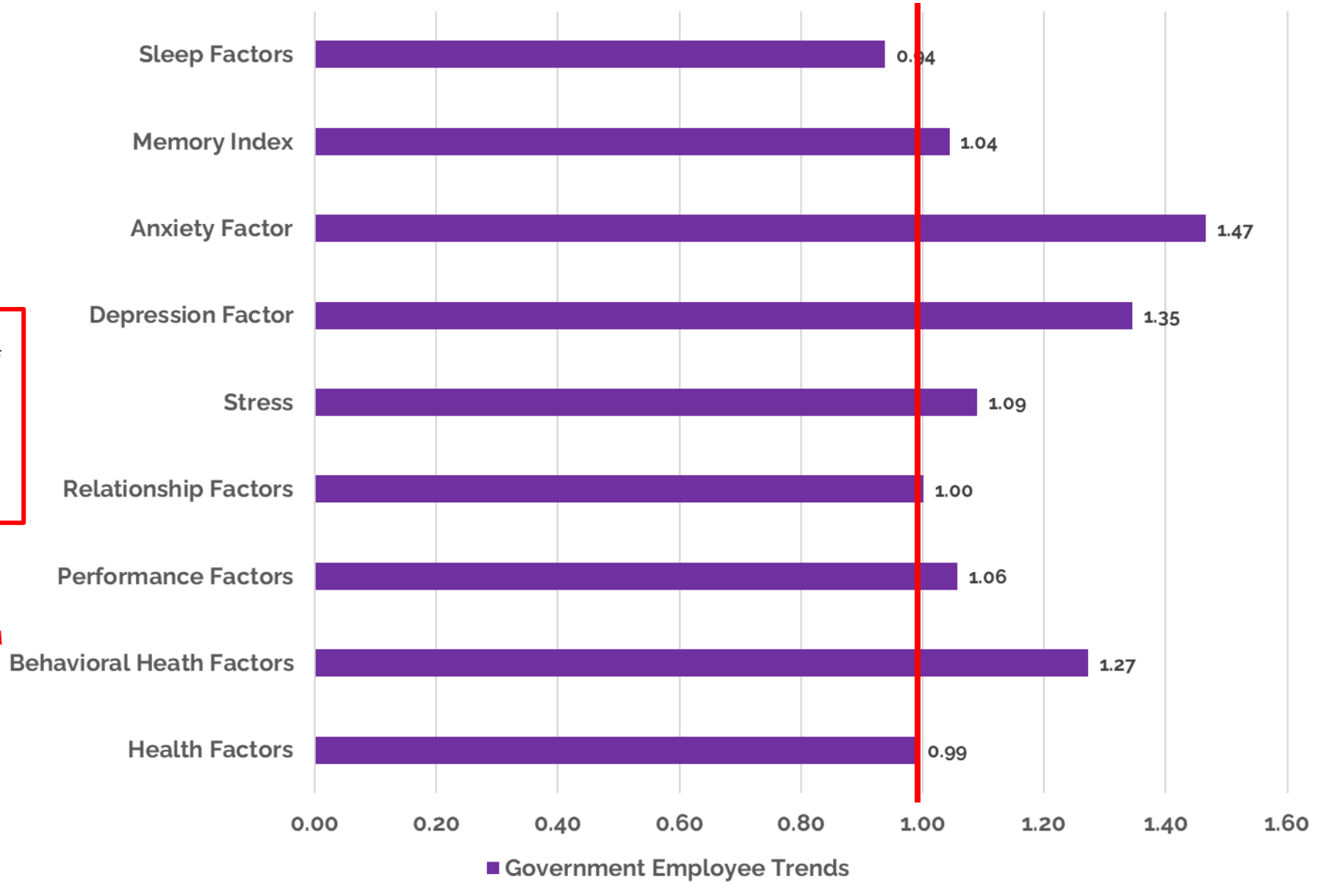
(1) Harmonizing Behavior is often caused by a feeling of “things won't change or a feeling of it doesn't matter anymore”

Government Executives show 51.9% or 1.26X more than the average population





Calculated Trends (Near Real Time Data)



Combines addiction, self medication with alcohol and/or food, anxiety, and depression





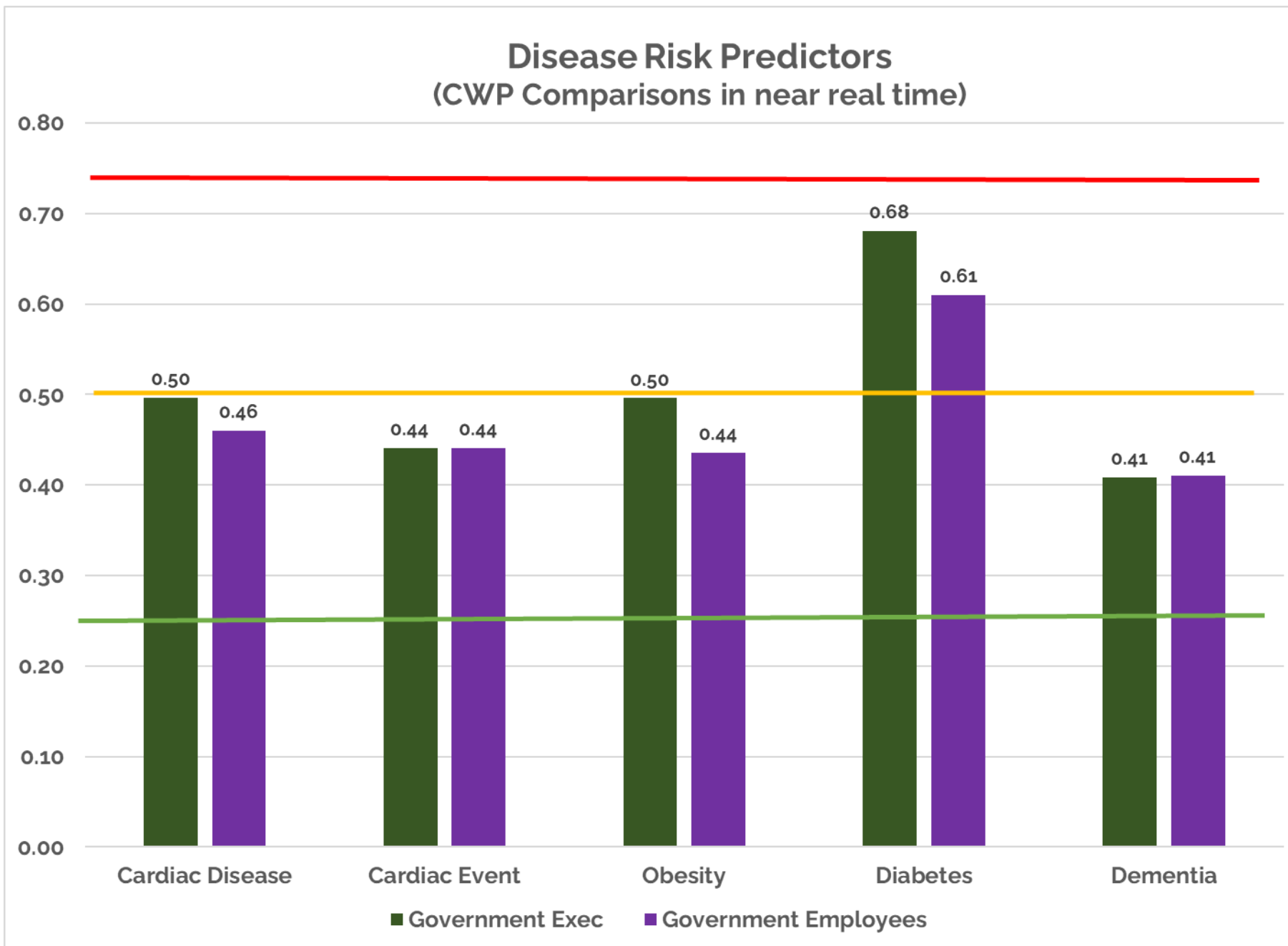
Disease Risk Predictors (CWP Comparisons in near real time)

Critical Risk

Moderate to High Risk

At Risk

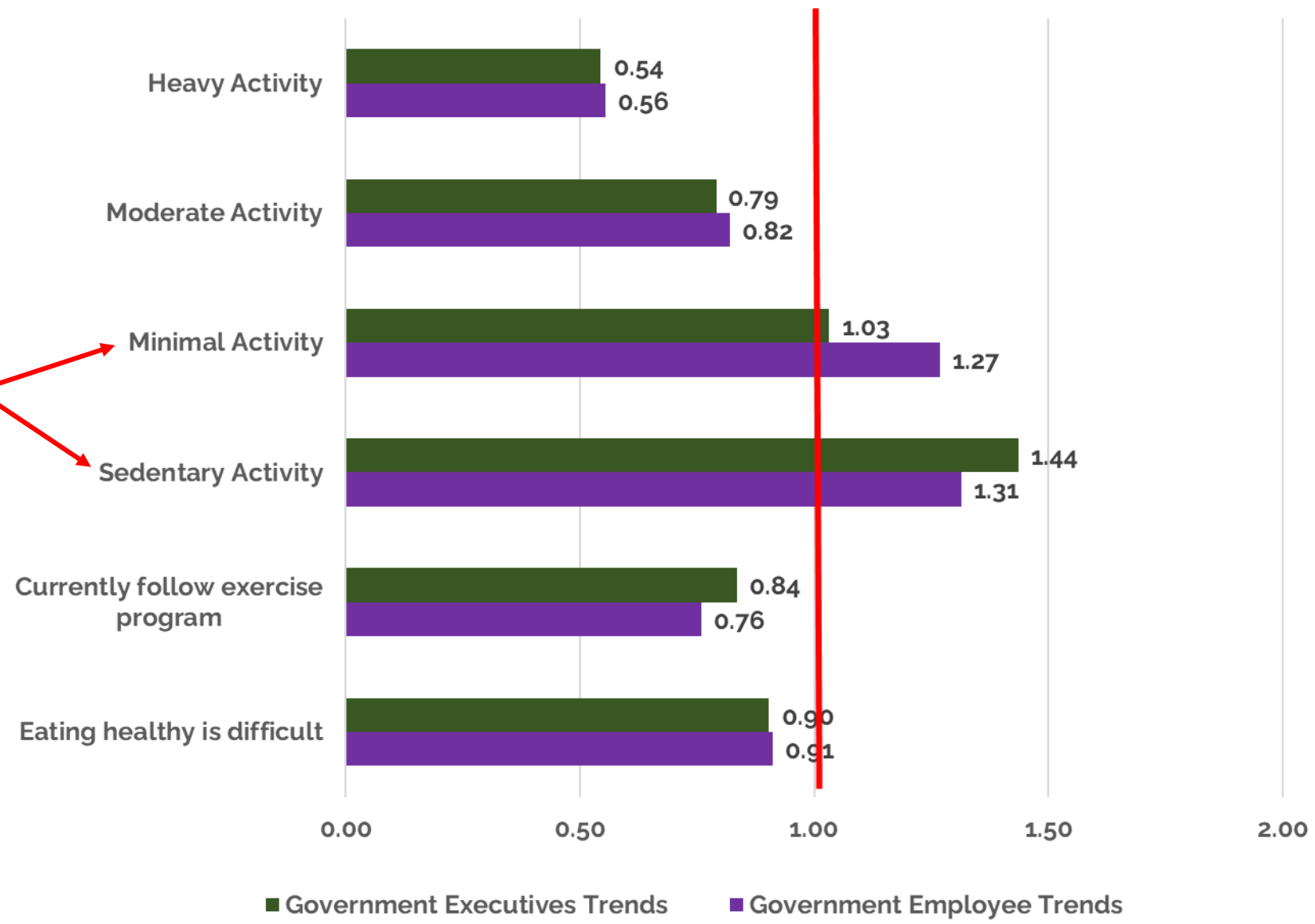
Low Risk

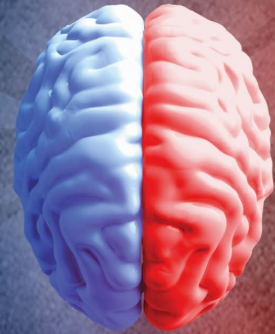




Stress Reduction Technique Trends (Normalized Trend Comparisons in near real time)

Represents approximately 60% for executives and 61% for employees





**Are Health and Wellness
Programs Effectively
Addressing the Issues?**

Two Questions if You Use Health and Wellness Programs

- 1. Will participants utilize the program?**
- 2. Is the program effective at bringing about change?**



71% of employees reported at least one symptom of stress that is contributing to physical or mental health issues.

CDC Mental Health in the Workplace Data (website 12.15.22)

40% of employees are battling burnout.

American Psychological Association (website 6.22)

\$1,400 higher annual medical costs for employees who don't use their well-being programs.

National Bureau of Economic Research



However

23% of employees reported using an employer-based wellness program.

Unhealthy employees are the least likely to participate in a wellness program and the ones that can benefit most.

48% of employees who utilize well-being programs are highly engaged.

11% of employees are engaged and using a well-being employer sponsored program.

Source: Gartner 2021 EVP Benchmarking Survey; Gartner 2021 EVP Employee Survey



Recent Research Shows the Importance of Lifestyle Changes

- **Estimates that up to 60% of our diseases, moods, and behaviors are caused by lifestyle factors**
 - Health screening is an essential first step but doesn't change behavior.
 - Education is helpful but hasn't showed that it changes behavior.
- **Recent studies show that lifestyle changes can be as effective as medication for mild depression.**
- **In January 2024, a large study showed that 80% of heart disease is preventable despite genetic and family history.**
- **In September 2024, several large studies have shown that dementia is largely preventable (does not include Alzheimer's Disease)**

If we all “know” this, why don't we change?



Miscommunicated

- Employees don't understand well-being programs offered by employers.

Disengaged

- Many employees are unsure or appear to not care about their own well-being needs.

Misguided

- Employees will often fall into the cognitive trap of believing that available well-being support is for someone else.
- Employers feel that screening, education, and insight will change behavior.

Stigmatized

- Many employees don't seek well-being support due to fear of being stigmatized, particularly when it comes to mental and emotional health. Additionally, employee apathy stymies participation by reducing motivation to act.



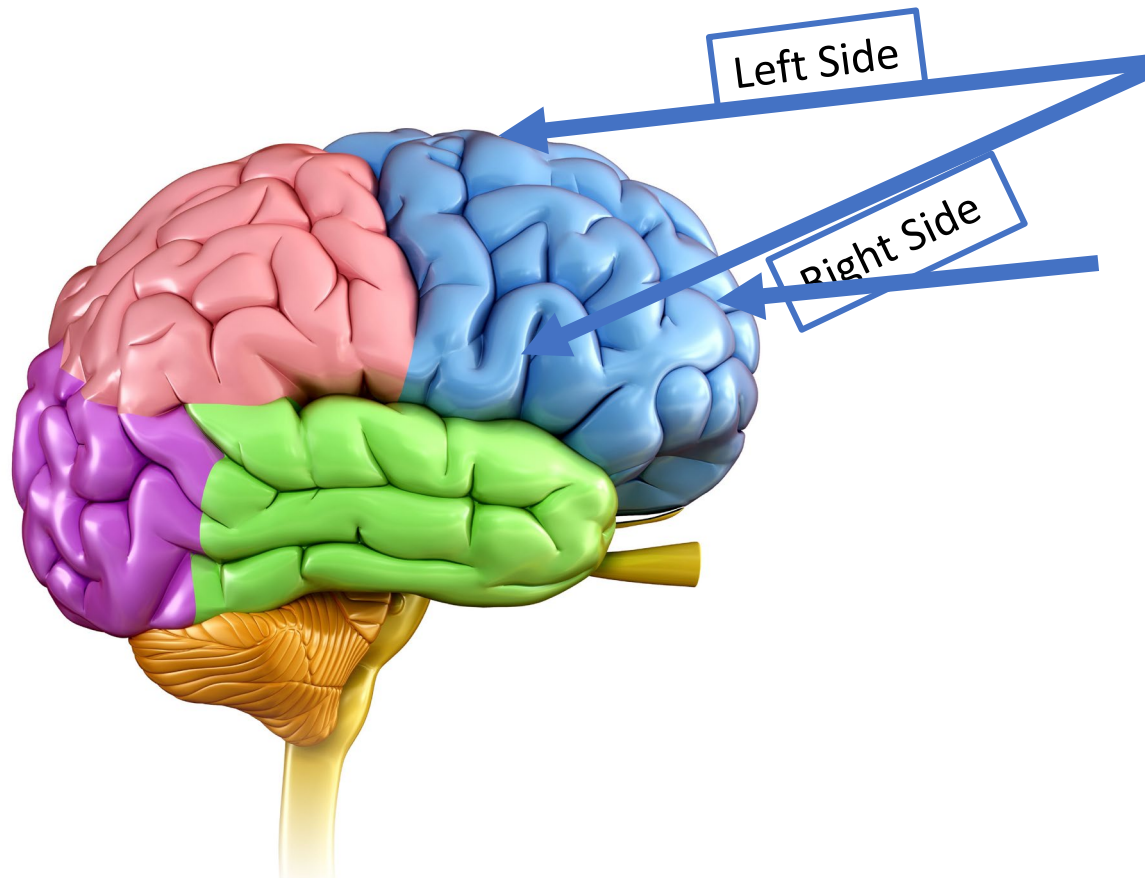


**Why is our Culture so
Stressed, Anxious and
Depressed?**

The Default Mode Network: The Standards I Judge Against

Developed the first 12 years of life

Synaptic pruning process



Dorsolateral Prefrontal Cortex: (Default Mode Network)

The standards that drive me

- What is right?
- What is fair?
- Often associated with impulse and emotional
- What is just?
- What is moral?
- Processing
- Subject to depolarization



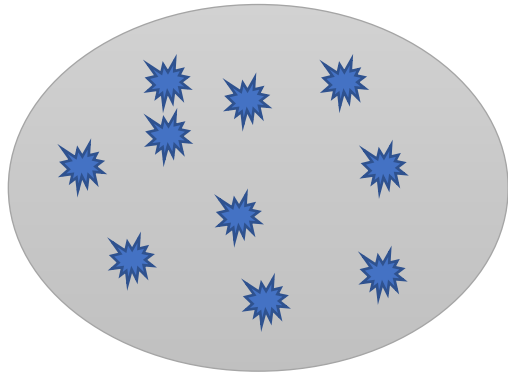


Neuropolarization: Creation of Polarized Thinking

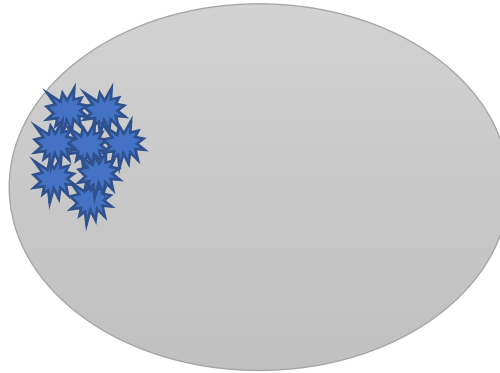
The Erosion of “Standards and Norms”
and the
Creation of Powerful Tribal Thinking

Two Questions as Example: Border Control and Higher Taxes for Corporations

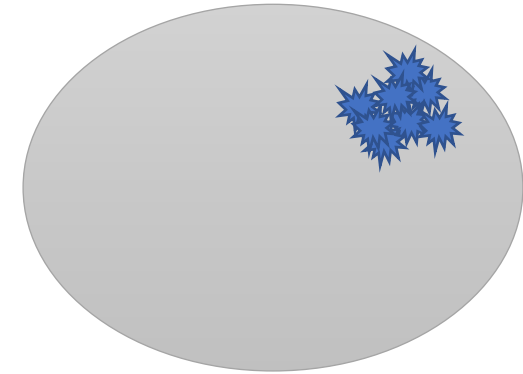
Healthy and
Diverse Thinking



Unhealthy and
Polarized Thinking



Unhealthy and
Polarized Thinking



Politics, media, social networking, etc. is asking for us to “choose” sides.

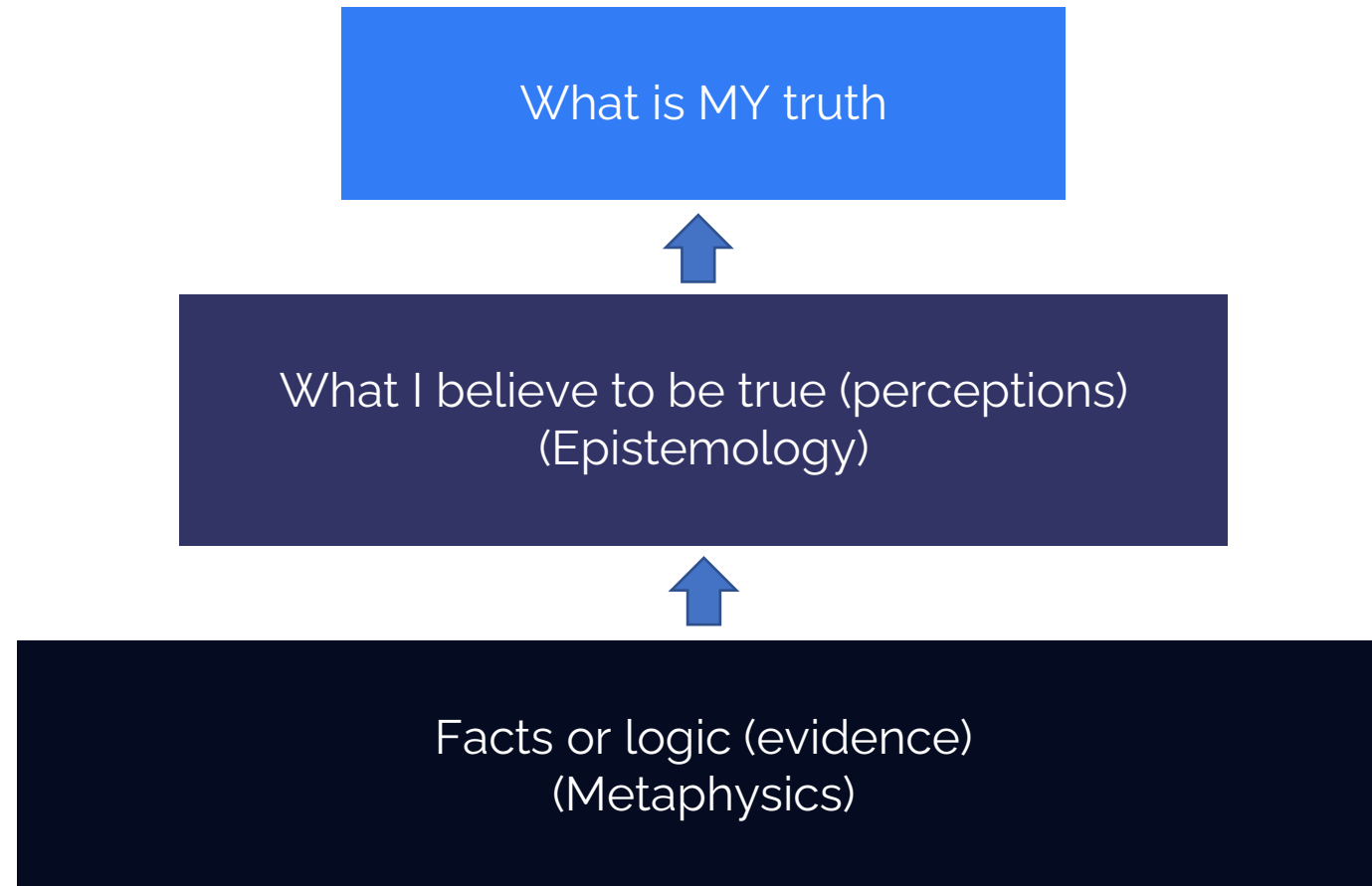
Lack of understanding of legitimate data reinforces our “side.”

We only research and believe data to support “our way of thinking.”

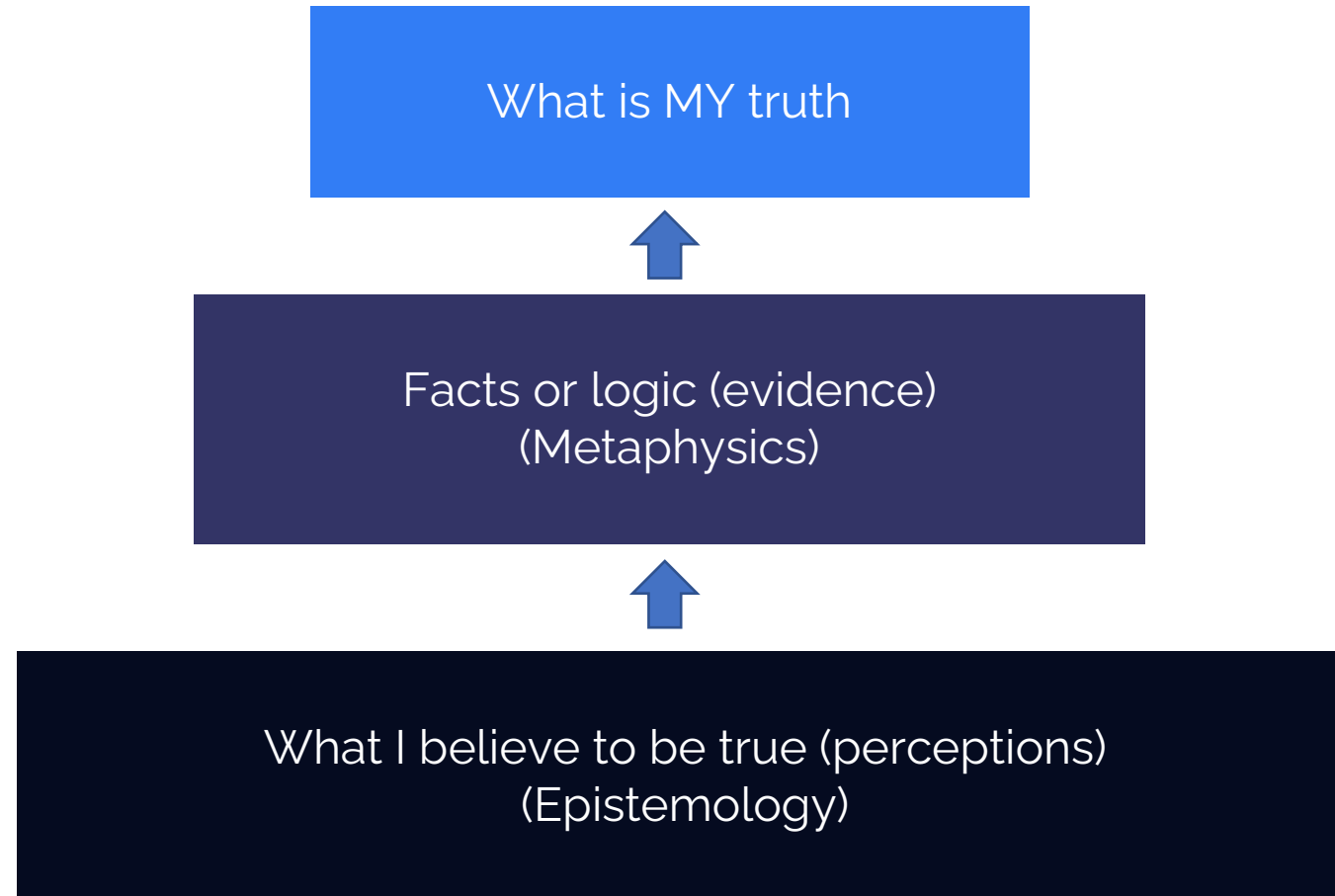
“We argue why we are right instead of what is best for our agency, family, friendships, etc.”



Pre-Neuropolarization Process of Seeking Truth (Fact/Evidence Driven)



Post-Neuropolarization Process of Seeking Truth (Perception driven)





What is Needed?



New School of Thought

New School of Thought that can Adapt to Changes in Societal Thinking

- People need to know what they **will** do versus what they **should** do.
- Education about a disease rarely changes the lifestyle decisions that contribute to the disease.
- People need immediate feedback on improvement versus the months to years feedback that most behavioral changes require.
- People seek out their own research studies without the baseline knowledge to be able to interpret them.
- Ultimately, people follow someone else's program due to marketing, versus their program.
- Brain health is the core to understanding how to improve physical health and mental health as it drives adherence and change.



What is this New School of Thought Based On?

We use artificial intelligence, predictive analytics, population grouping, and inference logic;

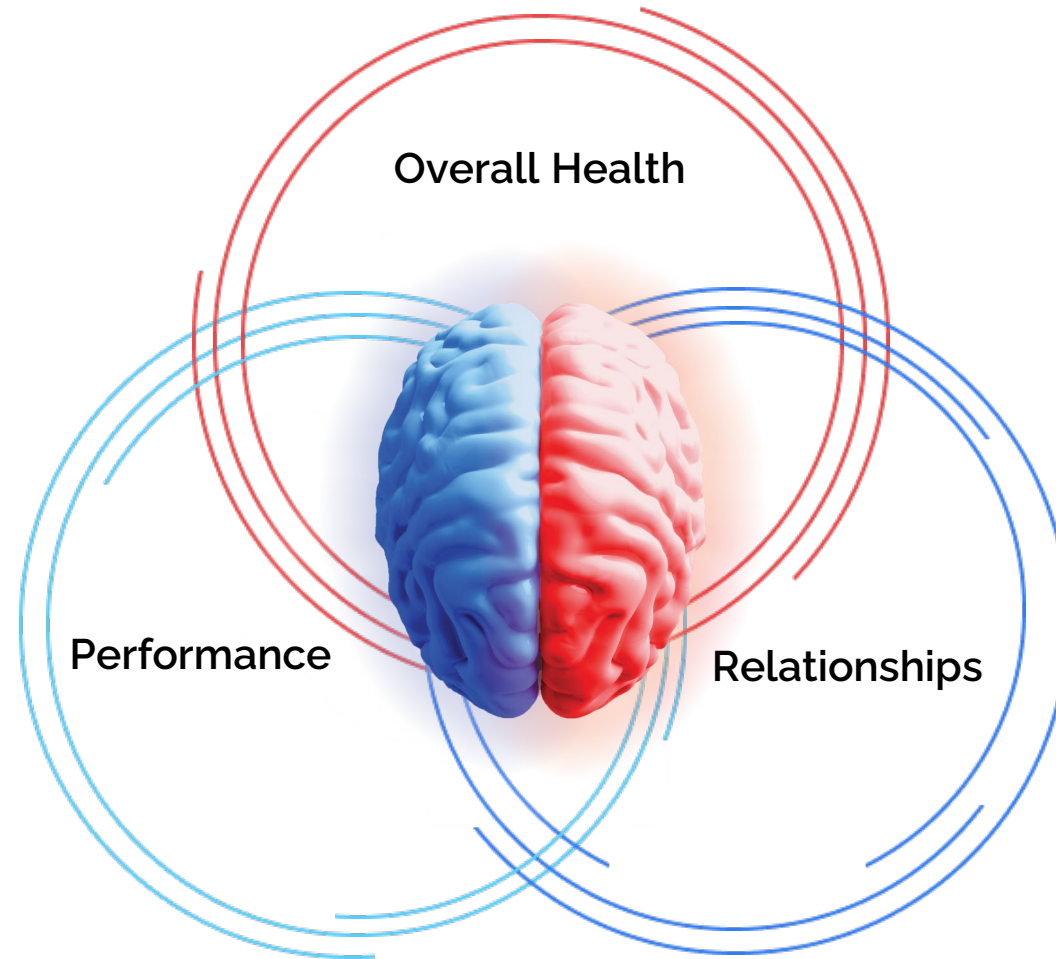
To **predict** the diseases, moods, and behaviors you are likely to develop or have developed;

And **prevent** them or reduce their impact on your health, performance, and relationships:

By creating a **personalized** program that you **WILL** do.



Our Purpose is Better Brain Health



**Optimizing
Brain Health.**

**Maximizing
Potential.**

As an individual &
as a group

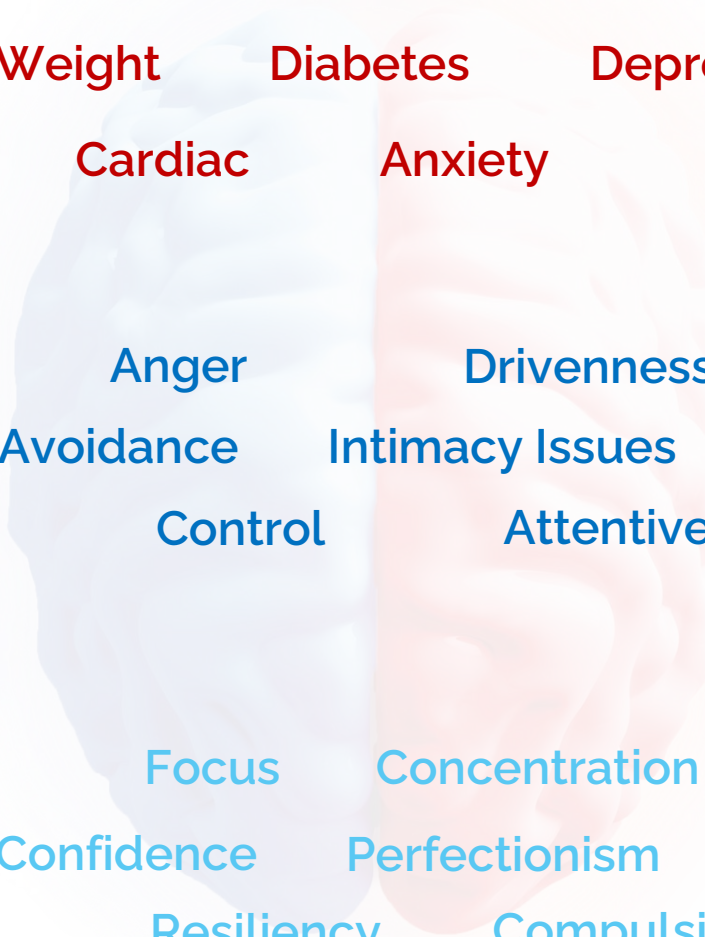


The Pains We Aim to Address

Overall Health

Relationships

Performance



Addiction Memory/Dementia
Weight Diabetes Depression
Cardiac Anxiety
Anger Drivenness
Avoidance Intimacy Issues Forgiveness Issues
Control Attentiveness Issues
Focus Concentration Impulsivity
Confidence Perfectionism Communication
Resiliency Compulsivity



The Core of Who You Are

If Brain Health is the core to **YOUR** optimal health,
performance and relationships,
what do you know about **YOUR** brain?





The Process of
Better Brain Health
Means a "One-Size-Fits-One"
Program

Defining “What Can Be Optimized”

National Institutes of Health and World Health Organization

state three contributing factors influencing your physical and mental health:

1. Genetics

- Genetics versus Family and Personal History

2. Environment

- Childhood development
- Adult environment
 - Health stressors
 - Performance or job stressors
 - Relationship stressors
 - Financial stressors
- Global and local cultural effects

3. Lifestyle

- Social choices
- Dietary choices
- Exercise choices

These 3 factors determine:

- **Diseases** we will develop over time
- **Moods** we may be predisposed to
- **Behaviors** we may develop.



How we see it:

Cards You're Dealt

1. Genetics

- Genetics versus Family and Personal History

2. Environment

- Childhood development (pre-12 yr)
 - Illness, trauma, abuse, etc.
 - Achievement, entrepreneurship, etc.

Choices You Make

2. Environment

- Adult environment
 - Health stressors
 - Performance or job stressors
 - Relationship stressors
 - Financial stressors

3. Lifestyle

- Social choices
- Dietary choices
- Exercise choices
- Music
- Hobbies, etc.

+ Things That Happen

4. Life Changes

- Death of a Friend
- Job Loss
- Injury



How we see it:

Choices You Make

2. Environment

- Adult environment
 - Health stressors
 - Performance or job stressors
 - Relationship stressors
 - Financial stressors

3. Lifestyle

- Social choices
- Dietary choices
- Exercise choices
- Music
- Hobbies, etc.



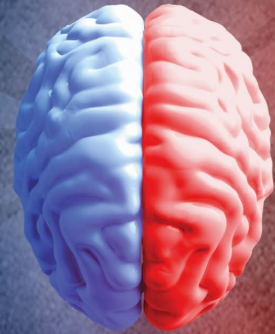
Online Assessment (HIPAA Compliant) of family and personal history, environment, symptoms, and “what you are doing now”

- Series of true and false questions based upon NIH issues along with signs and symptoms you may be having
- 287,000 variables to be determined
- Pharmacological symptoms used to create brain chemical hypothesis (other methods are not approved by FTC or FCC)
- Generates a BHAR (Brain Health Assessment and Recommendations)
 - 50+ pages of findings and recommendations
 - 4 Risk factor charts (health, performance, relationships, “big three”)
 - Causes and responses chart (NIH comparisons with your factors)
 - 4 “Lens you see through” comparison charts

BHAR Report Provides:

- What is broken? *Causes and Responses*
- What are my risk factors? *Health, Performance, and Relationships*
- How do you fix it? *Research and Population Grouping*
- What will you do to fix it? *Artificial Intelligence and Predictive Analytics*
- How do you measure it is working? *Follow up assessments on interventions and symptoms*

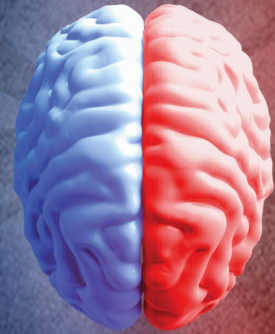




The Challenge of the Moment and How our Brain is Altered with Stress

Participant and Agency Both Must be Involved To Bring About the Greatest Results





What Participants Need to Know To Take Control of Their Brain

Optimize Brain Health.
Maximize Performance.

The Four Things You Need to Know About Your Brain

1. Your Brain has a **Reward Center**.
 - What you will or won't do
 - What you will or will not allow to be filtered into your thought processes
2. Your **Brain Chemistry** Drives your Perceptions, Performance, Moods and Behaviors.
 - Major Determinant of Behavior
3. Your Brain Drives **Natural Tendencies**.
 - Self-Medicating Out of Balance OR
 - Driven by Out of Balance
4. Your Brain has **Major Brain Networks**.
 - The lens through which I see life
 - Standards you will judge yourself and others against

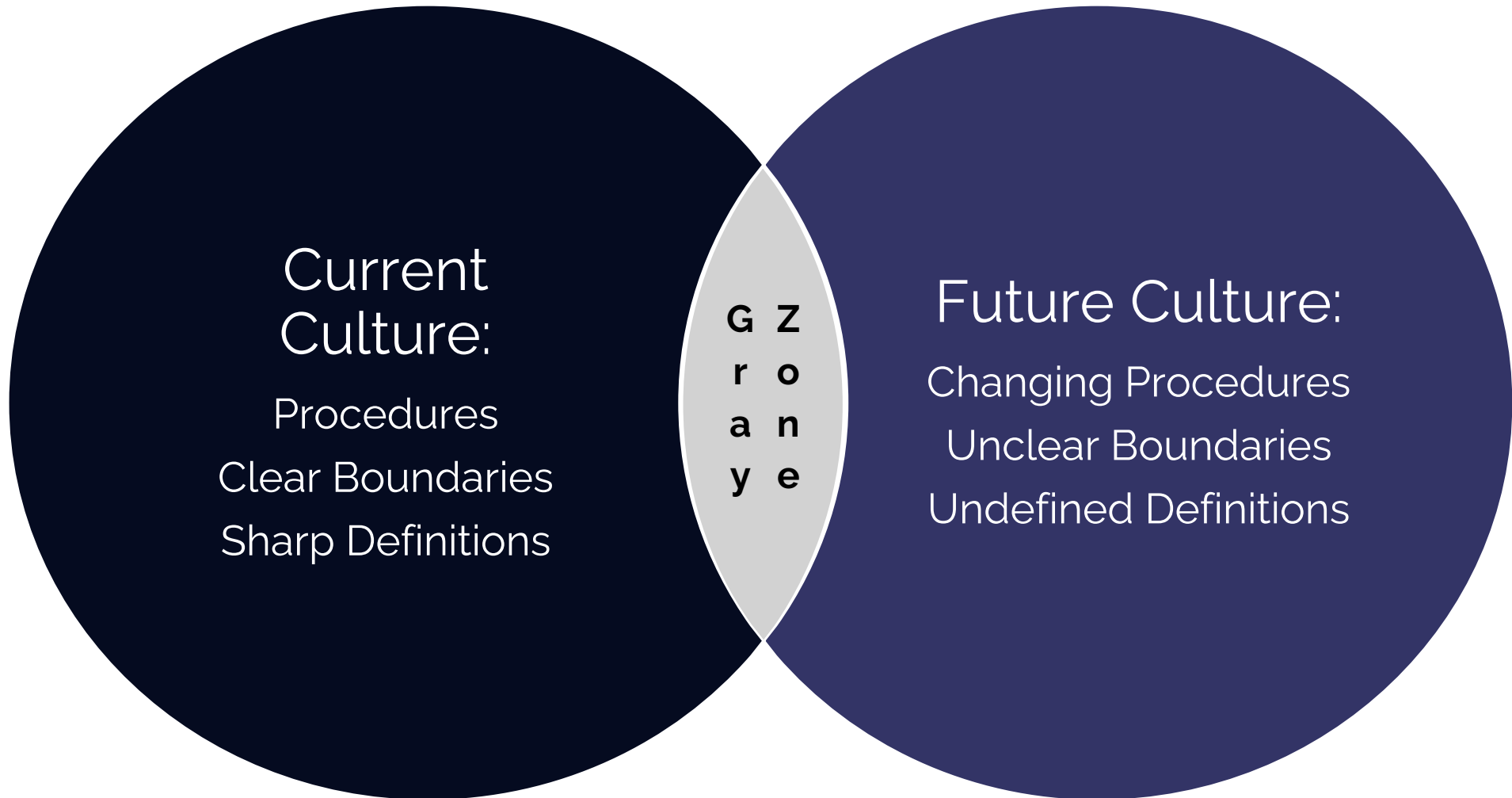
**Knowing your brain allows you to control it,
rather than it controlling you.**





What Agencies Need to Know to Effectively Manage During this Culture

Understanding the Gray Zone



Knowledge Needed to Effectively Manage in Today's Gray Zone

Agency Profile

- How is your agency compared to other "like" agencies? How do brain profiles show what drives your agency, what inhibitors affect performance and health, and what are their natural tendencies when stressed? How can you use this to control your agency narrative?

Gaps and Strengths

- How well equipped is your team to manage a changing, uncharted, new culture?

Cultural Thinking

- How has the global and local culture changed how people determine what they believe is true, how they process information and what they desire?

Generational Thinking

- What are the perceived and actual strengths and weaknesses of your team by generation?

Emotional Intelligence

- How is emotional intelligence determined for your industry and how can you determine it in your team?





What Happens With Long-Term Stress?

Understanding the Impact of Brain Chemicals (Neurotransmitters)

How do we treat anxiety, depression, sleep disturbances,
ADHD, Bipolar Diseases, Etc...?

Medication



Understanding the Impact of Brain Chemicals (Neurotransmitters)

**Brain chemistry
is the major determinant
of behavior and perceptions.**

Medications **do not** change behavior.

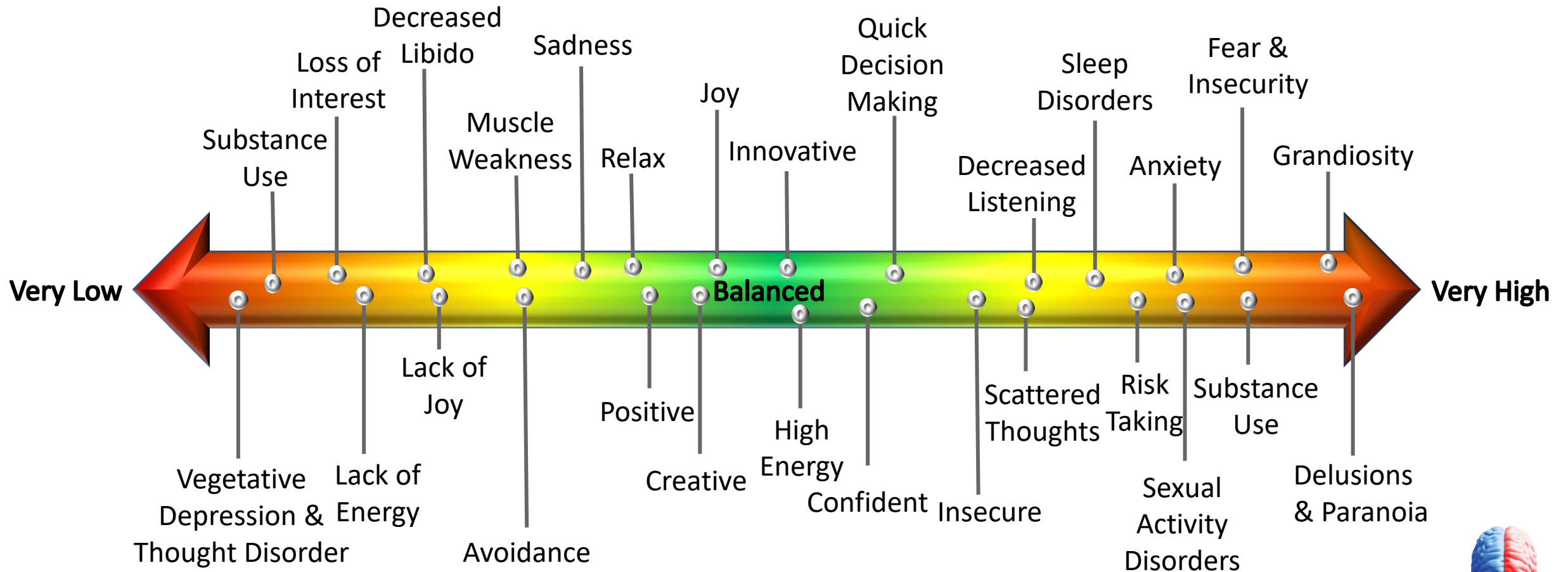
Medications **do** affect brain chemistry.

**Other lifestyle issues,
such as food choices, activities,
exercise, thoughts and behaviors,
also affect brain chemistry.**



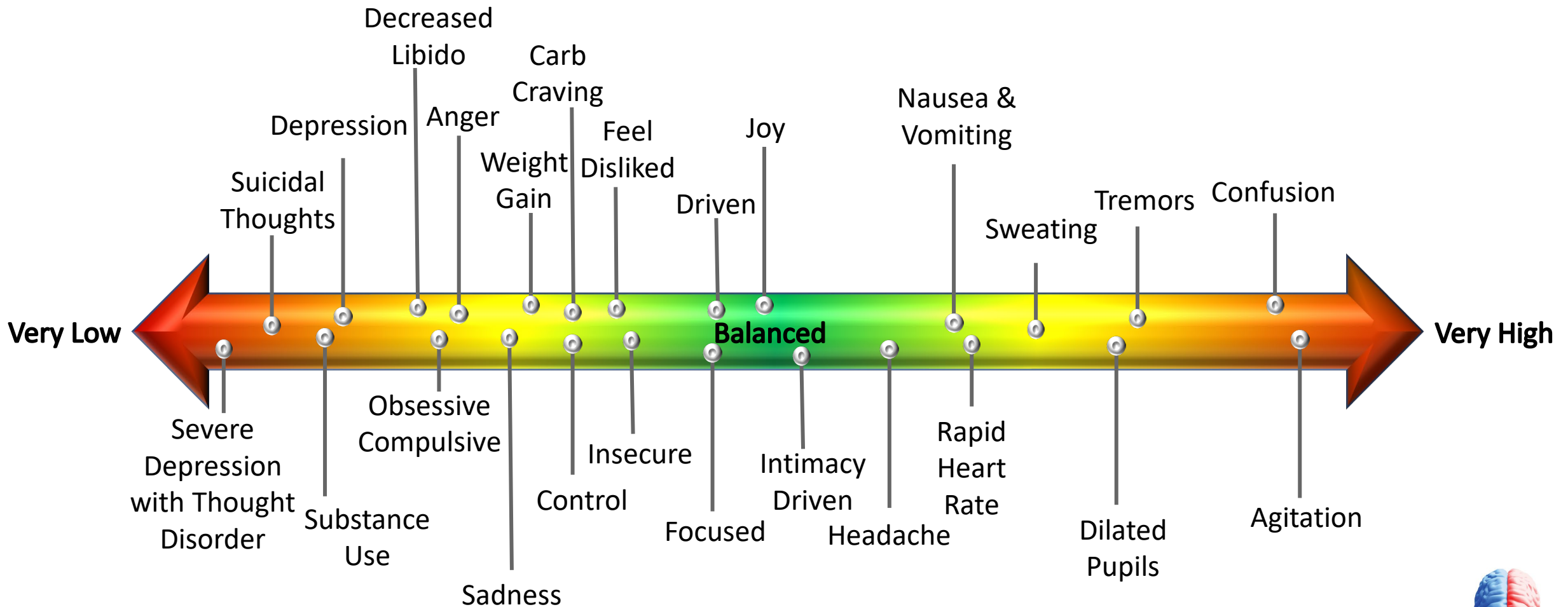
The Impact of DOPAMINE on Behaviors

Dopamine symptom continuum



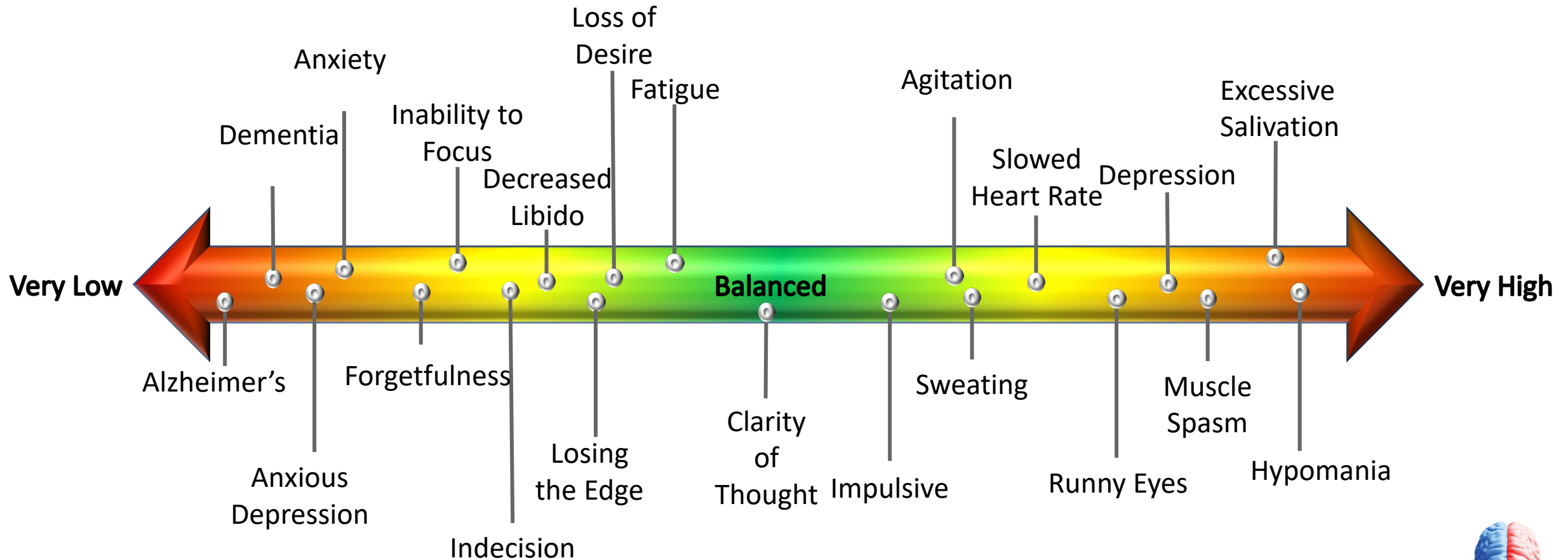
The Impact of SEROTONIN on Behaviors

Serotonin symptom continuum



The Impact of ACETYLCHOLINE on Behaviors

Acetylcholine symptom continuum



Years of Service Trends: Brain Chemistry

(% Population Found)

(Study of 1767 First Responders) (Near Real Time)

Findings	< 5 years	6-10 years	11-15 years	16-20 years	21-25 years	26-30 years	> 30 years
Low Serotonin	73%	75%	76%	76%	82%	85%	73%
Low Dopamine	17%	18%	19%	24%	27%	29%	43%
High Dopamine	36%	28%	27%	30%	21%	21%	15%
Low Acetylcholine	39%	47%	55%	53%	59%	57%	49%
High GABA (stress response chemical)	62%	49%	43%	49%	48%	56%	50%

Serotonin: Drives internal conflict, depression, weight gain, perfectionism and negative thinking
 Serotonin depletion is gradual



Years of Service Trends: Brain Chemistry

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High GABA (stress response chemical)	62%	49%	43%	49%	48%	56%	50%

A good day is "nothing negative happened"
Low dopamine: associated with lack of energy and hopelessness



Years of Service Trends: Brain Chemistry

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**Low Acetylcholine: associated with
Feeling like you are losing your edge,
mental sharpness and brain resiliency**



Years of Service Trends: Brain Chemistry

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High GABA is an indication of stress and High Dopamine is often the result of stress

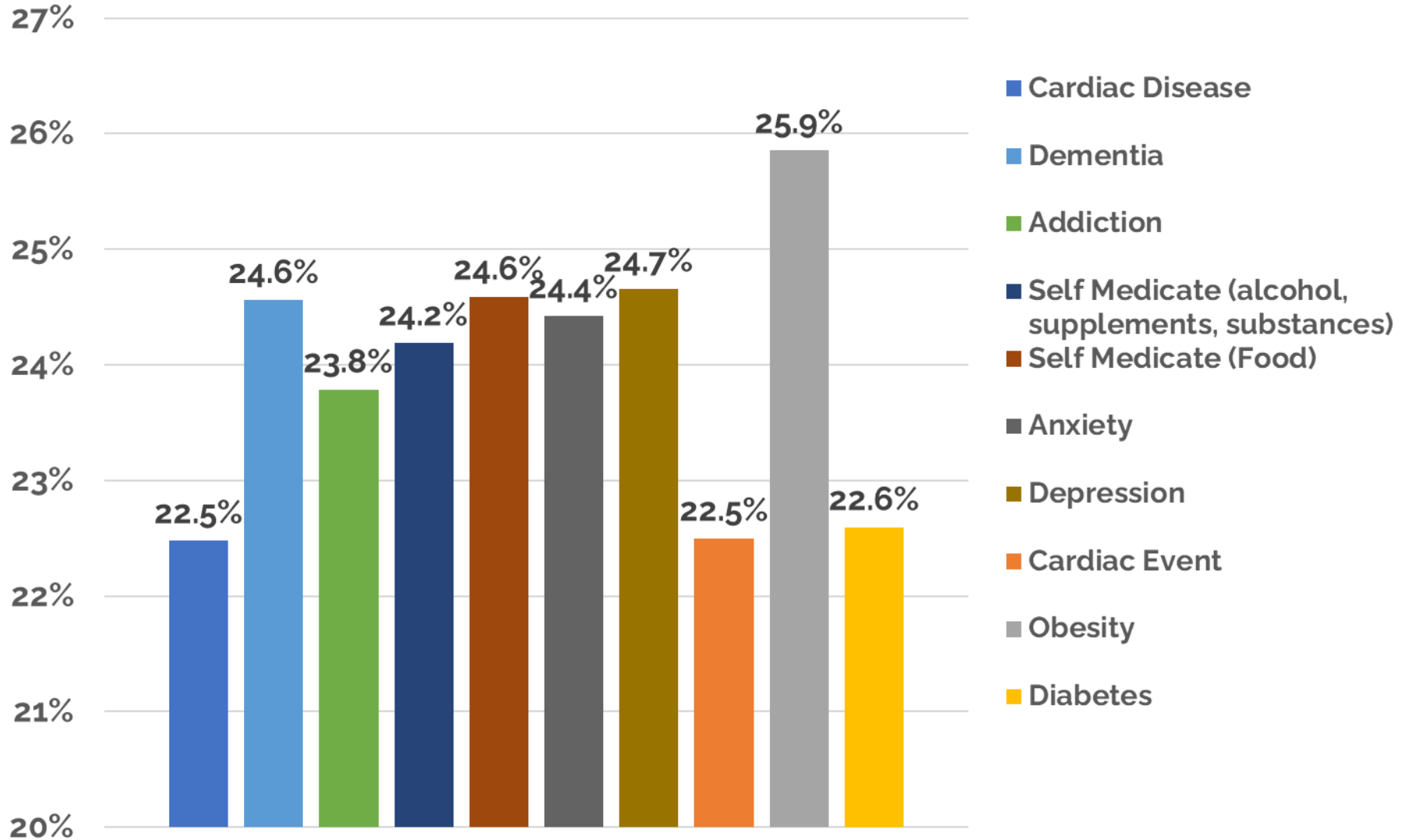




**Is Robertson Brain Health
Effective at Bringing About
Change?**



Percentage of Inhibitor Improvement after Two Years per Disease Near Real Time Data



What the Following Charts Represent

- Initial risk factor is calculated based upon our predictors described and the symptoms found.
- Improvement in “Choices You Make” are removed from the initial risk factor (leaving “Cards You’ve Been Dealt”) and then again at 2 years.
- The green, yellow and red horizontal bars are thresholds for risk factors.





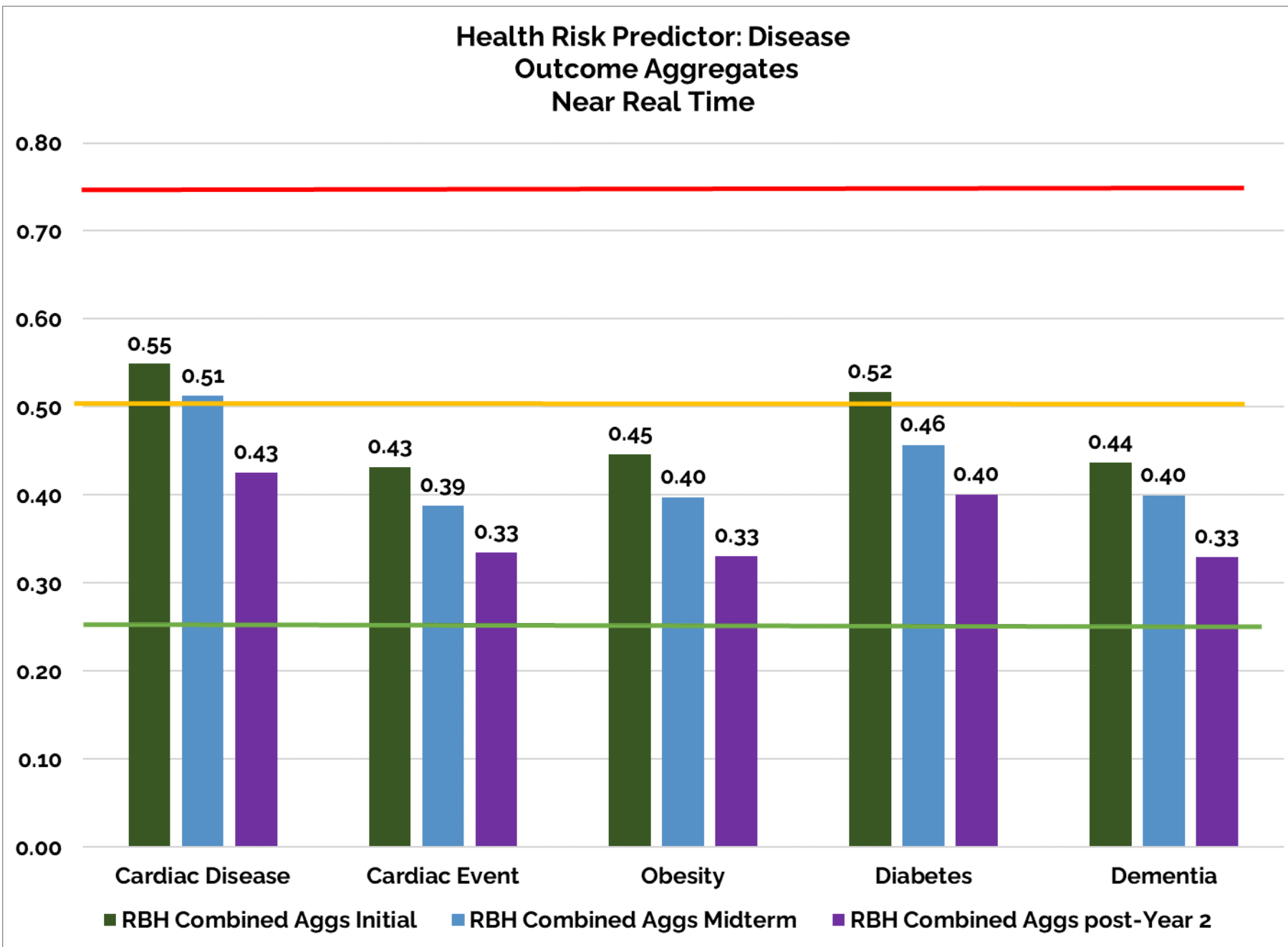
Health Risk Predictor: Disease Outcome Aggregates Near Real Time

Critical Risk

Moderate to High Risk

At Risk

Low Risk



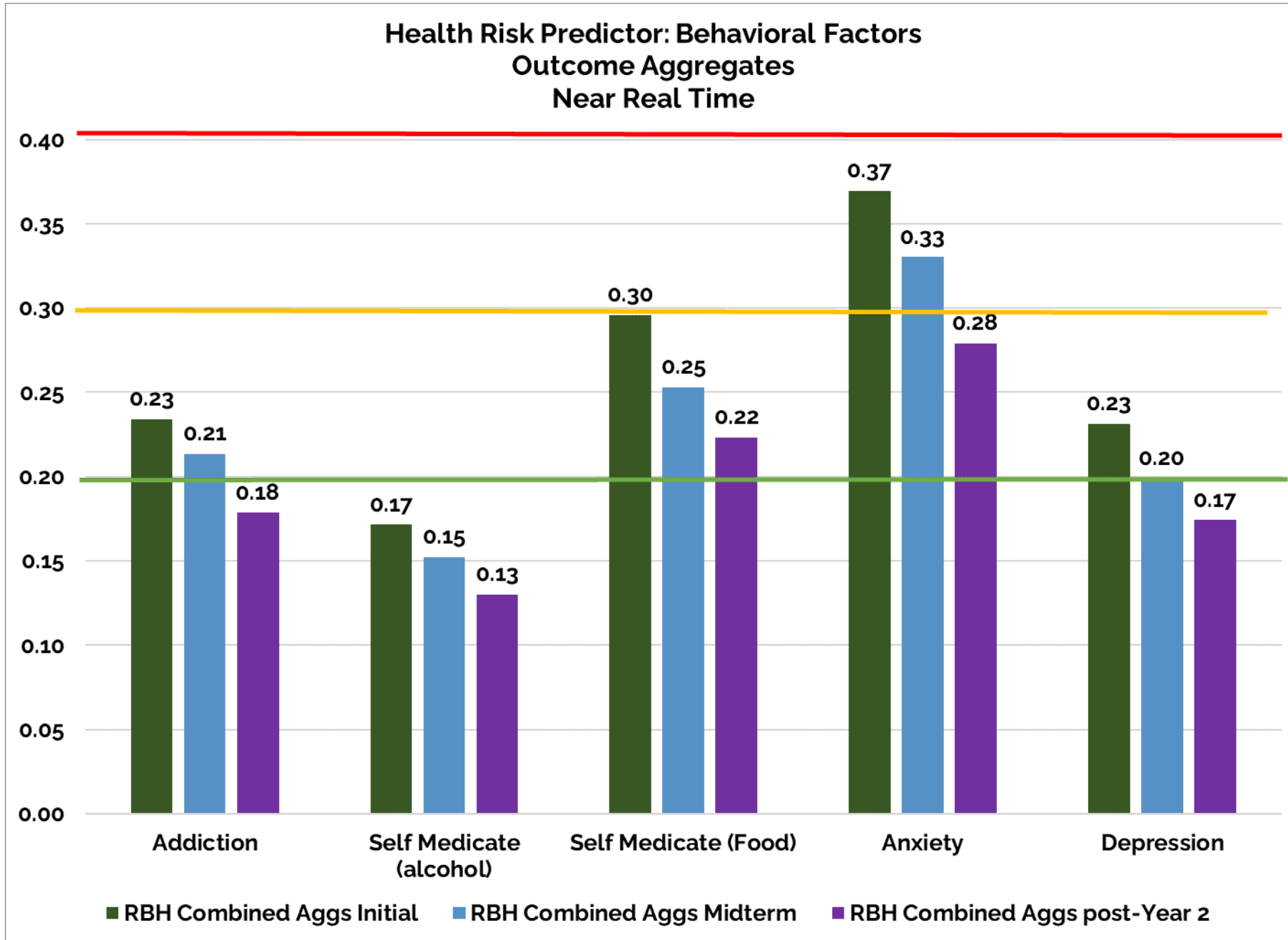


Critical Risk

Moderate to High Risk

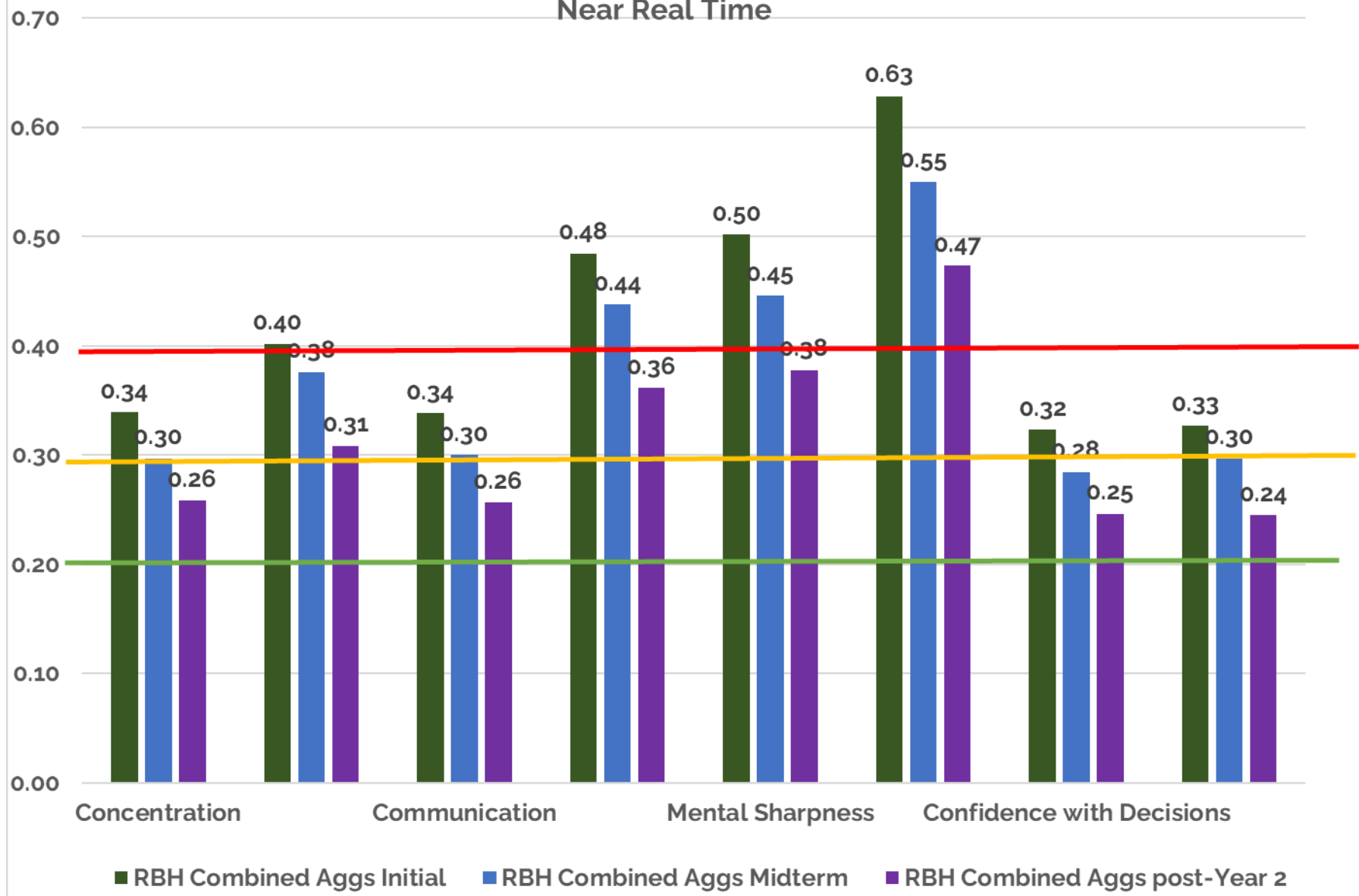
At Risk

Low Risk





Performance Risk Predictor Outcome Aggregates Near Real Time



Critical Risk

Moderate to High Risk

At Risk

Low Risk





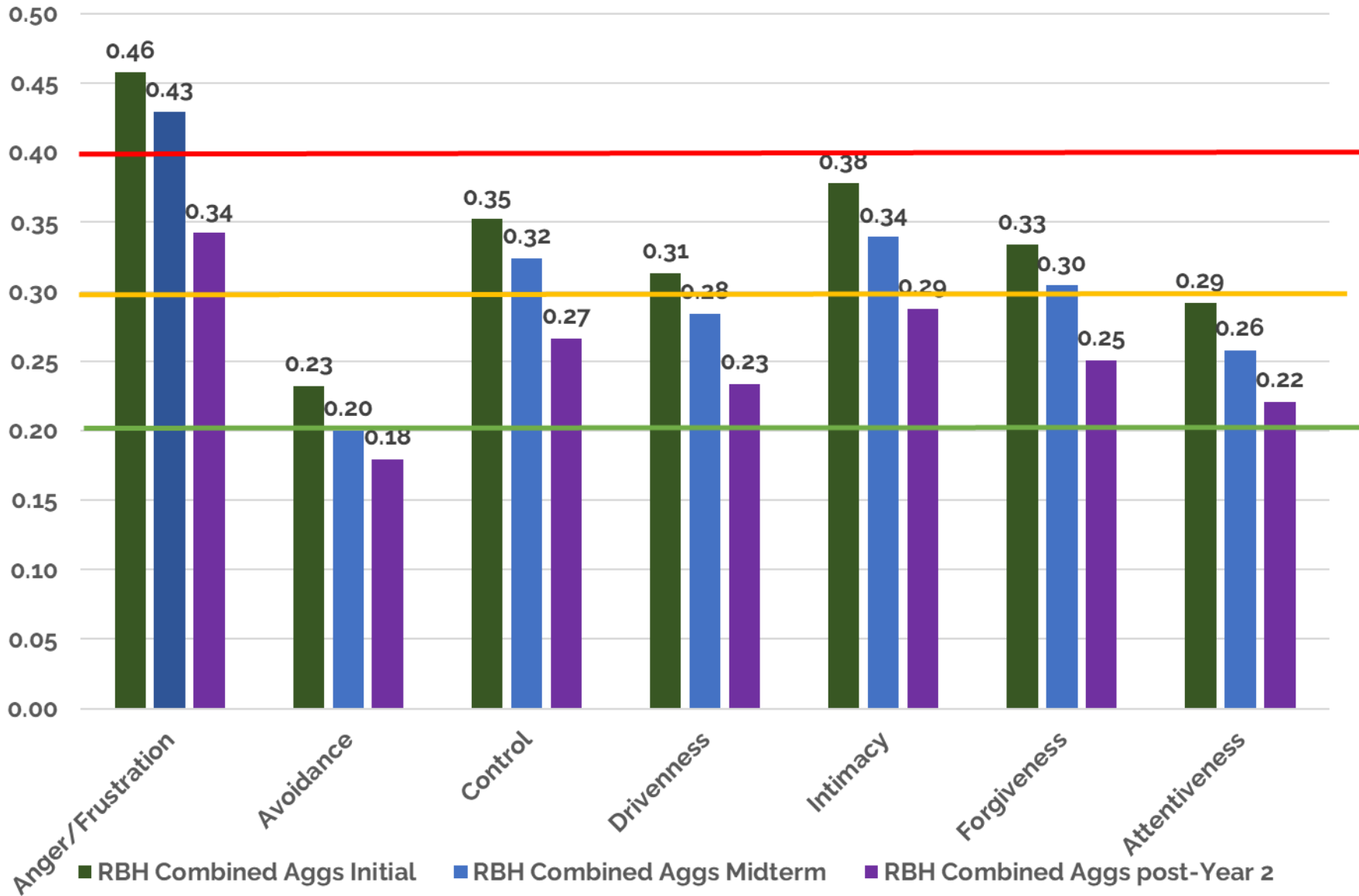
Relationship Risk Predictor Outcome Aggregates Near Real Time

Critical Risk

Moderate to High Risk

At Risk

Low Risk





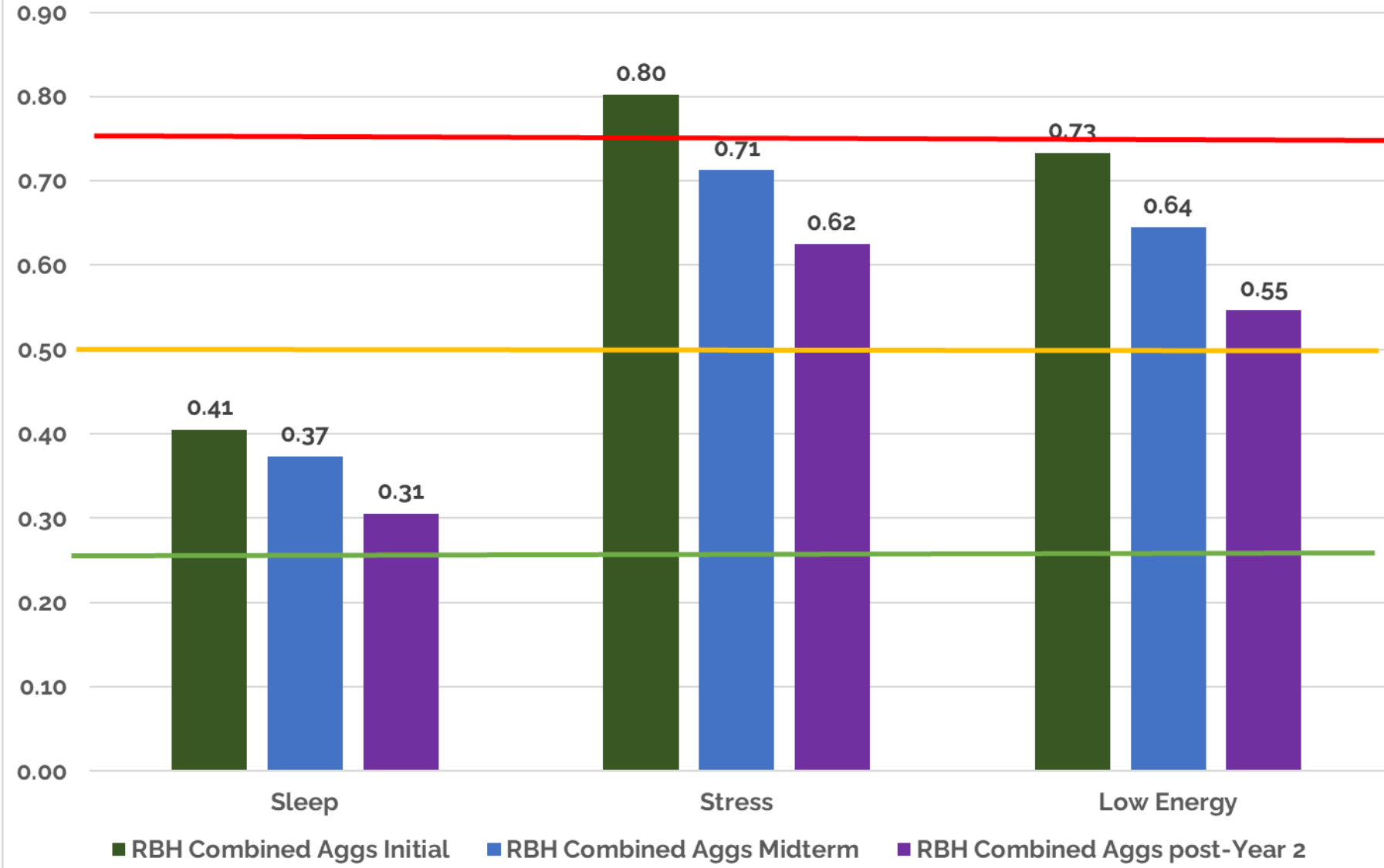
"Big Three" Risk Predictor Outcome Aggregates Near Real Time

Critical Risk

Moderate to
High Risk

At Risk

Low Risk





**How is This Approach
Perceived by Participants?**

Participant Response

61% average **reduction in inhibitors** (those findings that contribute to diseases, moods, and behaviors) after the first year with the Robertson Brain Health Programs. (Rates are dependent on the industry, with 41% our lowest).

83% of our participants that are asked to **re-take the assessment after 2 years** will do so. (67% of staff and 96% of leaders).

93.0% of the participants stated they gained **insight**.

87.8% stated it encouraged them to **develop a healthier lifestyle**.

84.8% would **recommend the program**.

This indicates a feeling of value, involvement and willingness to continue by the participant.

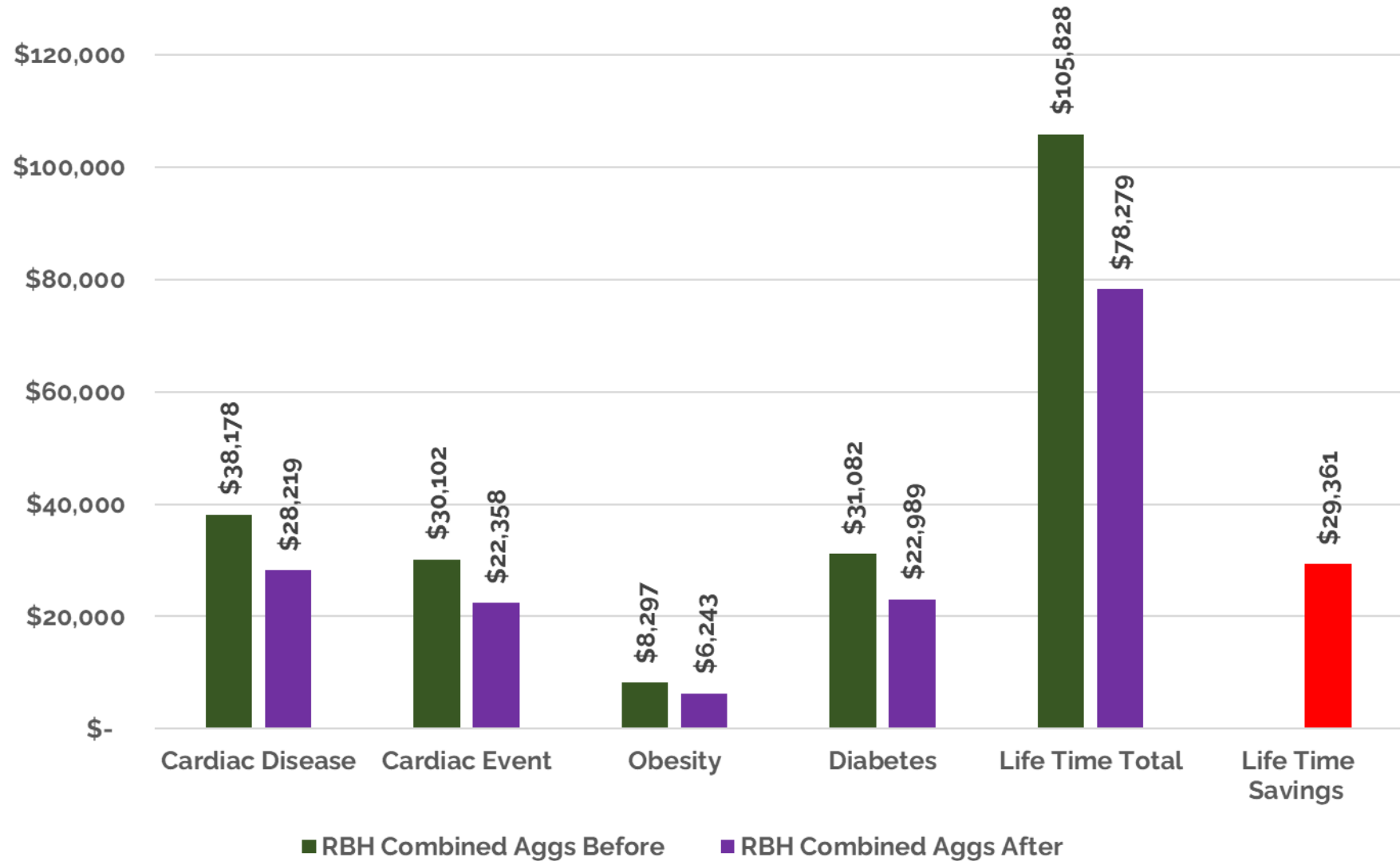




Calculating Cost Savings



Financial Impact on Individuals Participating in the Program Outcome Aggregates Near Real Time

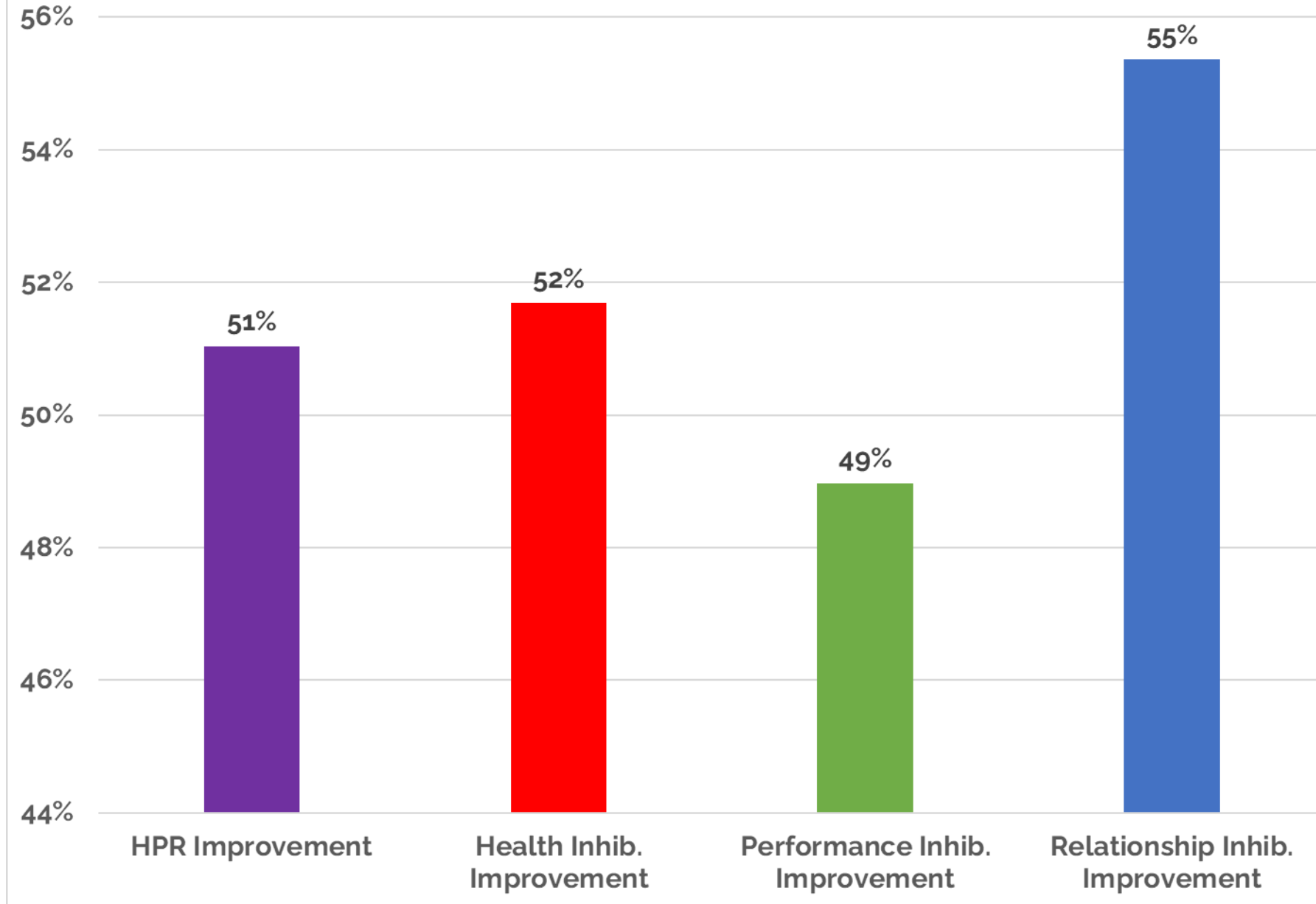




Kent County Case Study



Percentage of Inhibitor Improvement



Calculating Disease Cost (CDC Statistics)

Heart disease

- 16.3 M diagnoses 8-11/100
- \$216 B health care and \$147 B in lost productivity
- \$22,270/person

Diabetes

- 34.2M diagnosed 7-11/100
- \$327 B in medical costs and lost productivity
- \$9,600/person

Obesity

- 100 M diagnoses 35/100
- \$147 B
- \$1470/person



The Financial Impact on Kent County

- The average Kent County Employee will save \$31,270 in a lifetime of out-of-pocket expenses for executives and \$20,712 for employees.

Employer Impact (health care costs and lost productivity)

- Using CDC data and RBH outcomes for Kent County (per 100)
 - Cost of disease X number per 100 X RBH effectiveness
 - Heart Disease $\$22,700 \times 11 \text{ per } 100 = \$249,700 \times 27.8\%^{(1)} = \$69,416$
 - Diabetes $\$9,600 \times 11 \text{ per } 100 = \$105,600 \times 29.1\% = \$30,730$
 - Obesity $\$1,450 \times 35 \text{ per } 100 = \$50,750 \times 29.1\% = \$14,768$
 - Mental Health $\$5,000 \times 19.9 \text{ per } 100 = \$99,500 \times 30.4\%^{(2)} = \$29,850$

(1) Average of RBH outcome with Heart Disease and Cardiac Event

(2) Average of Addiction, Self Med with Alcohol and Food, Depression and Anxiety

Robertson Average Savings for the company, per employee, is \$1,448 in health care costs and lost productivity per year.

**150 Employees at an average age of 42 results in \$4,995,600 savings for Kent County and \$4,690,500 for individuals employed by Kent County.
Net savings is \$9,686,100.**





Kent County and Ottawa County Leadership Case Examples

Data allows you to control the narrative for your city and county stakeholders, your staff, and your community.





A Case Study
Ottawa County Sheriff Department:
Gaps and Strengths

Project Phase Definitions

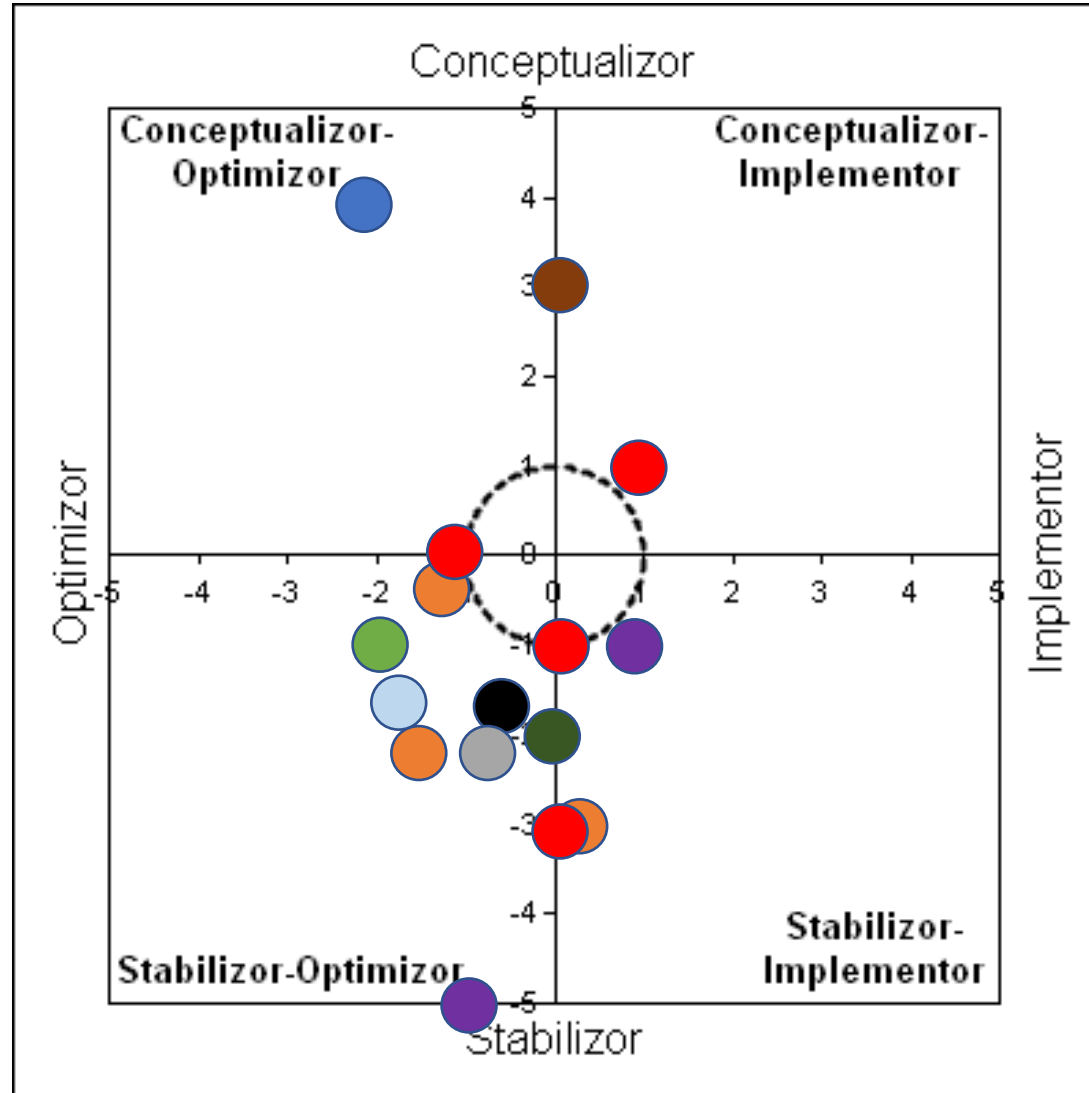
Project Phase	Characteristics of Phase
Conceptualization Phase (initial identification and vision phase)	<ul style="list-style-type: none"> Initial vision and scope of project “Brainstorming” phase Problem identification environment Identification of options New idea and “big picture” thinking
Implementation Phase (practicality of implementing the idea)	<ul style="list-style-type: none"> Evaluates pros and cons of idea “How to get it done” phase Problem solution environment Steps for implementation “Big picture”, but practical thinking
Stabilization Phase (maintenance of existing project)	<ul style="list-style-type: none"> Monitors success of idea “Make it continue to work” phase People or project management environment Policy and Procedure phase “Pay attention to details” and offensive management thinking
Optimization Phase (project improvement and improved efficient phase)	<ul style="list-style-type: none"> Seeks efficiency and effectiveness of processes “Do it better, faster, and cheaper” phase People and project improvement environment Effective utilization of resources phase “Create a better mousetrap” and continuous improvement thinking



OCSO Executive Team Project Phase



- Sheriff
- Undersheriff
- Deputy Chief
- Captain
- Lieutenant
- Director
- Admin Support



Patrol Sergeants



Corrections Sergeants



Detectives

What Did We Learn From This Example?

When executives understand where their team's brains are stimulated (where they receive joy), you will have greater efficiency and passion with the employees.

Leadership choices can be influenced for the present and the future.





Kent County Inference Logic & Agency Profiling

*Pinpointing strengths and potential areas
of weakness*

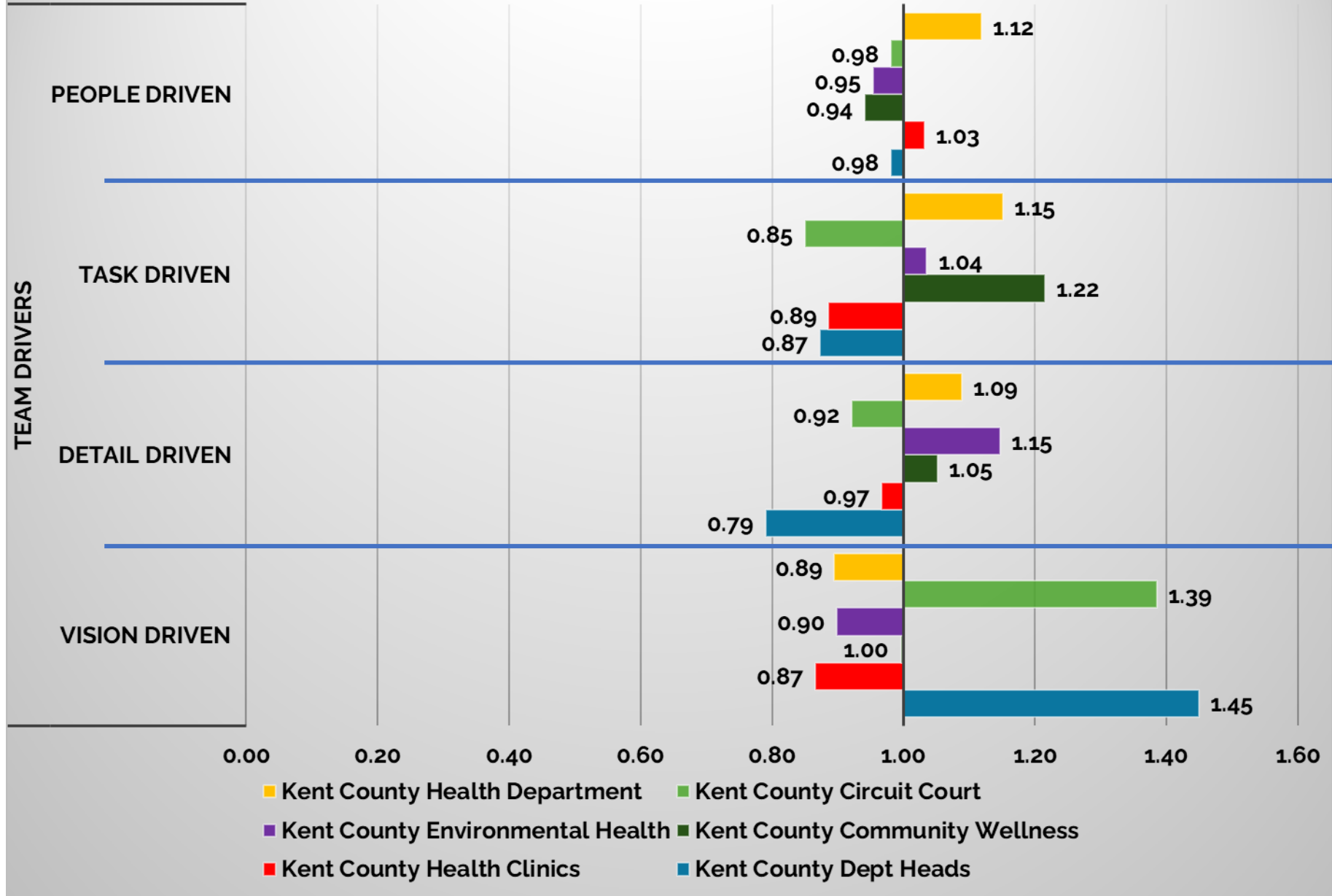
Inference Logic based upon Artificial Intelligence and Predictive Analytics

- Creates a “norm” from a population group
 - Government Employee aggregates includes all population groups and positions
- Compares against the “norm” to show over or under predictive values
 - Over is more likely to occur
 - Under is less likely to occur



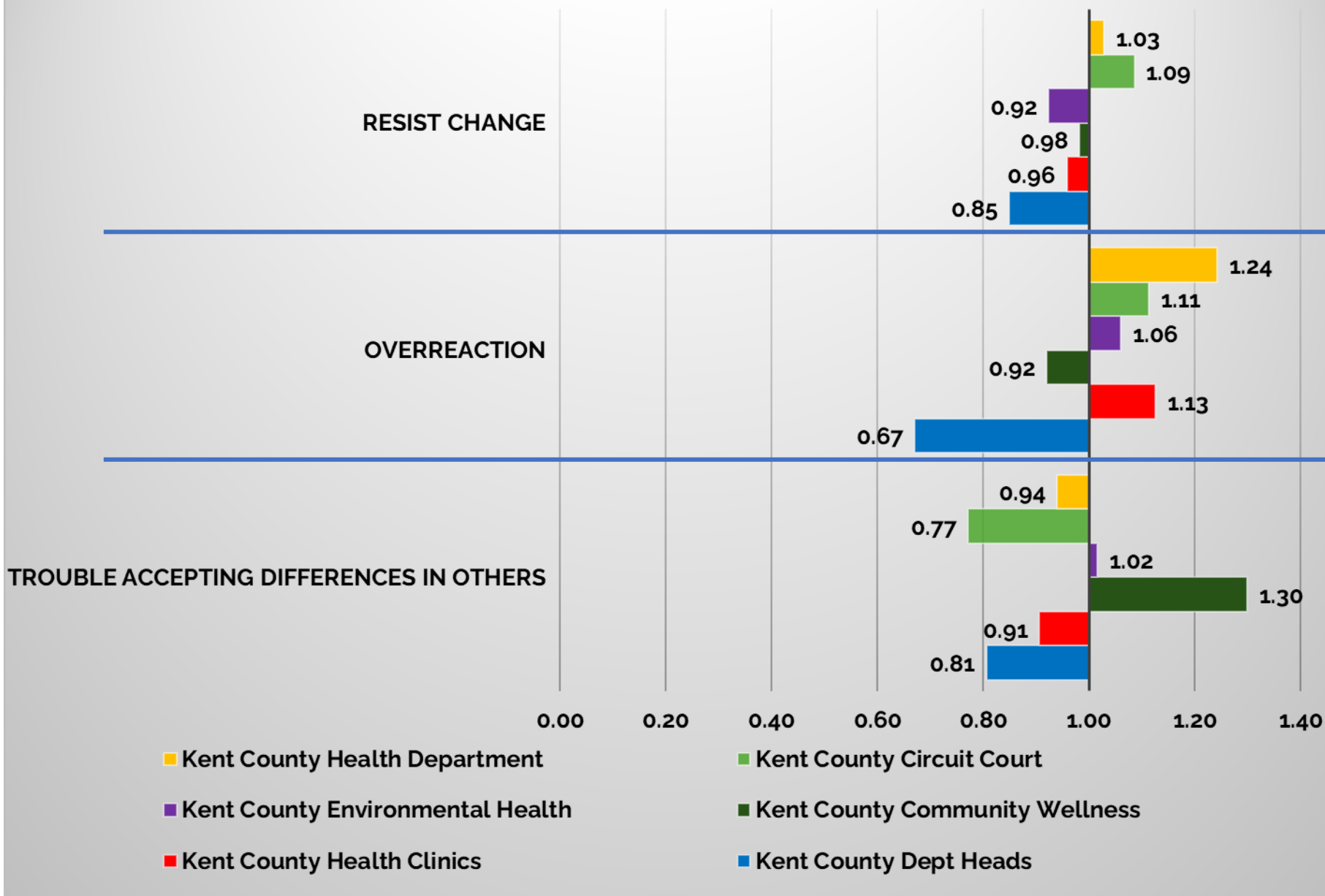


Team: Drivers





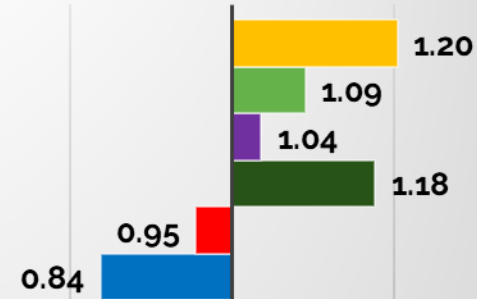
Team: Factors Impacting Team Dynamics



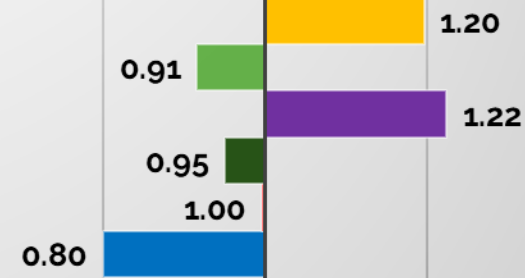
Team: General Factors Impacting Team Dynamics



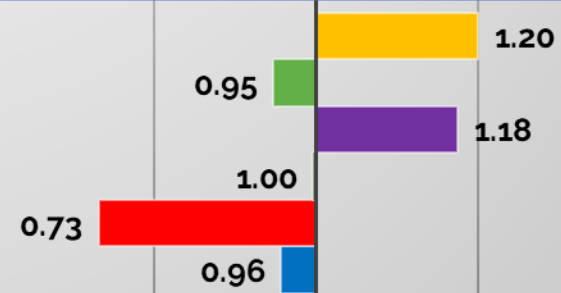
EFFECTS OF STRESS ON PERFORMANCE



COMMUNICATION ISSUES



DRIVENNESS



■ Kent County Health Department

■ Kent County Circuit Court

■ Kent County Environmental Health

■ Kent County Community Wellness

■ Kent County Health Clinics

■ Kent County Dept Heads





**Changing People
Can Be Challenging:**
*Alleviate the risks to
achieve the highest results.*

Barriers to Adopting a Program Such as Protect the Protectors™

NEED: Employers often feel that EAP, Crisis Incidence and Peer Support, which are fantastic and necessary, are enough. However, they are reactive; not preventative or supportive of long-term job satisfaction and retention.

- *Robertson Brain Health Programs are the most effective non-prescription and preventative health, performance and relationship improvement program available, leading to outcomes that transform lives.*
- *People can't be prodded into change; they can be enticed into change.*

COST: The cost of a program such as this is expensive and optional to the improvement of our services.

- *Partners work together to find solutions.*
- *Robertson Brain Health Programs can be provided in many ways to reduce cost and time to fit within budgets.*

TIME: The time to utilize a program such as this is difficult and time consuming.

- *The payoff is worth the energy.*
- *Robertson Brain Health staff works closely with partners to make the program accessible and least demanding on schedules as possible.*

CARE: Some leaders don't care about the personal life of their employee as they feel it isn't their business.

- *We must work together to find unique solutions for the unique people within a unique organization.*





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Thank You

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scan the QR code
and fill out the
form:

