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## DaimlerChrysler's Chrysler Group Launches Workplace Diabetes Education Program

AUBURN HILLS, Mich., Aug. 11 /PRNewswire-FirstCall/ -- The Chrysler Group announced today that it will bring an innovative diabetes care program to its headquarters in Auburn Hills aimed at improving the health and quality of life of employees with diabetes.

The program called "Driving DCX" (Diabetes Care Experts), was developed with Henry Ford Health System and is intended to integrate diabetes care with existing workplace wellness programs.

"We are very excited about being on the leading edge of diabetes care at the worksite," said Kate Kohn-Parrott, Chrysler Group Director - Integrated Health Care and Disability. "We predict that 'Driving DCX' can improve the health of our employees with diabetes by providing convenient access to care."

At its core, Driving DCX pairs innovative work from Henry Ford Medical Group (HFMG) with the workplace diabetes program developed by Novo Nordisk. Other DCC partners include StayWell, Medtronic Diabetes and Value Options. Health Alliance Plan is providing overall project management.

Core components of Driving DCX are:

- \* Confidential onsite health screening that includes average blood sugar level, cholesterol and blood pressure tests
- \* Four individual sessions with certified diabetes educators from HFMG
- \* Four "Lunch-and-Learn" sessions focused on diabetes care
- \* Free access to Novo Nordisk's online diabetes education program "Keeping Well with Diabetes"
- \* Continuous glucose monitoring services for employees wishing to further assess their glucose control
- \* Confidential depression screening and follow-up treatment as necessary administered by Value Options

"If you think about it, the average person with diabetes spends four to six hours per year receiving care at a doctor's office, 2,000 hours per year at their place of employment and about 8,000 hours at home," said Bruce Muma, MD, Medical Director of Chronic Care, Henry Ford Medical Group. "We intend to reduce the burden of this disease by bringing this new approach directly into the workplace."

The program will be conducted over a six-month time period. Incentives will be offered to employees for their participation.

Program success will be measured by improvements in participants' clinical outcomes and overall health. Pending this pilot's successful roll-out at DaimlerChrysler's Auburn Hills headquarters, company health care executives will explore opportunities to further expand the program's availability to other sites.

Chrysler Group is also an official partner of the Iacocca Foundation's ongoing initiatives to support diabetes research. With the proceeds of his best-selling autobiography, Lee A. Iacocca established the Iacocca Foundation in 1984 in honor of his late wife, Mary K. Iacocca, who died from complications of type 1 diabetes. Since 1984, the Iacocca Foundation has given more than \$20 million to diabetes research. More information is available at <http://www.iacoccafoundation.org>.

#### About the Chrysler Group

The Chrysler Group, headquartered in Auburn Hills, Mich., is a unit of DaimlerChrysler AG, the world's fifth largest automaker. Its brands, including Chrysler, Jeep(R) and Dodge, feature some of the world's most recognizable vehicles like the Chrysler 300, Jeep Wrangler, and Dodge Caravan. In 2004, the Chrysler Group sold 2.7 million vehicles worldwide. The Chrysler Group employs 86,000 workers in North America. Approximately 9,800 of those employees are based at the company's headquarters.

#### About HAP

Headquartered in Detroit, HAP is a nonprofit health plan serving 525,000 members and 2,800 employer groups. HAP is a subsidiary of the Henry Ford Health System, one of the nation's leading regional health care systems. HAP serves companies of all sizes-from large national groups to small groups- through an expansive product portfolio, including: the flagship HMO, PPOs, experience-rated, fully insured and self-funded products, and consumer-driven health plans with compatible health savings accounts. The National Committee for Quality Assurance awarded HAP's commercial HMO its highest status, Excellent Accreditation, and Full Accreditation for Alliance Health and Life Insurance Company PPO products.

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