



DEMOGRAPHIC CHANGE.

Lecture and seminar for Occupational Health Physicians
using the Scenario Technique

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The Package

Demographic Change

Challenge for Companies, challenge for Company Doctors

Lecture
60 min.

The Change in your Company

Handling cases from operational practice
(small groups, *scenario technique*)

Seminar
120 min.

Discussion of practice cases

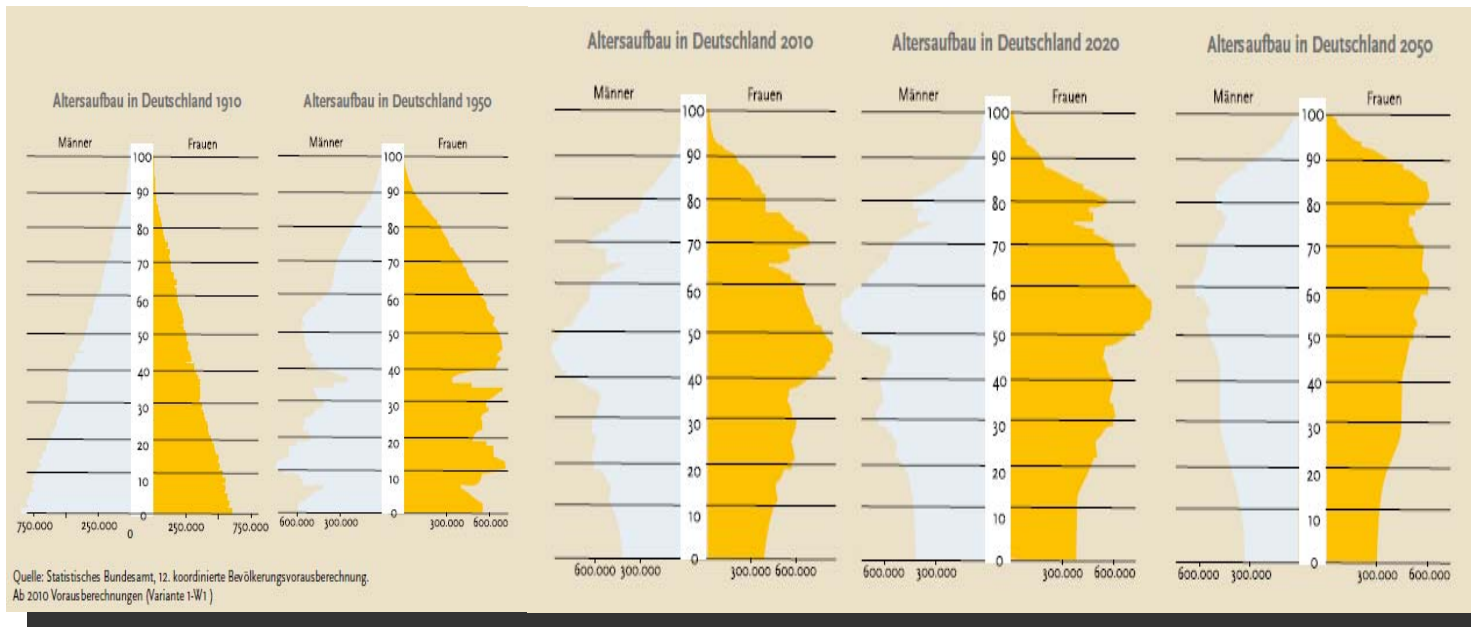
(from 4 parallel seminars)

Meeting
45 min.

The Lecture - Contents

- . Society
- . Employment situation
- . Companies, businesses
- . Occupational health, company doctor
- . Links, „Best Practice“
- . Take-home-message

The Lecture - Sheets



**Ongoing process towards „aging“ companies varies between industrial sectors
but -all „economically active“ persons being considered- not stoppable !**

The Lecture - Sheets



Capacity and performance of older workers are still be associated with the „Deficit Model“ (general reduction of certain physical and mental capabilities)

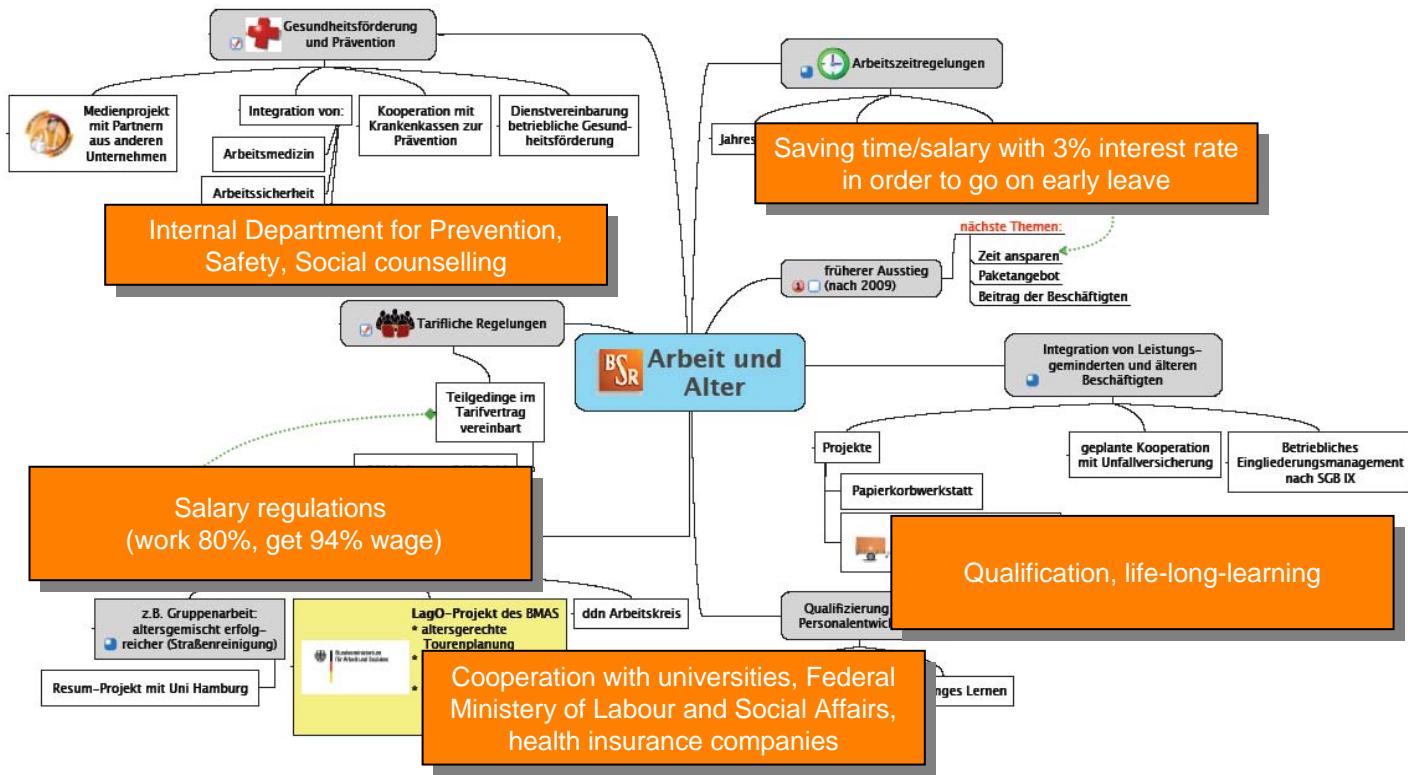
but:

Results from more than 100 studies concerning work-related capabilities of older workers demonstrate

- **no general difference in capacity and performance between younger and older workers within the same occupation**
- **differences within the same age group are bigger compared to the ones between different age groups**

Warr 1995 / Kruse 2000

„Work and Age“ - Mindmapping the Company (BSR) Starting points for entrepreneurial action



Andreas Scholz-Fleischmann BSR, Stand 11/07

The Lecture - Sheets

No illusions for doctors (and workers) about that:

The share for improving health condition with curative medical care reaches 10 - 40%; the remaining percentage goes along with better life- and working conditions and lifestyle

*Expert Council for the Improvement of the Health Sector,
Germany 2005*

The Lecture - Sheets



The Lecture - Sheets

- **Germany: an ageing Society (birth rate declining, life expectancy rising, immigration ↓ - emigration ↑)**
- **Significance of the „Competence Model“ is growing**
- **Concepts, tools, networks to deal with Demographic Change are out there**
- **Small / medium-sized enterprises are hesitating to act**
- **New law: STOP state-financed early retirement leave (2010)**
- **Useful: socio-political approaches and wage-policy**
- **Company doctor? influence limited but expendable !**

**Don't ask
what Your company can do for
You.**

**Better ask
what You can do for Your
company.**

The Seminar - Scheme

Part 1

Parallel seminars (young-old tandem), Get-to-Know, time frame

Part 2

Aspects of Change in contemporary work-life (increased work load, globalization, permanent qualification, temporary contracts...)

Identification of *the* case: a company with a specific demographic challenge („**diagnosis**“)

Introducing the „Scenario Technique“

Part 3

Approaching solutions in 2 small groups: employer / HR vs. employees / workers council („**therapy**“)

Presenting solutions, not commenting

Part 4

Reflecting the role of the company doctor

The Seminar - Diagnosis

Identifying *the case:*

a company with a specific demographic problem, e.g.

- high age profile
- low skill levels
- unhealthy lifestyle
- low recruitment of new personnel
- no early retirements

Hypotheses about the reasons and circumstances

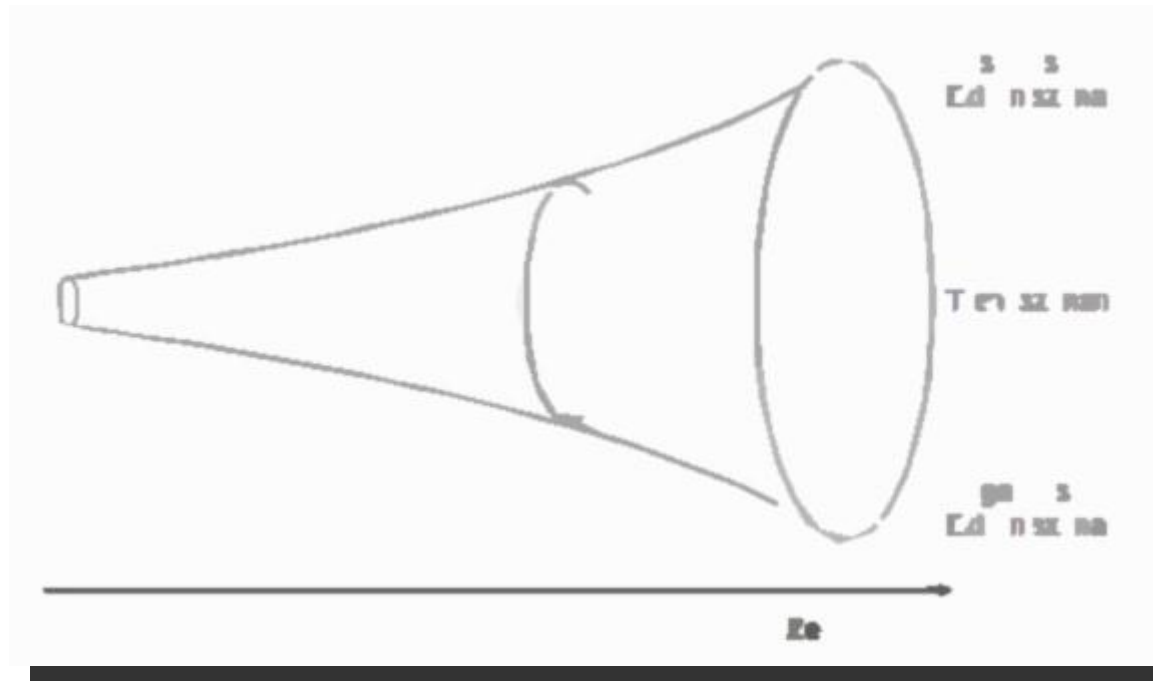
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Participants: Getting organized in **two groups / rooms**

1. Employer / Human Resource
2. Employees / Workers Council

The Seminar - The Case

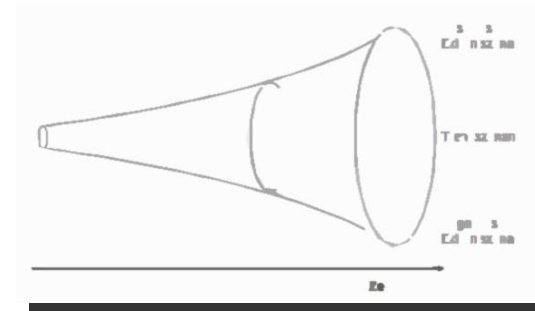
Scenario funnel



The Seminar - Therapy

Modified Scenario Technique

- 30 min. discussion
- Discourse of influential factors, site-specific
- Focus on solutions
- Deciding what is realistically to be implemented („trend scenario“)
- Presentation of two groups in seminar (without critic or commenting)



The Seminar - Therapy

Group 1

Employer / HR

- Qualification of managerial staff
- Improvement of ergonomics, facilitate physical work load
- Support sports activities (e.g. combined with financial incentives)
- Tackling work organisation (new distribution of occupational fields)

Group 2

Employees / Workers Council

- Better prevention (more sports, back classes)
- Improvement of technical support (ergonomics)
- Controlled survey of resource checks (Talent-Scouting)
- Offering proactive qualification measures for workers (and managers)

The Seminar

The role of the company doctor

Fields of influence

How can we participate in / consult operational processes

Examples of Good Practise

Participants exchange their experience

What's missing...

Qualification, will of the employer, assignment, time, money...

The Final Meeting

Discussion of results of 4 parallel seminars

Change management (2)

Demographic change (2)

Your Take-away is ready!

Open the minds of highly trained medical professionals towards socio-political themes
„think big, think parallel“

Allow change of perspectives

Encouragement produces competence

Competent Occupational Health Physicians are able to influence long-term change processes for better working conditions



Picture credits: BSR, picture-alliance, ticketsinventory.com, sandiegoserenade.com, google.com, Kahn/Wiener, de.wikipedia.org

Teaching Models from the Berlin Academy of Occupational Medicine and Health Protection
EASOM Summer School - 31.August 2012

ANY QUESTIONS?

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