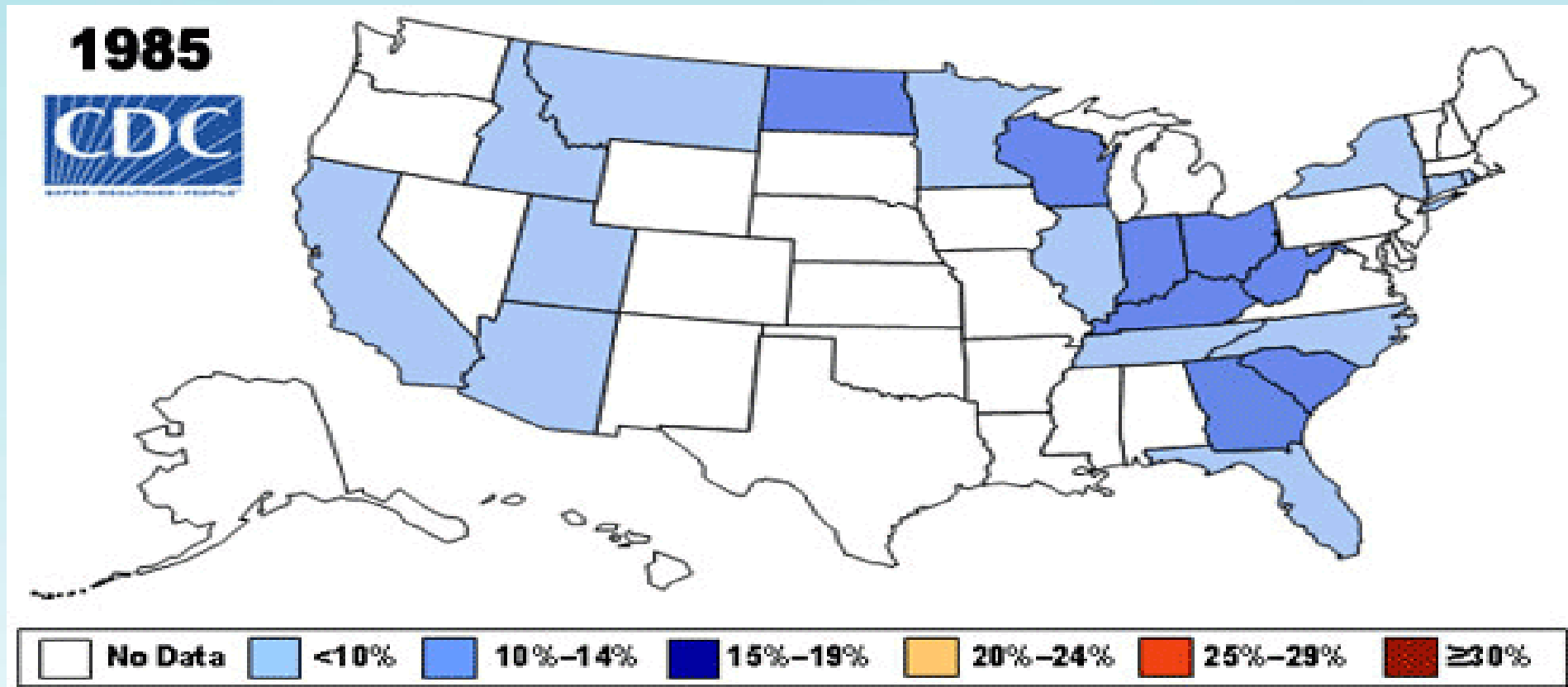


# Best Practice: Employee Wellness



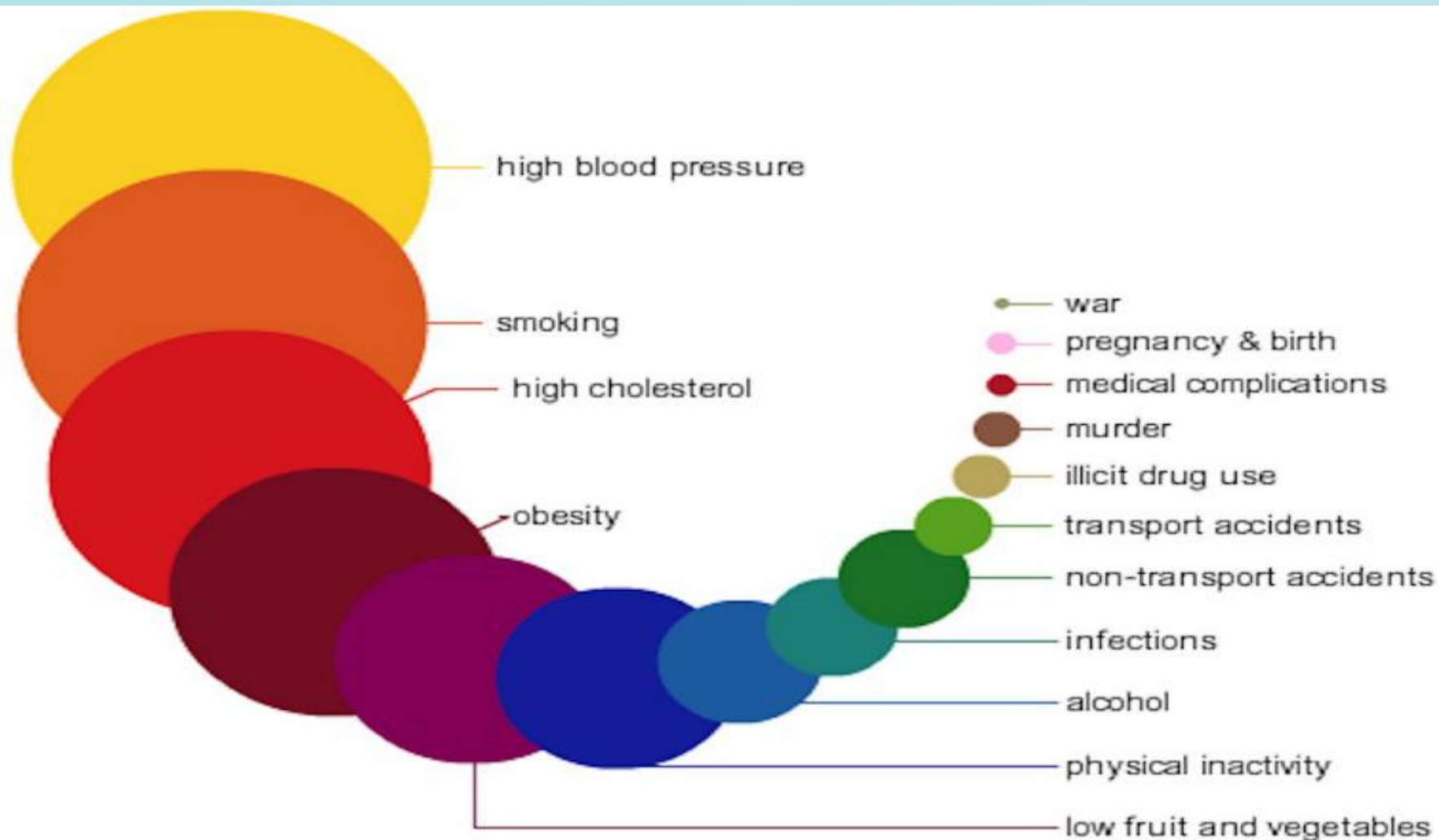


## A Dramatic Change in Obesity Rates



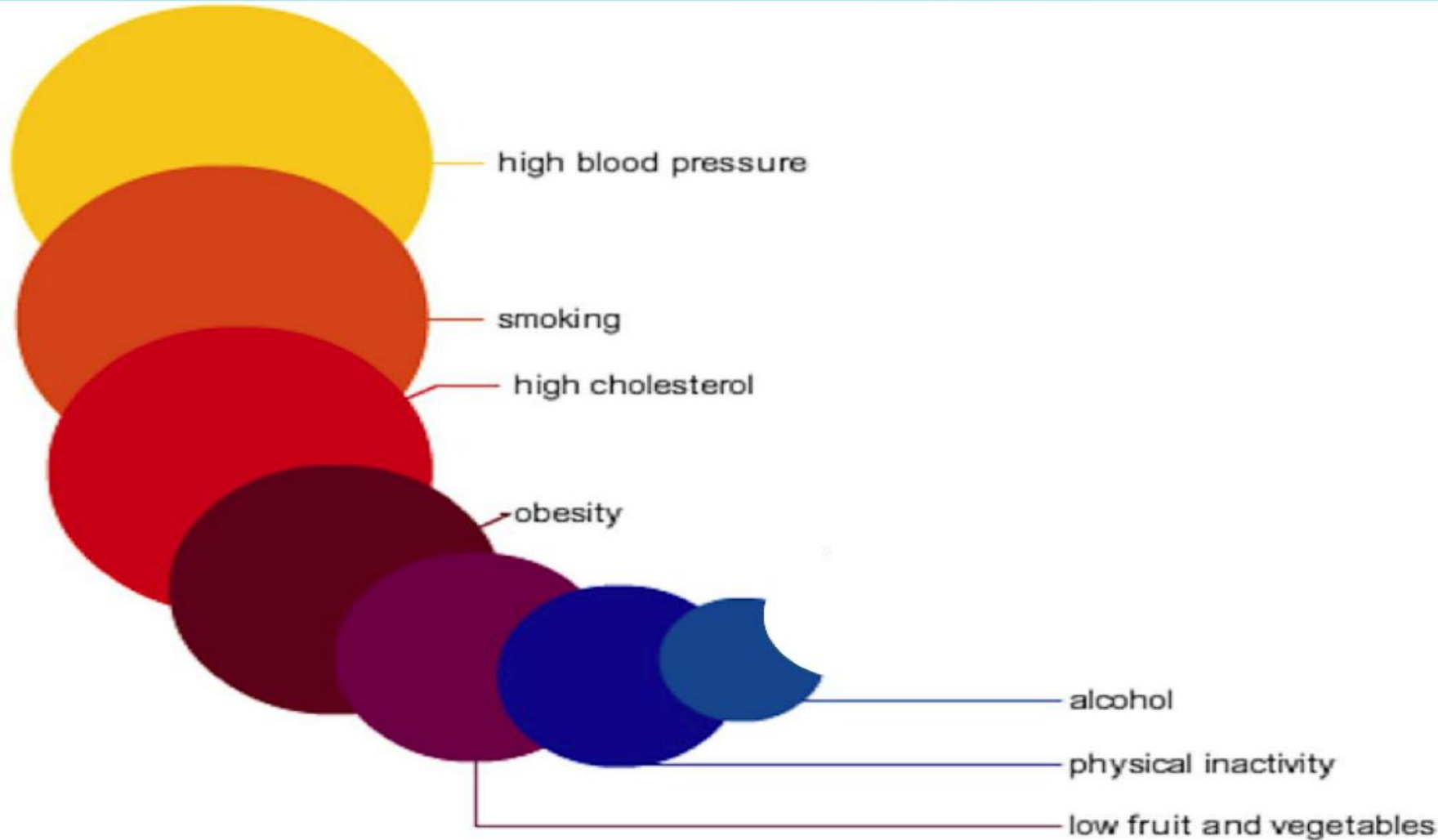


## Contribution of Risks Toward Death



Source: NHS Atlas of Risk, 2013.

## Contribution of Risks Toward Death



Targeting  
health behaviors  
that are  
controllable

# Community Health Needs Assessment

- Confirmed what we suspected
  - Service area struggles with:
    - Chronic disease
    - Aging in place
    - Mental health services
    - Transportation
  - We have the knowledge, skills, and equipment to address chronic disease. We needed to get organized.

# Change Begins at Home

- Employee wellness programs are a great way to test population health initiatives.
- Your employees will love you for it.

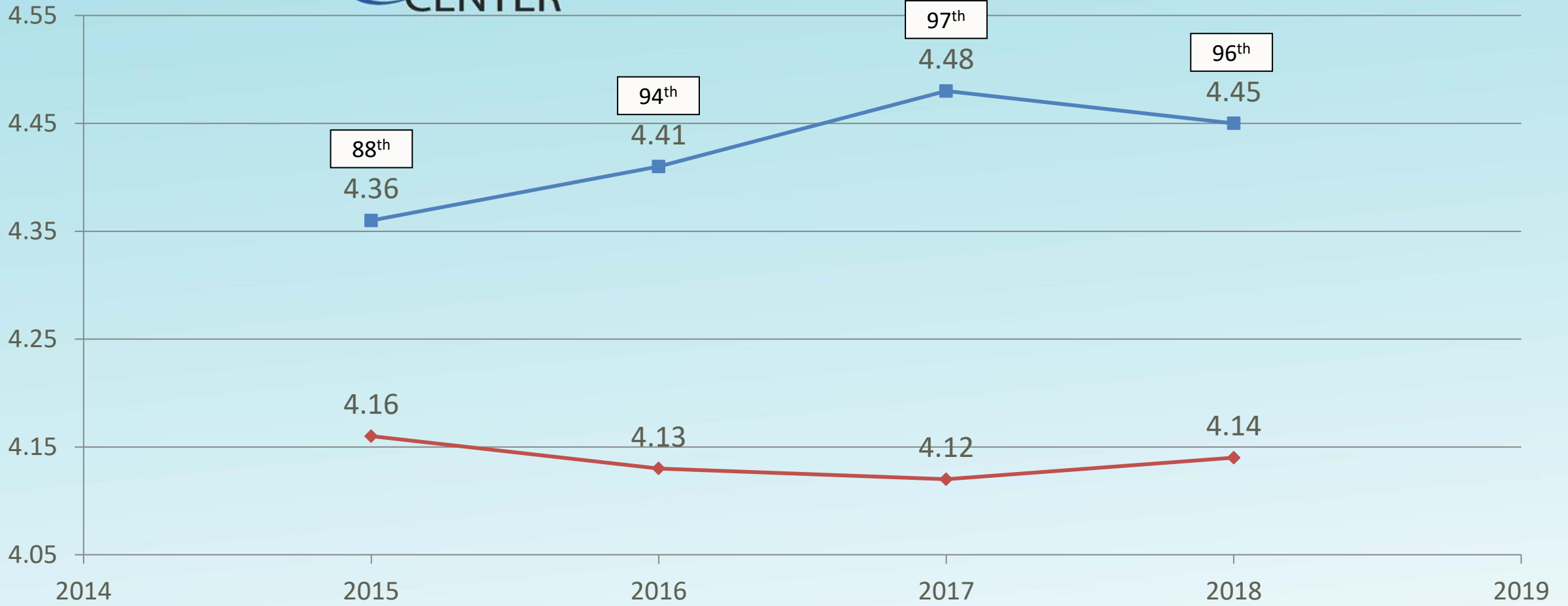


# Healthy Employees = Engaged Employees

- Let's continue that logic stream
  - Engaged employees = Productive, effective, employees focused on outstanding patient care and satisfaction
  - Engaged employees = Meet clinical, operational, and financial objectives
  - Engaged employees = Successful hospital, however it is defined



# Engagement Trending



Natl HC Avg Percentile

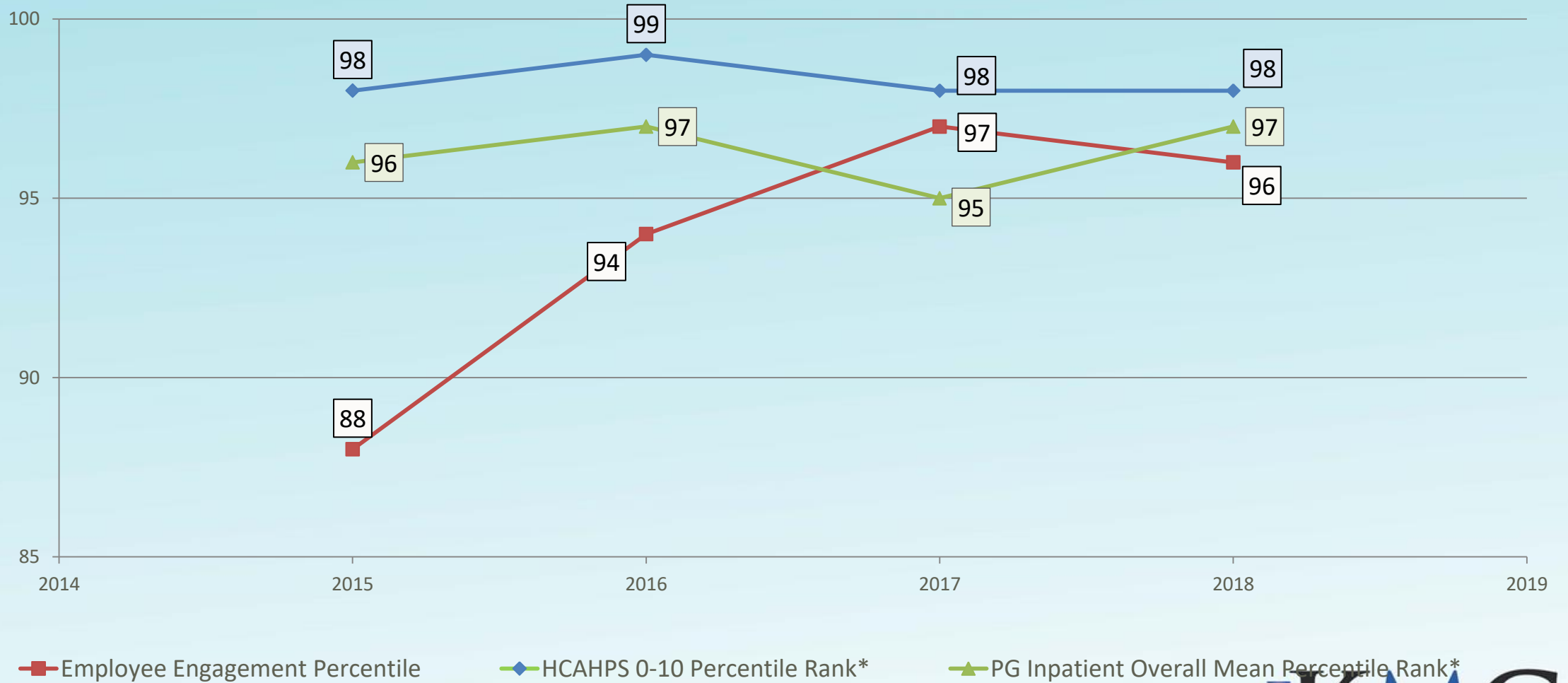
■ KMC

◆ Natl HC Avg



**Note** – National Healthcare Average based on Press Ganey’s 6 engagement items.

## Engagement and the Patient Experience



\* Surveys Received 10/10/2017 – 10/10/2018 – Ranks based on the All PG Database

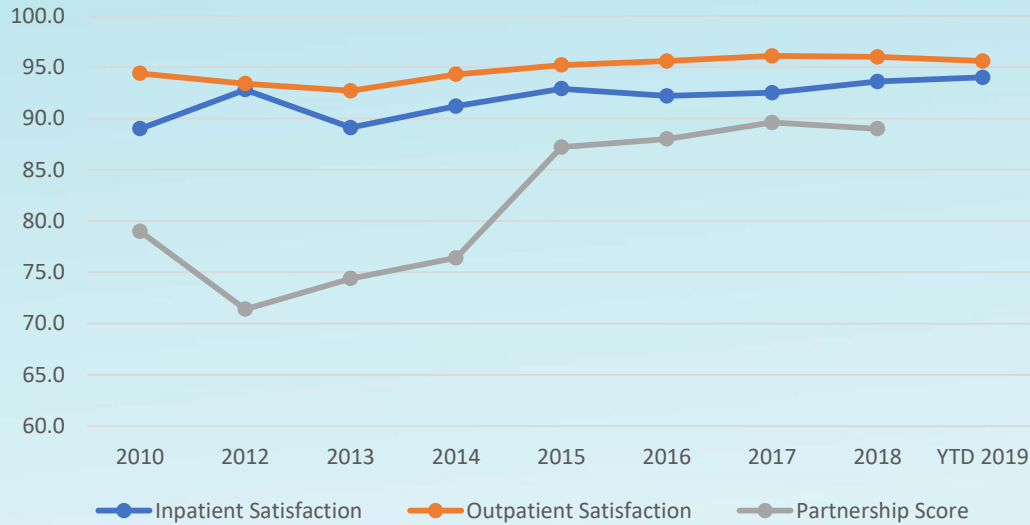


# Focus on Your Team

- Engaged Employees

- Yield Tremendous Results

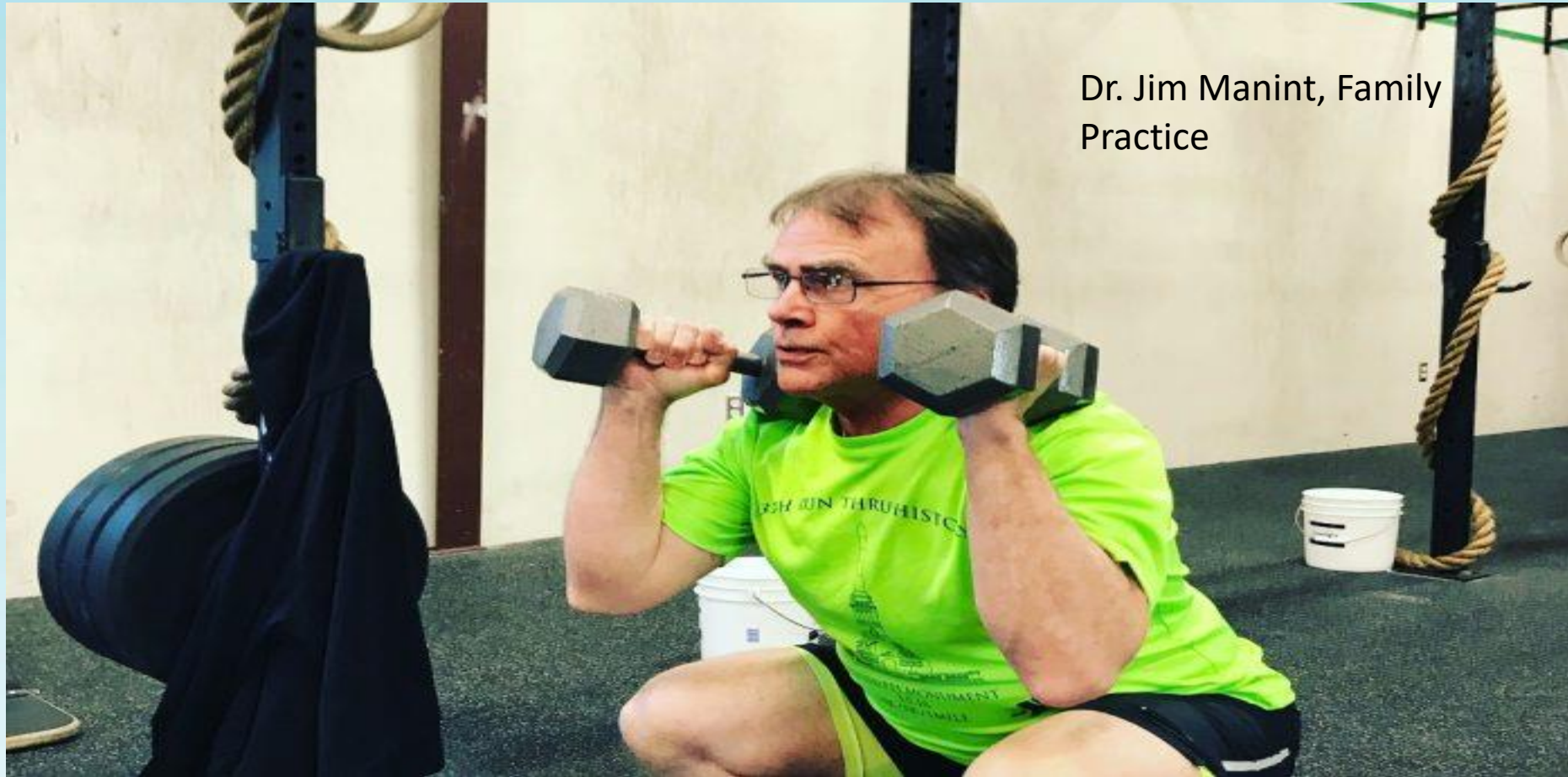
**Engagement & Patient Satisfaction**



**Financial Performance**



# Culture of Wellness



Dr. Jim Manint, Family  
Practice

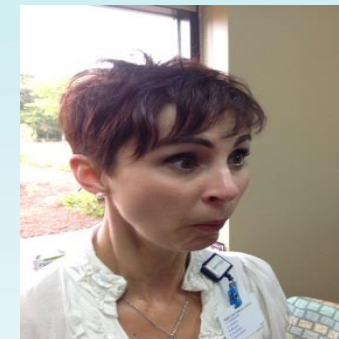


## Leading the Way

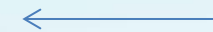
- Employees need to identify with the program
  - Choosing champions
    - Find those people in your organization that connect to your population. Tell their story.
  - Individualized wellness plans
    - Wellness looks different for everyone. Encourage wellness in whatever form it takes.
  - Keep it simple
    - It's easy to overdo advice.
    - For nutrition, half of your plate is covered in veggies, one quarter in meat/protein, one quarter in carbs.
    - Find something active that you love to do, do it with increasing intensity and frequency.
  - The next slides offer a snapshot of our employee population. The data drives wellness initiatives.



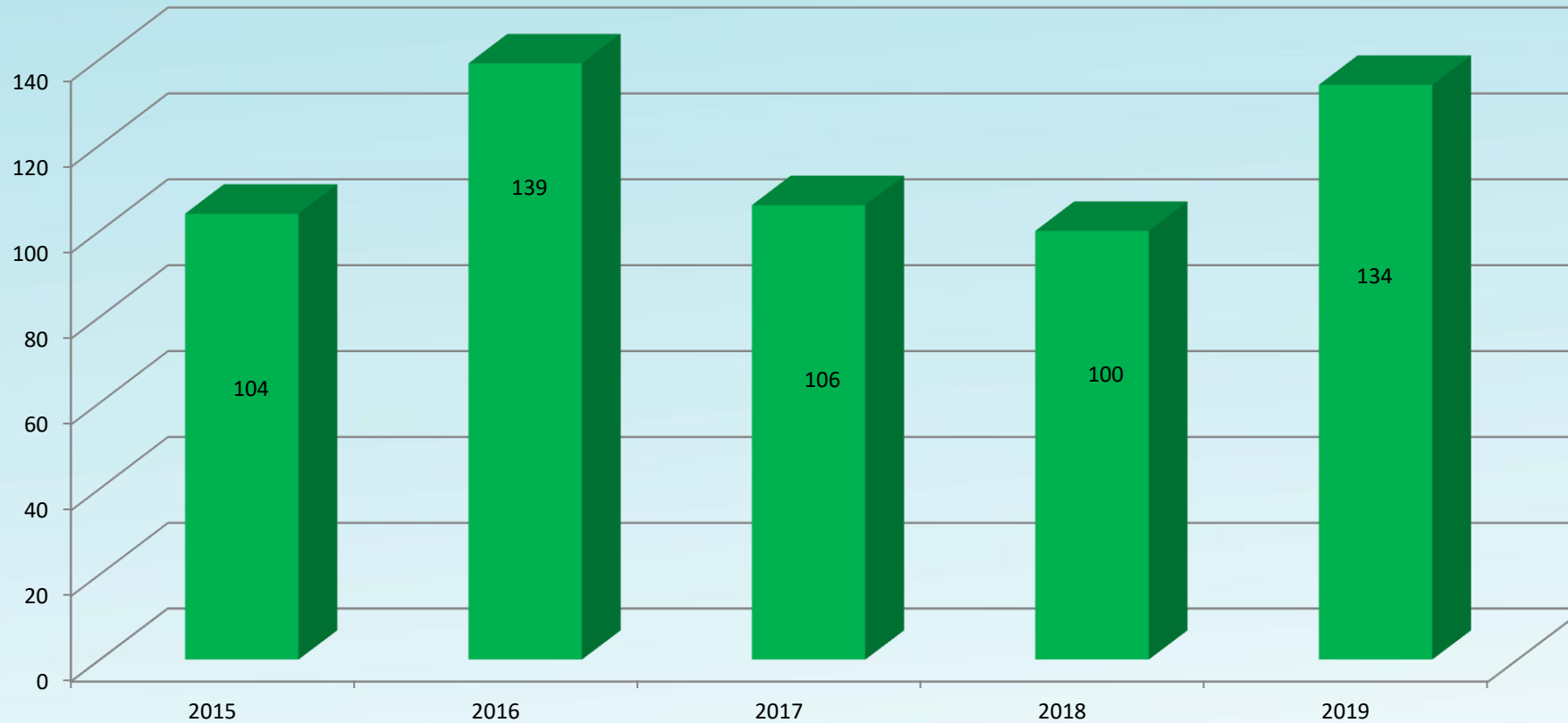
Not her



Her. Seriously. She's a stud. And clearly surprised she is in this presentation



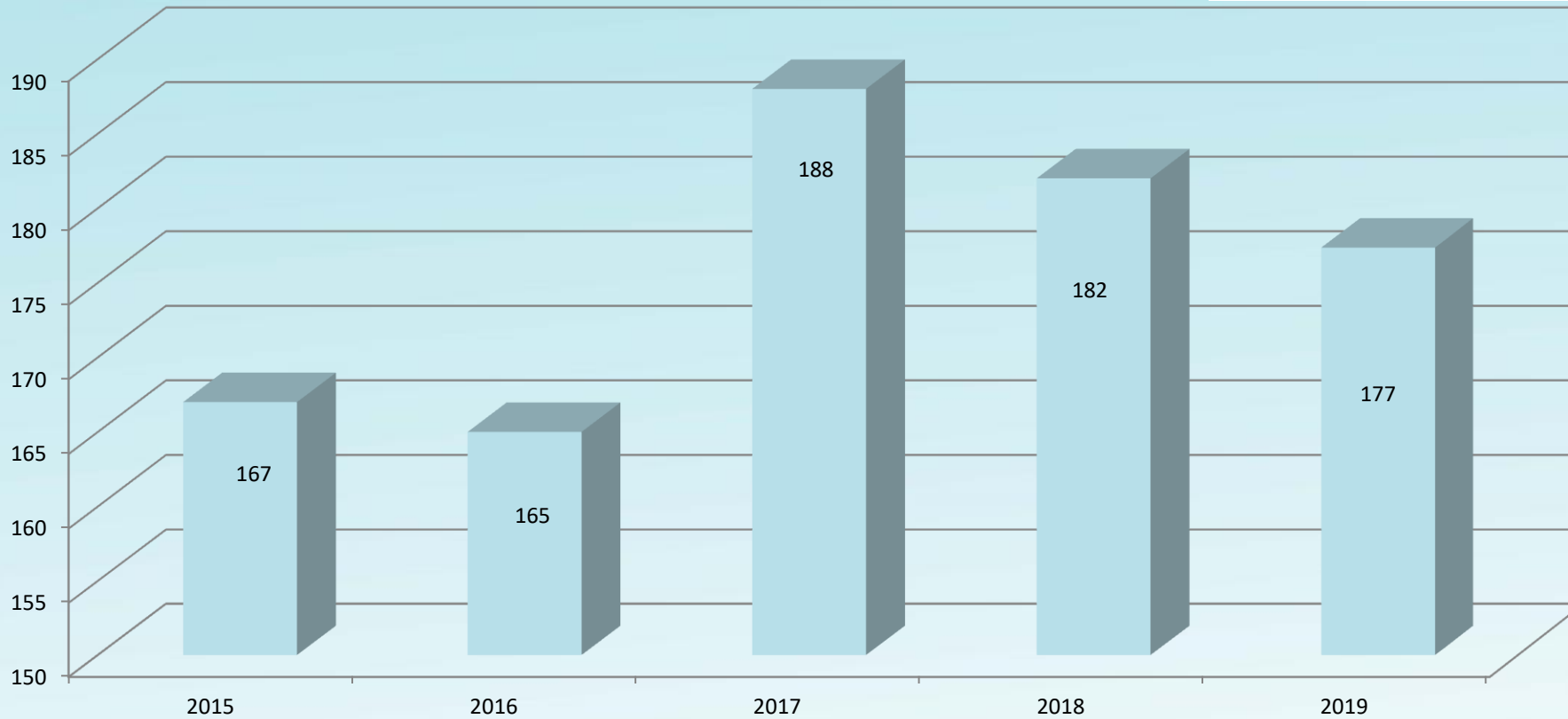
## Participants



# Cholesterol Screening Results

**Total Cholesterol**

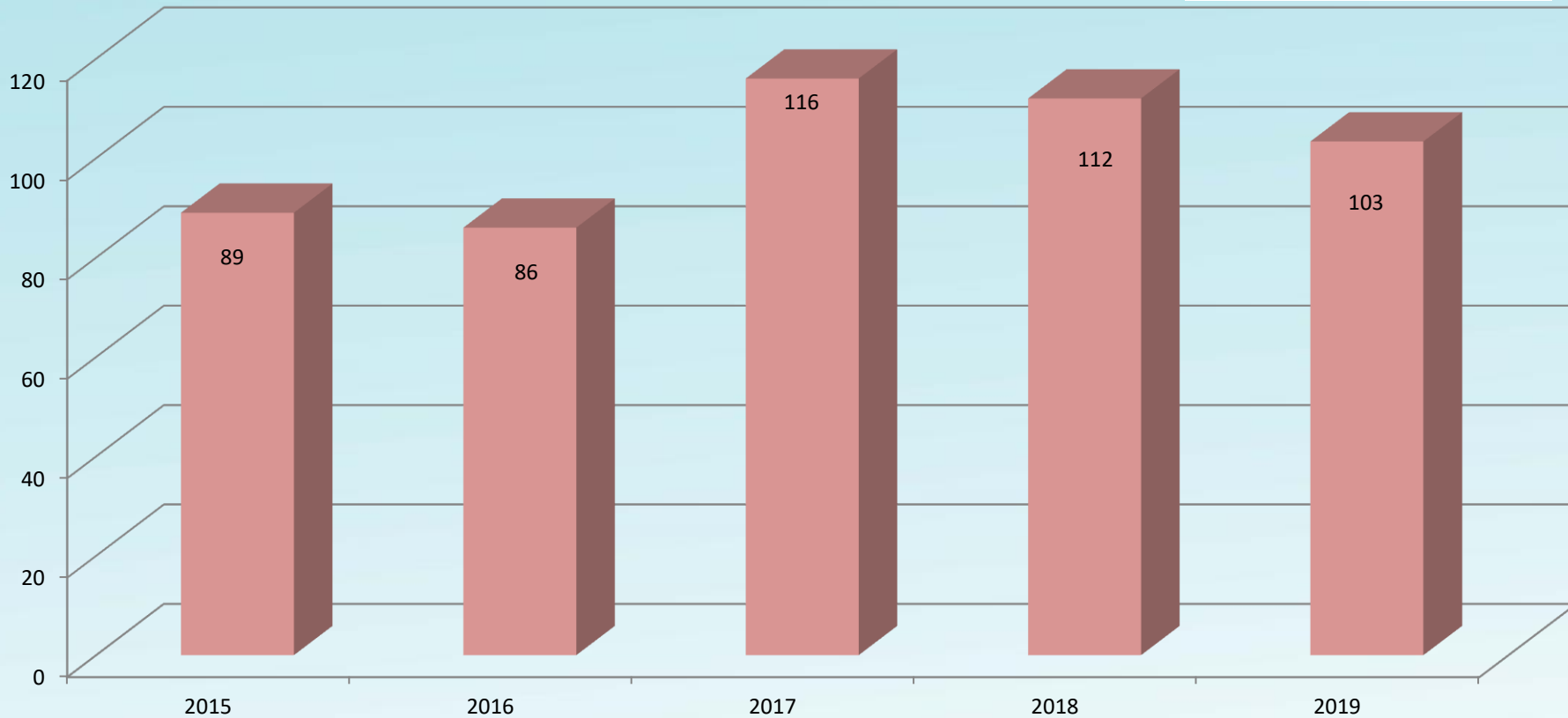
Goal: <200



# LDL Results

LDL

Goal: <100

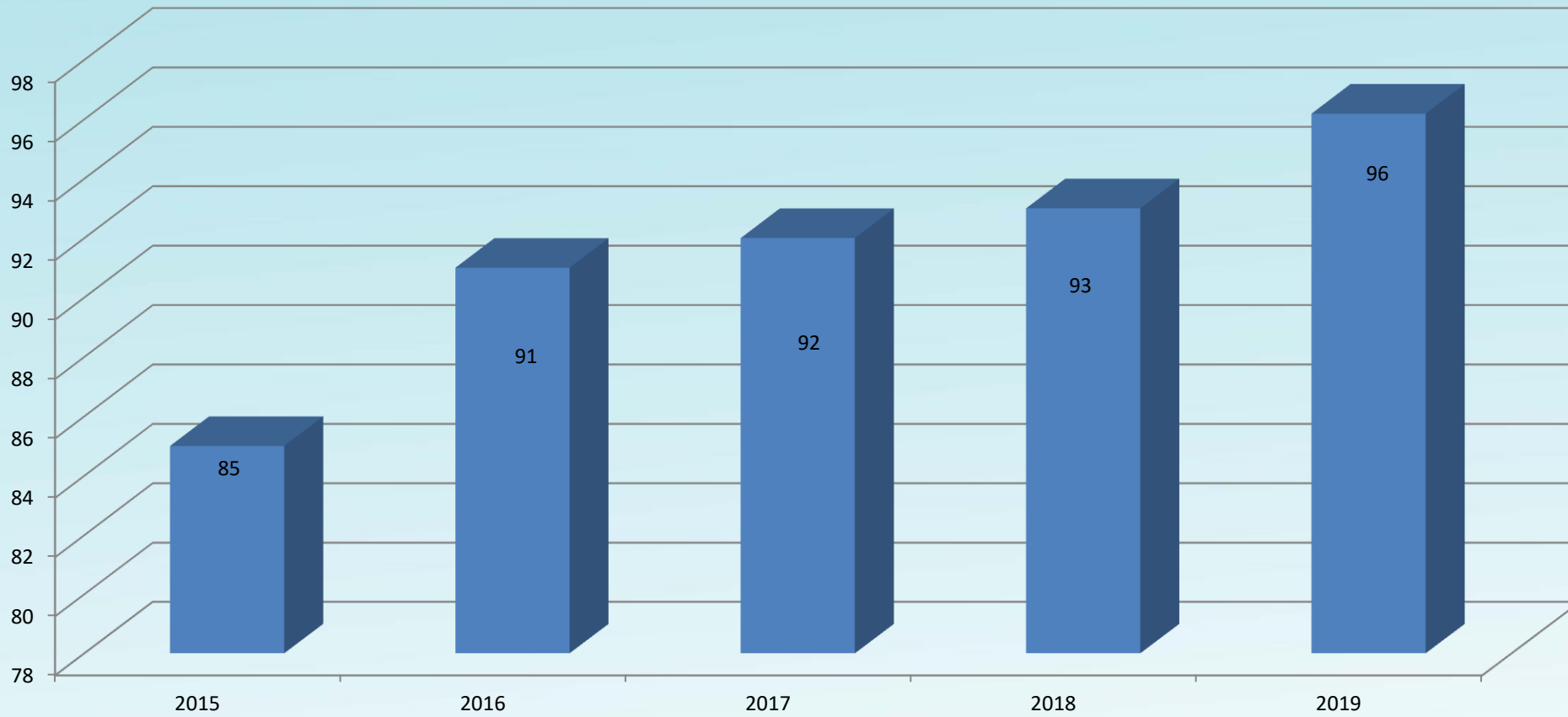




# Blood Sugar Results

## Glucose

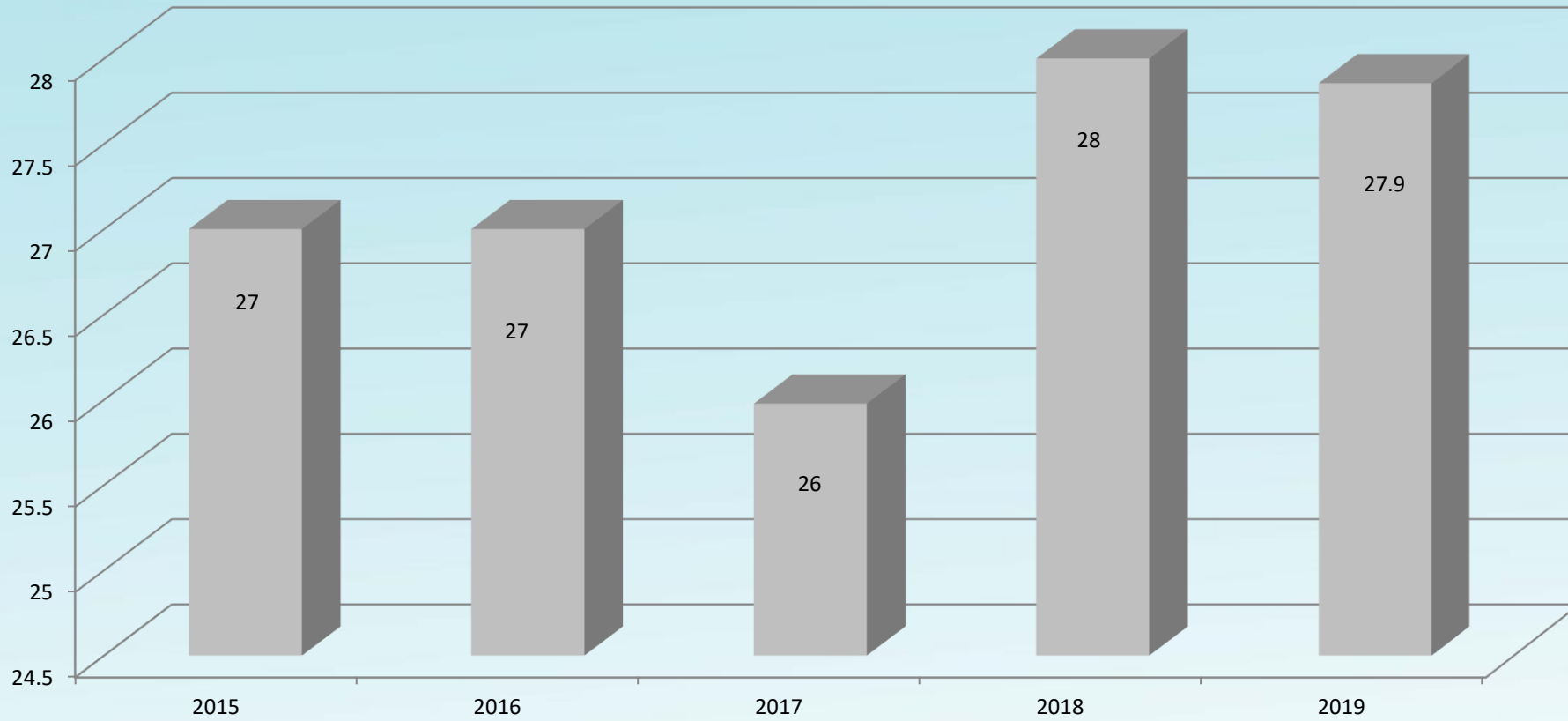
Goal: 70-99 OR DM: 70-130



# Body Mass Index Results

BMI

Goal: <25



## Lessons Learned

- In 2017 we added a physical functions test
  - Participation plummeted
- Can you have a wellness assessment without a physical function test?
  - No
- Back to the drawing board to figure out what will work. This is key.





# Make it Accessible





Make it AWESOME



# Patients of the Future

- The model is changing. What questions do you need to answer to prepare for tomorrow?





# Time to Expand Your Reach

- Once you understand what works with your employees, the knowledge is transferrable to community programs.
- Pick a population around which to build your program by using a community needs health assessment
- The CHNA identifies current and emerging issues in your community.
- Examples:
  - Mental health
  - Chronic Disease (obesity, diabetes, COPD)
  - Aging in Place
  - Transportation

# Find the People

- Think broadly about where to find large captive audiences.
  - Schools (educators, administrators)
  - Sports teams / kids clubs (soccer, softball, team training)
  - Large employers (Clarkson Grain)
- Partner with them to improve health



## Find Your Niche

- Hospitals are not alone in the wellness market. Be honest about your abilities and enlist the help of others as needed.
  - Mental health centers
  - Gyms
  - Schools
  - Sports clubs
  - Transportation providers

## Next Steps

- Product, Price, Promotion, Place
- Back to the marketing basics!
- Identify your target market.
- Answer these questions:
  - What am I selling?
  - How much does it cost?
  - How will my target market know about it?
  - Where will it be offered?

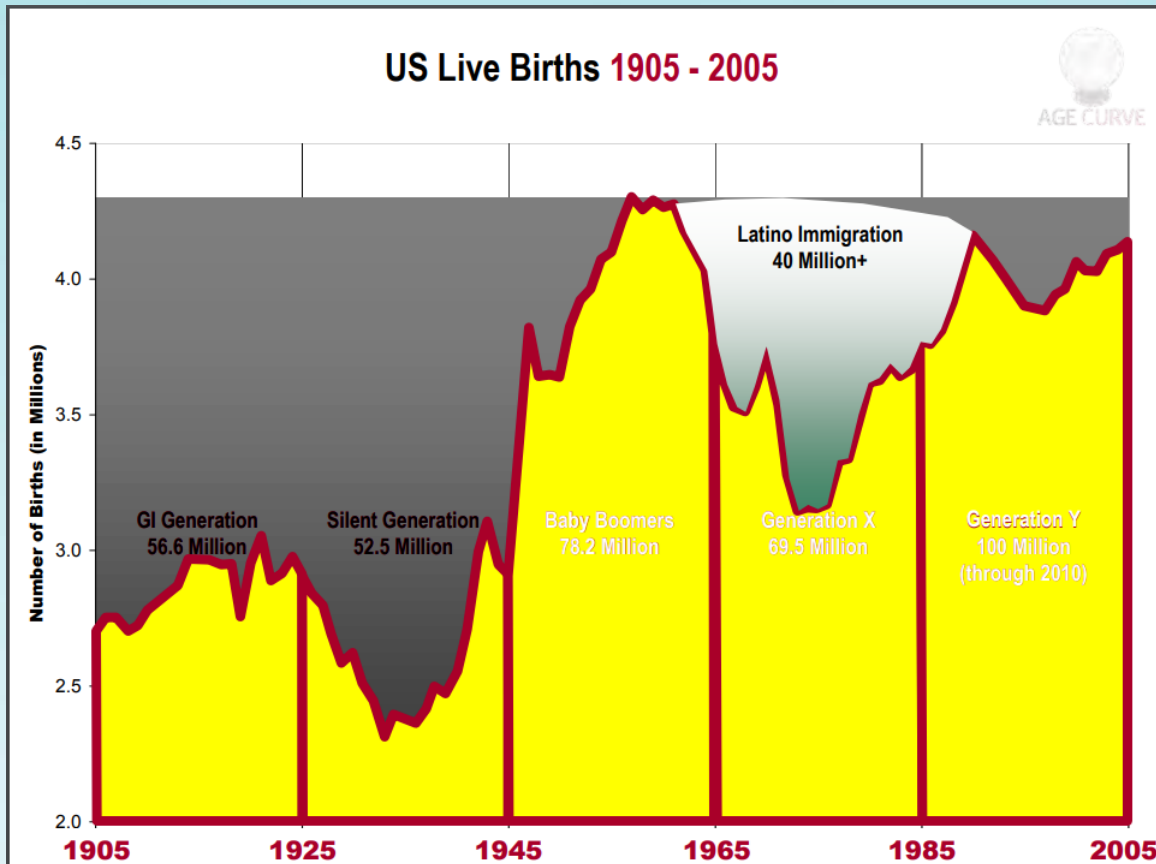
**Sometimes I just want  
someone to hug me and  
say,  
I know it's hard.  
You're going to be okay.  
Here's a coffee.  
And 5 million dollars.**

- Wellness testing with their employees – transferrable model
- Targeting obesity, nutritional choices, sedentary lifestyle
- Be relentless and creative in your delivery model design.
  - Do they have to come to you, or can you go to them?
  - What equipment do they need? Can it be mobile?
  - How much of an impact can you have in 5 minutes, 10 minutes, 15 minutes? In some locations you will not have long.

# Food for Thought

- Population trends
  - Picking your target population is critical. It effects your program design, content delivery, messaging, pricing, etc.
  - Let's look at some things to consider when picking where to launch your wellness programs.

# Age Effect



- Population nuances by generation.
  - Consider that wellness programs designed for Boomers will soon have to shrink. There are 11 million fewer Xers.
  - Wellness programs for Millennials (Gen Y) should be group oriented, tech savvy, and fit within a very busy lifestyle.



## Price Point

- Wellness too vague a term for insurers and consumers. What are you offering and who is paying for it? Use terms your audience will understand.
- For the insurers:
  - Intensive Behavioral Therapy
  - Medical Nutrition Therapy
  - Diabetes Self Management Education
  - Diabetes Prevention Program
- For the patients:
  - Weight loss
  - Diabetes management

# Feedback Loop

- Get good at evaluating your system.
  - Immediate feedback surveys
  - Casual conversations
  - Social media presence

# What Did We Miss?

