

**Well Workplace Award
Executive Summary**

ActionHealth Gold Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

Information may not be reproduced, copied, cited, or circulated in any printed or electronic form without written permission from the publisher. ©2002 Wellness Councils of America, 9802 Nicholas Street, Suite 315, Omaha, NE 68114; phone (402) 827-3590; fax (402)827-3594; visit our website at www.welcoa.org.

All rights reserved. Information contained in this document was accurate at the time the award was designated. Due to changing business environments information is subject to change without notification.



WELLNESS COUNCILS OF AMERICA

© 2003

Wake Forest University Baptist Medical Center (WFUBMC) includes two institutions, Wake Forest University School of Medicine (formerly known as Bowman Gray School of Medicine) and the North Carolina Baptist Hospitals, Inc. The Medical Center employs 11,000+ individuals and is the largest employer in Forsyth County.

ActionHealth™ is the Medical Center's Employee Wellness Program, encouraging and supporting health promotion, illness prevention, and healthy lifestyles. Initially supported by a grant from the Duke Endowment and assisted by the Employee Wellness Committee, the department continues to provide programs and resources to employees to educate and promote healthy behaviors. The overall goal of the department is to increase employee's interest, awareness, and participation in health promotion, and subsequently motivate each employee to reach his/ her personal wellness goals and thus improve his/her health. This further results in reduced absenteeism, better retention, greater productivity, and reduced health care costs.

In November 1996, the Medical Center received grant money from the Duke Endowment to begin an employee wellness department, expanding the pre-existing wellness program operated through Employee Health Services. Staff hirings were completed in January 1998.

July of 1997 saw the inception of EXCEL, an intensified wellness program with targeted courses and activities, which included a three-year tracking and evaluation component. By December 2000, the EXCEL program had served approximately 1,300 individuals with an additional 8,297 encounters occurring that year. Health risk appraisals were performed for all the members, coinciding with counseling on lifestyle change goal setting. EXCEL members received incentives for behavior changes, as well

as health- specific wellness calendars, monthly self-care newsletters, a monthly magazine, and the opportunity to meet individually with a Health Promotion Specialist, regarding specific health issues.

From 1998 to 2000 programming reflected the health needs of employees as gathered from the EXCEL groups health risk assessments, medical expenditure reports and employee interest surveys. Target areas included, but were not limited to, nutrition therapy, weight loss, increased physical activity, and stress management. The department received input and support from the Employee Wellness Committee, Wellness Incentive Program Task Force, Medical Center physicians, nurses, and a registered dietitian for its programming. Regular lunch-n-learns regarding financial wellness, healthy cooking, parenting issues and physical activity were offered with more intensive programs implemented in weight management, smoking cessation and cholesterol/blood pressure monitoring.

In July 2000, ActionHealth was reassigned to the division of Home and Community Health which reports to the Chief Operating Officer. The rationale behind the move was due to the fact that the Medical Center is considered a community within itself. As with all communities, the intricacies of the people are diverse and unique thus, making it necessary to providing opportunities to assure healthy environments, choices, and lifestyles.

In 2001, following an extensive review of health care claims, literature, and regional health promotion activities, the existing wellness program “EXCEL” was expanded in to a more lucrative incentive based plan known as the Health Incentive Program (HIP). The new plan allows employees company time to participate in a

Personal Wellness Profile (PWP) coupled with four hours per year to attend health education classes. These individuals receive a gift valued at \$15, a ten-minute chair massage, a monthly wellness newsletter, Health at Home self-care manual and *Vitality* magazine. Employees choosing to receive the flu vaccine, in addition to completing the PWP are eligible for three \$1,000 cash drawings.

To date the following awards have been granted: Silver Well Workplace since 1996, Mother Friendly Business Award since 2000, and Governor's Council on Physical Fitness Honorable Mention 2000 and 2001.

The mission of ActionHealth™ is to support and enhance the physical, mental, and spiritual well-being of each employee of the Medical Center. A variety of services, which are physiological, didactic, and activity-based, seek to reduce the occurrence of work related and non-work related illness and disease through the promotion of healthy lifestyles. These include nutrition, stress management, cholesterol reduction, blood pressure management, smoking cessation, physical fitness, national health observances, health fairs, etc.