

**Well Workplace Award  
Executive Summary**

# **Community Health Network 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.

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WELLNESS COUNCILS OF AMERICA

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## General Information

### WELL WORKPLACE

*Gold Application*

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#### Basic Information

Name of Organization Community Health Network

Address of Organization \_\_\_\_\_

Indianapolis, IN

Council Affiliation \_\_\_\_\_

Contact Person Chris Dobbins

Title Team Leader

Work Telephone \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Alternate Contact Tracy Taylor

Parent Organization Community Health Network

Number of Sites Covered by the Application 8

Number of Employees Covered by this Application 10,000

Nature of Business or Industry Healthcare

Name of CEO William E. Corley

Date of Application June 4, 2003

## **Preface: Narrative**

Community Health Network is committed to providing comprehensive holistic, health promotion solutions for healthier employees, corporations and communities. Starting with one hospital in 1956, we have grown into an integrated health network with 10,000 employees. This includes four full-service hospitals, The Indiana Heart Hospital, physician practice management, visiting nursing, long-term care and more than 60 other health care facilities across Central Indiana.

Health Promotion Services has been an integral part of our Network since the 1970's. Whether launching an employee safety program, supporting healthy life-style changes, or providing stress reduction, our wellness programs play a key role in keeping employees, corporations and communities healthy.

In 1996, the Community Health Network collaborated with another large health care organization. One of the first areas integrated into this collaboration was Health Promotion. The collaboration moved forward with a comprehensive contract from the City of Indianapolis to deliver health promotion services. The program was seen as one of the first successes of what was hoped to be many for the collaboration's strategy.

With this success underway, plans were made to put together the best Health Promotion program in the country. However, other parts of the organizations were not as successful and the collaboration strategy was abandoned in 1998. Community Health Network, Health Promotion Services continued the collaboration strategy and is still in place today.

As technology, specialization, and clinical advances become increasingly complex, many hospitals and health systems have designed and implemented service lines in which health care services are bundled into a comprehensive package. The Health Promotion Services of the Community Health Network is part of this service line strategy. The structure of the Community Health Network is a matrix comprised of service lines across the organization in which each Senior Leader is responsible for managing their particular area.

The Health Promotion Service Line is organized into two distinct areas reflecting a business strategy that enhances the overall success of Health Promotion in the network. The first of those two areas is the Corporate Health Promotion Services, which has revenues of over one million dollars annually. Secondly, the Community Benefit area, is responsible for nationally recognized and innovative health promotion programs, focusing on access to health care and health education. Both areas rely on each other for resources, however the “business of health promotion” is solely the Corporate Health Promotion Services venue. The value of the Health Promotion area is clearly enhanced by demonstrating this financial value to leadership. All community health initiatives and health promotion sponsorships are the “business” of Community Benefit.

The Community Health Network’s mission, “with caring and compassion, we continually strive to improve the health and well being of employees and those individuals in central Indiana who entrust their care to us.” The Health Promotion’s Service Line mission reinforces the network’s vision of improving the health and well being of employees and

those we serve by, “providing comprehensive, holistic health promotion solutions for healthier employees, corporations and communities.”

Innovation has been a cornerstone in how Community Health Network’s Health Promotion Program has made the transition into the millennium. We trust that our holistic, multi-faceted programming will ensure future successes.