

**Well Workplace Award  
Executive Summary**

**Great River  
Medical Center**

**Bronze Recertification 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

*Bronze Application*

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#### Basic Information

Name of Organization Great River Medical Center

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

Council Affiliation Central Iowa

Contact Person Jamie Dengler

Title Supervisor

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

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

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

Alternate Contact Lynette Collier

Parent Organization Great River Health Systems

Number of Sites Covered by this Application 15

Number of Employees Covered by this Application 1500

Nature of Business or Industry Hospital - Service

Name of CEO Mark Richardson

Date of Application 6-30-04

Great River Medical Center is a 313-bed regional medical center offering acute, skilled and intermediate care to residents of southeast Iowa, west-central Illinois and northeast Missouri. Great River Medical Center is part of Great River Health Systems, a regional integrated health-care system that includes: retail pharmacies; retail medical equipment and supplies provider; outpatient renal dialysis center; and a network of primary-care services that includes physician clinics in Mediapolis, Morning Sun, Wapello, West Burlington and West Point, Iowa, and Dallas City, Ill. More than 115 physicians and 1,500 employees share Great River Health Systems' commitment to excellence in patient care and community service. Great River Medical Center prides itself in being the area's choice employer by offering advanced medical technology and valuing employee growth, development and success. Mark Richardson resides as the President and CEO of GRMC since 1997. We received the Bronze Well Workplace Award in 2001.

The employee wellness program was initiated in November 1994 with a staff of 3 part-time employees for the purpose of enhancing physical fitness of staff. In 1994, the wellness program consisted of a 2000 sq ft exercise room equipped with cardiovascular and strength training equipment, aerobics and step classes and health promotion activities. The employee cost for joining the fitness center was \$10 per month deducted through payroll. After 1999, the employee wellness center moved into the 15,000sq ft fitness gym at the Center for Rehabilitation, GRMC's premier outpatient rehabilitation clinic. We combined equipment and staff resources to build an outstanding facility and offer a variety of educational and exercise opportunities to staff and our community. The scope of the 1999-2000 wellness initiative was to enhance employee satisfaction and value to the organization while offering strategies to reduce stress. Today, our focus continues to be enhanced employee satisfaction. After our data collection efforts in January 2004, we added employee health risk reduction, obesity and pharmaceutical reduction as a strong focus for our 2004-2005 programming. We provide employees with a multitude of wellness opportunities and strong preventive health benefits to support and motivate our employee's self-care.

### **GRMC Mission**

Great River Medical Center is dedicated to improving the region's health by providing high-quality health care, world-class customer service and uncompromising value for our patients and their families.

## **Employee Wellness Mission**

The mission of the employee wellness program is to provide exceptional health promotion opportunities which support the health and well-being of GRMC employees and enhance our relationship with employees to retain and recruit the highest quality staff.

## **Seven Critical Benchmarks**

At Great River Medical Center, senior level support has been the driving force in the success and development of our employee wellness programs. Our CEO, Mark Richardson and our team of administrators have lit the path for employee wellness opportunities at GRMC. They are always looking for new, supported methods of improving health care to our internal and external customers. Our management team supports employee involvement in educational programs and many provide flex-time options to allow staff-time to use the fitness gym. The employee wellness program is structured under the leadership of Lynette Collier, Director of Rehabilitation Services. Our wellness coordinators, Jamie Dengler and Annie Huppenbauer, provide the health promotion expertise to help guide our wellness team in choosing appropriate interventions and evaluation techniques.

The operation of the employee wellness program is due in large part to the funds allocated by senior management. The employee wellness program budget is combined with the Health Fitness Services budget and provides funds for programming materials, supplies and incentive prizes.

Our cohesive wellness team has been actively working together since 1999. The team meets on an on-going basis, every 8-12 weeks. Agenda items may include HRA issues, awareness campaigns, disease management intervention ideas, and data collection results.

Other main sources of data collection are the Employee Needs and Interest Surveys, Facility Assessments, Workers compensation claims and Healthcare/Pharmaceutical Usage. This information is used by the wellness team to choose employee programming.

In 2002 and 2003, the focus of our programs were weight management, work/life balance and stress management. Our Building Blocks incentive program boasts ten teams of 4 and 92 individuals who completed the intense challenge of monitoring their exercise, diet, stress-reducing activities and work-family balancing activities. Together, they lost 1,015 pounds. In 2004, our overall goals will be to reduce chronic disease and obesity throughout the Health System.

Great River Health Systems creates a supportive environment for employee health by providing exceptional benefits, career and personal growth opportunities and a healthy working environment. GRHS provides employees with various benefit options. These include: health and dental insurance, prescription, flexible spending accounts, disability, family leave, life insurance, retirement, investment opportunities, tuition reimbursement and scholarships, employee assistance program, nutrition counseling, family counseling, computer loan program, sick child care, adoption assistance program, and employee wellness programs.

Each wellness program and service offered to employee and their spouses is evaluated for its effectiveness and ability to meet its objective. For example, our Right Weigh, weight management program, primarily focused on weight. In our research, we realized we were missing a very important piece effective for helping people lose weight...understanding why they are overeating, not exercising, stressed, etc. Therefore, we added staff who specialized in intuitive eating and changed the focus from weight-loss based to psychology-based and changed the name to "Moving Beyond Diets".

Our wellness program has been a collaborative effort between senior management, our wellness team, our exercise specialists and health fitness technicians. Each person provided an individual strength to the group to intensify the program. They should all share the credit.

### **Unique Strengths**

The Employee Wellness Program at Great River Medical Center has many unique strengths that continue to improve our on-going wellness initiative. A major strength is our screening process upon entering any wellness program. Each employee and spouse who plans to participate in wellness programs completes a HRA and a medical fitness assessment. A major and unique

strength of our wellness program is that the organization subsidizes the cost of the complete assessment so that participation is not cost-prohibitive. The organization pays for the entire cost of the cholesterol lipid panel, blood pressure, body composition and wellness counseling for the employee. The lab work and the medical fitness assessment cost the organization approximately \$60 per employee. Not only does the organization pay for the initial screening to get into the program, but we pay for the employee's health screening annually. From this information, we track changes in the individual and in the aggregate group.

Another major strength is the incredible knowledge of our in-house staff who can professionally speak and be an information resource. Every year when the wellness team determines the topics we want to deliver to staff, it is easy to find knowledgeable and capable speakers. We rarely change the topic because we don't have a speaker. We have realized a significant savings by using our in-house resources rather than an outside vendor to provide education.

Building Blocks incentive program is the third program strength. Our senior management support an incentive system that rewards healthy behaviors and health improvements. The program allows employees to document physical activity, nutrition and stress management as points that can be redeemed for prizes at the end of eight-months. In eight months, we have seen significant changes in employee's weight, body fat percentage and lipid profile improvements.

### **Most popular program**

Our most popular program is the free annual membership to our on-site, 15,000 sq. ft. fitness and aquatics center at the Center for Rehabilitation for both the employee and their spouse. This benefit saves the couple between \$300-500 in annual fitness membership dues. Included in this benefit are aerobics classes offered in our aerobics studio, on-going exercise support from our exercise specialists, and body composition screening and goal evaluation every three months. In the near future, nutrition consultation will be offered at no cost to our menu of complementary services to employees and their spouse.

# Great River Medical Center Organizational Chart

