

**Well Workplace Award
Executive Summary**

AMFM Inc.

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

Basic Information

Name of Organization AMFM Inc.

Address of Organization _____

Council Affiliation West Virginia Wellness Council

Contact Person David Walker

Title Wellness Coordinator

Work Telephone _____

Fax Number _____

E-Mail Address _____

Alternate Contact _____

Parent Organization AMFM, Inc.

Number of Sites Covered by this Application 1

Number of Employees Covered by this Application 35

Nature of Business or Industry Nursing Homes

Name of CEO John & Fonda Elliot

Date of Application 5/30/04

ORGANIZATIONAL AND PROGRAM BACKGROUND

PREFACE: NARRATIVE

- ◆ Amfm Inc. Is the parent company (Home Office) of eleven long term care facilities throughout the state of West Virginia. AMFM Inc., has been in operation since 1982 and continues to grow. AMFM, Inc. Of Charleston, West Virginia, is a private corporation owned by John and Fonda Elliot. We currently have 32 employees.

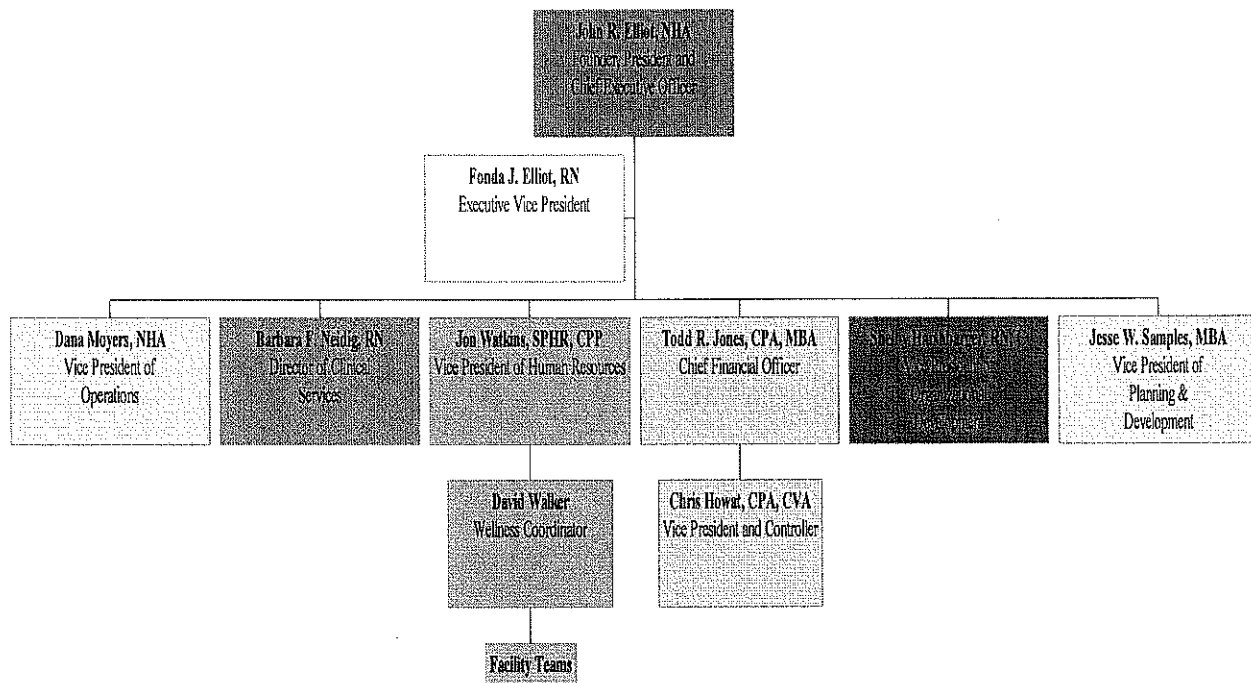
- ◆ AMFM has been involved in wellness programming for several years starting with a Well Workplace seminar in 1997 for all facilities. Fonda Elliot saw the need for wellness programming for all employee's with her nursing career. In 2002, with the help of Lew Holloway and the Wellness Council of West Virginia, a mini well workplace review meeting with representatives from each of their facilities was held to re-energize and re-organized wellness programs at each of the local facilities. The Elliot's take an active interest in the health and well being of their employees not only financially but also by participating in all activities.

- ◆ AMFM's vision is to enhance the corporate philosophy that holds the employee's health and well being at a high standard. The mission or purpose of the wellness program closely parallels the corporate mission statement. The mission of the wellness program is "To enhance and support personal growth in our employees' well-being by providing an environment which offers opportunities to increase awareness, provide education, and

encourage individual commitment to a healthier lifestyle.”

- ◆ AMFM Wellness falls into the Human Resources Department of our Organization.

AMFM, INC. Organizational Chart



◆ AMFM, as a corporation, has been participating in well workplace activities since 1997. The Home Office received the Silver Well Workplace award in 1998 and is reapplying for that award. We feel that we have incorporated many more programs and healthy ideas. On September 5th and 6th 2002 AMFM brought members of all the individual facility wellness programs together to Home Office and provided hotel accommodations and meals to 2 people from each wellness team. A part of that workshop was a presentation concerning "The Well Workplace Model" by Mr. Lew Holloway. The remaining two days were for evaluating data from needs assessment; workers comp claims; Medben utilization and previous programs to be able to re evaluate and set up a new program. At this time we determined to take an organized, goal-oriented approach to our wellness program. We began by taking the Seven C's model from the seminar and implementing it into our program. As stated earlier, we have strong senior leadership from John and Fonda Elliot. They participate in all activities and support all facilities with a wellness budget of \$100 monthly. The facilities have created teams with people from all departments. Utilizing co chairs to share the leadership responsibilities. We have been collecting data through an assessment of employees health needs surveys; health risk appraisals, workers comp claims; injury rates; Medben utilization updates; health screens; yearly physicals; and programs in which they desired to participate. We have also looked at our Workers Compensation system over the last 10 months and

constructed plans for it as well. We are formulating data on our health check-ups too. We have used these assessments to formulate an Operating plan and calendar with a schedule of events to meet our employees needs. We are committed to utilize resources on appropriate programs and target our needs. All facilities are encouraged to participate in friendly competition against other facilities and within departments also. Our Human Resources Department has just restructured our benefits package to include better vision, dental, and flex spending programs as well as upgrading the 401k options. The Wellness Coordinator is constantly evaluating the outcomes of the Workers Compensation, Injury rates, return to work program, blood pressure , walking, weight loss, stop smoking and all other programs for effectiveness and improvements. These are done in the team wellness meetings and at the Corporate Team meetings as well. We have devoted bulletin boards, Quality Awards, newsletters, in services , paycheck stuffers, prizes and awards for the communications related to wellness. As our program has evolved we have determined that our goals and focus are very similar to the objectives of the safety committee thus some of our programs have become a joint effort. There has been a cooperative effort to reduce the number of work-related injuries.

◆ The overall goal of the wellness committee is to encourage our employees and their families to adopt a wellness lifestyle that includes all aspects of their lives -- spiritual, physical, and emotional well being. Some of our objectives toward the overall goal include:

1. Providing programs that will enhance growth in the mind, body, and spirit.
2. Educating employees concerning a holistic approach to wellness.

3. Being supportive of employees efforts toward wellness.
4. Promoting facility-wide team spiritedness in our approach to wellness.
5. Providing a safe environment to work in and providing quality standards.
6. Evaluation of success/failures of individual programs.

- ◆ The individual who has had the most impact on our wellness program is Fonda Elliot. She is involved in all wellness meetings at the corporate level. She serves as vice president of the corporation. She has a strong commitment to the wellness program. She was very involved in the selection of the corporate wellness coordinator. She continues to assure that even in challenging economic times the corporation continues to financially support its wellness initiative. As each new program is introduced whether it is a return to work, ergonomics, walking, seatbelt safety, mammograms, flu vaccines etc., Mrs. Elliot writes a memo, e-mail or letter of support for the program. These memos are posted on the facility wellness board. Each time she indicates that she will personally be participating in the program. She also states that “ We are doing the Wellness programs because it is the right thing to do”. At our last Corporate meeting she stated that she “would like to see all facilities at the gold level”.
- ◆ Our program has some unique strengths, but are greatest one is our continued support from the ownership and their ability to provide leadership. We would not be able to do any of our programs without their commitment and drive to provide all AMFM INC. employees with a safe, friendly and supportive work environment. hey continually look for ways to provide a better place to work and create a team

atmosphere among the workers. They see the wellness program as increasing employee morale, lowering absenteeism, and providing stability in the communities. A second unique strength to our program is the team approach that we are able to use with the Wellness Coordinator, facility co chairs and teams, Home Office Corporate Team, Executive directors, owners and West Virginia Wellness Council. Our Wellness Coordinator is able to accumulate data, utilize resources in the communities, analyze and create idea's for programs. He has been able to attend facility meetings and set up proper agenda's, communication pieces, and overall goals for the individual facilities. The Home Office Team oversee's all functions and ok's budgets, programs, evaluations and provides input to grow the individual programs. The Wellness Coordinator is able to provide ample time, space, and enthusiasm to the process on a daily basis. They understand it is good for the morale of their employee base. So as you see this is a collaborative effort to facilitate this program to all facilities and keep each with it's own unique style, program atmosphere and spirit. As stated earlier about the owners cooperation, it is a major factor. The Wellness Council of West Virginia is also a great source of strength with their constant support, idea's and direction. The Well Workplace module has been our guiding light since it's inception and continues to drive the program today. We consider all these to be part of the team that drives the AMFM Wellness Initiative.

The third strength that the wellness initiative offers is all the programs are free of charge to the employee. We provide all related programs, materials, time, space, leadership, communications, etc. to the employees for the betterment

of the corporation as a whole. Most employees really see this as a great benefit to them as well as their medical, health benefits package, etc.. It is great to see or hear from the employees that have made changes in their lifestyle from one of our programs or diagnosis's provided.

◆ Some of the most popular programs within our wellness program are the Alzheimers Walk, Blood Pressure challenge, Seatbelt safety, free flu vaccinations, mammograms, Fitness Gym , walking and the weight loss program. Our facility loves to compete with the other facilities at AMFM Inc., we feel at home office we need to set an example in the participation of programs.

◆ AMFM Inc. takes great pride in our community and our role as a health care provider. We are the gold Sponsor for the Alzheimer's Walk in Charleston. We provide a lot of benefits for the people that would not ordinarily have health care insurance much less a wellness program. Our CEO plays a key role in the facilitation of our program and always participates to set a good example.