

**Well Workplace Award
Executive Summary**

**Lincoln Continuous
Care Center
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 Lincoln Continuous Care Center

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 60

Nature of Business or Industry Nursing Homes

Name of CEO John & Fonda Elliot

Date of Application 5/30/04

PREFACE: NARRATIVE

- ◆ Lincoln Continuous Care Center (LCCC) is a 60-bed dually certified skilled nursing facility located in rural Hamlin, West Virginia and approximately 30 miles from the nearest metropolitan areas of Charleston or Huntington, WV.

Our facility provides 24 hr. skilled nursing services and rehabilitative therapy services including Occupational, Physical, and Speech Therapies. Additionally, our facility has the ability to provide both Hospice care and respiratory care.

We have 65 total employees. Our management team includes one Administrator with a Baccalaureate degree in Nursing; three full time registered nurses with Associate level education in nursing; seven Licensed Practical Nurses with vocational level education, one social services director working toward a masters degree in social work, an Activity Director with high school diploma, a Food Service Supervisor with a high school diploma, and an Environmental Supervisor with a high school diploma. The care giving team includes eight employees with vocational level education, twenty-nine with high school diplomas, eight with GED's, and eight employees who do not have high school education.

- ◆ The facility is owned by AMFM, Inc. Of Charleston, West Virginia, a private corporation owned by John and Fonda Elliot. Mr. John Elliot serves as CEO of the company. Lincoln Continuous Care Center of AMFM has been involved in wellness programming for several years starting with a Well Workplace seminar in 1997 for all facilities. In 2002, with the help of Lew Holloway and the Wellness Council of West Virginia, they held a mini well workplace review meeting with representatives from each

of their facilities to encourage them to re-energise and re-organized wellness program at each of the local facilities. Shirley Salmons co chair and Regina Pritchard attended from our facility. The Elliots take an active interest in the health and well being of their employees. They have employed a corporate level wellness coordinator, David Walker M.A.,who provides guidance to each of the local facility programs. AMFM's corporate mission is "To exemplify excellence in quality care to our customers by providing an environment that enhances personal growth, individuality, dignity and respect." 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, as a corporation, has been participating in well workplace activities since 1997. The facility at has had wellness programming since that time. On Sept. 5th and 6th, 2002 AMFM brought members of all the individual facility wellness programs together. A part of that workshop was a presentation concerning "The Well Workplace Model" by Mr. Lew Holloway. 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. The facilities have created teams with people from all departments. We have been collecting data through an assessment of

employees health needs 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 our formulating data on our health check-ups too. We have used these assessments to formulate an Operating plan and 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. The Wellness Coordinator is constantly evaluating the outcomes of the Workers Compensation, Injury rates, return to work program, blood pressure screens, walking programs, weight loss programs, stop smoking and all other programs for effectiveness and improvements. These are done in the team wellness meetings and at the corporate level as well. We have devoted bulletin boards, newsletters, 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 committment 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, active for life, mammograms, flu vaccines etc., Mrs. Elliot writes a memo 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. At Lincoln Continous Care Center, the executive directors,are very supportive of the program and personally participate in program offerings. They draft letters to all employees introducing the wellness programs also.The executive director participating in the wellness program gives our employees a sence of pride in themselves and their accomplishments. Our team has provided positive direction and support for all programs. We have had several people who have lost weight, been diagnosed,

return to work or become more physically active as a result of participating in the wellness program.

- ◆ Some of the most popular programs within our wellness program are the free flu vaccinations, mammograms, seatbelt safety, bowling, walking and the weight loss program. Twenty people received their flu vaccine this year. Six female employees received their annual mammogram and a total of fifteen people participated in the weight loss program with a total of 52 pounds lost. Our seatbelt safety campaign resulted in 60% seatbelt usage. The night bowling outing had 11 participants and the average score was 76, we came in third in the facility challenge. The walking program has shown the most interest with 32 people signing up to walk 100 miles in 100 days.

AMFM COMMUNICATION FLOW

