

Well Workplace Award
Executive Summary

St. Mary's Medical Center Gold 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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WELL WORKPLACE

Gold Re-certification Application

Basic Information

<i>Name of Organization</i>	St. Mary's Medical Center
<i>Address of Organization</i>	
<i>Work Telephone</i>	
<i>Fax Number</i>	
<i>Contact Person</i>	Renee Maass
<i>Title</i>	Marketing & Community Relations Director
<i>Alternate Contact</i>	Susan Beth McKenzie
<i>Parent Organization</i>	Pallottine Health Services, Inc.
<i>Number of Sites Covered by this Application</i>	1
<i>Number of Employees Covered by this Application</i>	2219
<i>Nature of Business or Industry</i>	Hospital/Healthcare Organization
<i>Name of CEO</i>	Michael Sellards
<i>Date of Application</i>	May 31, 2004

PREFACE: Narrative

Founded in 1924 by eight Pallottine Missionary Sisters, St. Mary's Medical Center is a 440-bed tertiary care facility located in Huntington, West Virginia. With 2219 employees, it is the largest employer in the tri-state region.

For 80 years the rapid growth and success of the medical center has been attributed to its firmly held mission which reads, "We are inspired by the love of Christ to provide quality health care in ways which respect the God-given dignity of each person and the sacredness of human life." St. Mary's values, which spell "CHRIST"—Compassion, Hospitality, Reverence, Interdependence, Stewardship and Trust, drive all medical center programs.

Recognizing that employees are at individual milestones in their lives, St. Mary's wellness and work-family programs are tailored to serve employees at different life milestones. The mission of St. Mary's Medical Center Wellness Team is to provide an environment that supports and encourages employee commitment to a healthy lifestyle and to have a positive impact on the health of employees, their families and the larger community. This mission is communicated at all levels of the medical center through the support of senior and middle management staff.

St. Mary's Medical Center's award-winning work and family programs have been recognized among the best in West Virginia and the nation. In 2003, St. Mary's Medical Center was honored by Working Mother magazine as one of the 100 Best Companies for Working Mothers. Not only is St. Mary's one of only a few hospitals to make the Working Mother's list, it is the only West Virginia Company to ever be selected for this award.

St. Mary's Medical Center was named to the "AARP Best Employers for Workers over 50" list for 2003. St. Mary's is the first and only West Virginia Company ever to be named to the list. Twenty-five employers in 17 states received the AARP award. St. Mary's was one of only seven companies nationwide to receive both Working Mother and AARP designations.

In addition, the medical center's Gold Well Workplace designation by the Wellness Council of America distinguishes St. Mary's dedication to furthering employee wellness.

St. Mary's first employee wellness committee was formed in 1991 as a subcommittee of the Employee Assistance Advisory (EAP) Board. The board recognized that the perception of EAP was of dealing only with "problem" employees and determined that a health promotion focus was needed. The early years of health promotion consisted primarily of sponsoring programs and activities for employees. To better educate themselves about health promotion, the Wellness Committee elected to join the Wellness Council of West Virginia in 1991 and received great assistance.

The employee health promotion program was named (suggested by an employee) "Well Within." Health promotion services were promoted through brochures and a regular column in the employee newsletter, *Vital Signs*. In 1994, St. Mary's Medical Center received a Bronze Level Well Workplace Designation. The Wellness Committee provided oversight for the implementation of the bronze operating plan and continued to meet the growing demands of internal and external customers. A Healthy 55 Seniors Health Program was organized.

In 1996, the program was benchmarked by the Wellness Council of West Virginia and a full-time manager of wellness services position was established. After reviewing the results of the benchmarking and the bronze level plan, the wellness committee identified strategies to further develop employee services and to ensure a long-term commitment to wellness. The membership of the newly named Wellness Team was expanded to include representatives from all areas of the organization. A full-time wellness services assistant position was funded in 1997.

The Wellness Team realized that employee health promotion presented unique challenges as St. Mary's simultaneously tried to meet the health promotion demands of employees and schools, corporations, churches, and other external organizations. Without proper planning and organization, staff and financial resources would diminish and affect the ability to meet the needs of our employees.

Therefore, the Wellness Team expanded its role from employee wellness to oversight of all internal and external health promotion programs. A high priority for program development was to assess the specific health promotion needs of employees via senior administrators, management, and staff focus groups. These sessions resulted in a major health risk appraisal/data collection program – named the Totally Wellness Checkup.

The Wellness Team focused on ways to ensure management and staff participation in the data collection project to meet the goal of 30 percent participation and to finish the fiscal year with the specific data necessary for program development. A 45 percent participation rate was obtained and the data provided valuable information regarding employee response to wellness initiatives.

In 1998 and 2001, St. Mary's Medical Center received a Gold Level Well Workplace Designation. A priority was placed on improving health promotion communication. The team researched all current programs and services focusing on ways to avoid duplication of effort, and to fill in the gaps in health promotion services. Services were organized into a Wellness Resource Directory and an annual calendar of regular events was published to increase employee participation in both community programs (i.e. automatically enrolling retirees in Healthy 55) and internal health promotion programs.

A major communications campaign, "Wellness Is For Everyone," was launched internally and externally. Wellness Today, a free wellness membership program was initiated and promoted to employees, seniors, corporations, community groups, schools and other interested individuals. Enrollment in Wellness Today provided members with a quarterly newsletter mailed to their homes. Enrollment grew from the original 6,000 Healthy 55 members to 35,000; representing a diverse group of internal and external members from West Virginia, Kentucky and Ohio. The new Wellness Today database tracked membership and targeted specific groups (such as employees) for programs and services.

Another important focus of the Wellness Team was the integration of the wellness program into the culture of the organization. Through review of the overall management and organization of the facility, opportunities were identified to incorporate wellness into day-to-day business. St. Mary's employees have always enjoyed excellent medical and health promotion benefits. All part time and full time employees are offered a high option medical benefits package with major medical, vision and dental benefits. Full-time employees do not pay a portion of their medical benefits premium. In addition to medical benefits, employees are offered a wide variety of employee health and wellness benefits, such as a

free employee health clinic, employee assistance program, free preventive health screenings and on-site child care services, free immunizations, pharmacy discounts and other services.

The Director of Wellness Services reports to the Director of Marketing and Community Relations who directly reports to the President/CEO of St. Mary's Medical Center. St. Mary's CEO supports employee and community wellness as a vehicle to contain soaring healthcare costs. St. Mary's is committed to leading the way in teaching other organizations to promote health and a strong internal program ensures that we have the experience and expertise to share with others while ensuring that our own employees become wellness role models within our community.

The Wellness Team continually strives to strengthen the employee wellness program by creating strategies to increase participation, improve follow-up recommendations and evaluations, expand access to self care information, develop creative incentive programs, and to improve tracking and data collection methods to assist in measuring outcomes of stated business plan objectives and the impact of health promotion on the organization.

St. Mary's continues an impressive, comprehensive employee wellness program. In early spring 2004, the Wellness Team conducted a Totally Wellness Checkup for all employees. Employees received free health screening and a computerized health risk assessment. The cost of providing this benefit was well over \$15,000. Results of the appraisal will be used to determine types of classes/programs offered to employees (i.e. greater frequency of smoking cessation classes).

St. Mary's Regional Heart Institute announced plans for a Women's Heart Program to begin in the summer of 2004. St. Mary's participated in the American Heart Association's Go Red for Women campaign by distributing Go Red for Women Spirit Cards containing information about women and heart disease, Go Red pins and stickers to female employees; sponsoring a decorating contest for departments; hosting a "Physician Talk" on How to Mend a Broken Heart – the signs & symptoms and treatment of heart disease in women and a women's health fair with free screenings for employees and community. St. Mary's Foundation contracted with a local jewelry designer to create beautiful sterling silver bracelets, necklaces, earrings and pins portraying women, health and hearts. Employees were able to buy these items in the Gift Shop and all proceeds go toward the new Women' Heart Program.

St. Mary's was awarded a \$360,000 grant to increase community access to AED's (Automatic External Defibrillators). St. Mary's Heart Institute will equip and train local police, sheriffs, volunteer fire, state troopers and area fire stations. This grant will help save lives and ensure "heart safe communities."

St. Mary's commitment to state-of-the-art facilities continues with plans for the new Regional Heart Institute building – a three-story, 87,000 square foot facility to house the Heart Institute, a Wellness Center and a new ER/Trauma department (due to begin construction in July 2004). The Wellness Center is a 5,000+ square foot workout area for employees featuring a walking track and exercise equipment, a healthy food café, aerobics room, classrooms for healthy cooking demonstrations, massage therapy, internet library, lockers and a designated space for childcare.

St. Mary's Master Chef provides an array of healthy food options every day in the hospital cafeteria. Low fat soups, sandwiches, salads, fresh fruit, and entrees make eating healthy a much easier choice.