

**Well Workplace Award  
Executive Summary**

**Webster 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.

Information may not be reproduced, copied, cited, or circulated in any printed or electronic form without written permission from the publisher. ©2004 Wellness Councils of America, 9802 Nicholas Street, Suite 315, Omaha, NE 68114; Phone: (402) 827-3590; Fax: (402)827-3594; visit our website at [www.welcoa.org](http://www.welcoa.org).

All rights reserved. Information contained in this document was accurate at the time the award was designated. Due to changing business environments information is subject to change without notification.



**WELLNESS COUNCILS  
OF AMERICA**

©2004

General Information  
**WELL WORKPLACE**  
Gold Application

---

**Basic Information**

Name of Organization Webster 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

# ORGANIZATIONAL AND PROGRAM BACKGROUND

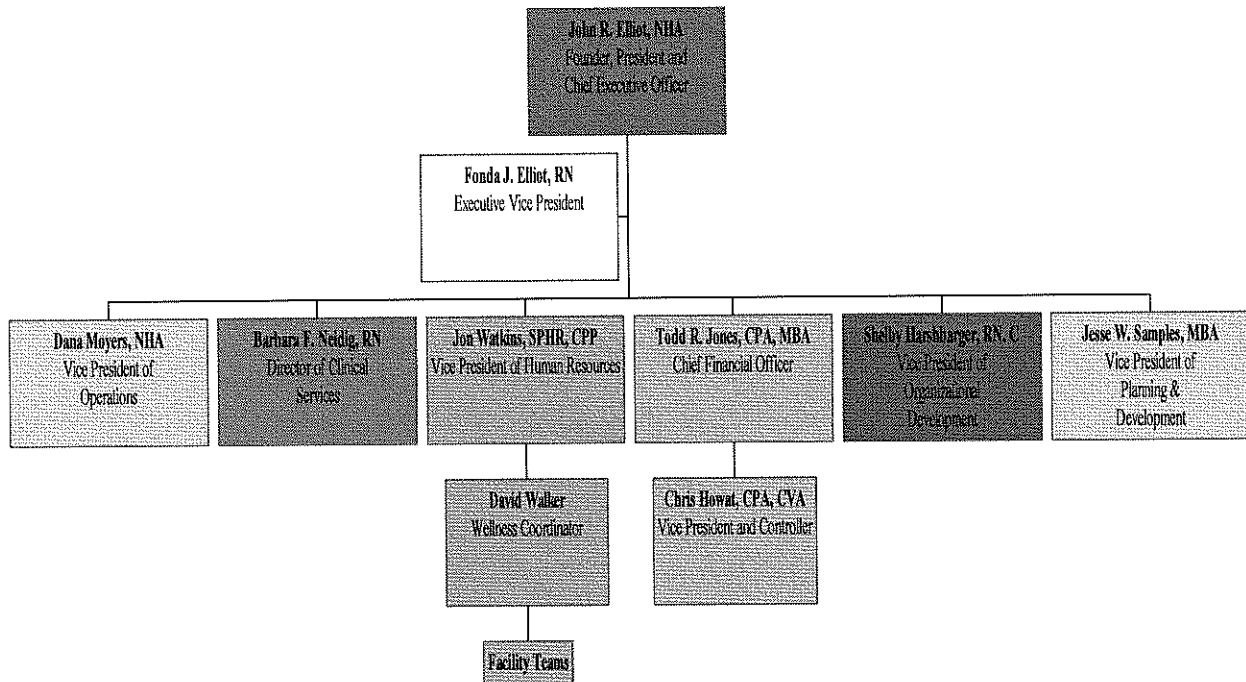
## PREFACE: NARRATIVE

- ◆ Webster Continuous Care Center is a 60-bed long-term care facility located in Cowen W.V., a rural county of central West Virginia. The facility provides the following health care services: 24 hour skilled nursing care, restorative nursing, rehab services including physical, occupational, and speech therapy. 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. We currently employ 72 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 employees with her nursing career. In 2002, with the help of 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 result was a “silver” Well Workplace designation in 2003. 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



◆ 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 Wellness 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 calender 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 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 or letter of support for 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 the 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. They 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 ideas for programs. He has been able to attend facility meetings and set up proper agendas, communication pieces, and overall goals for the individual facilities. The facility co chairs are the leaders of the facility programs with their inspiration and commitment to their fellow employees. Each facility also has team members who show a willingness to help in anyway they can for support. All of the members of the facility teams do this above and beyond their regular jobs. The Corporate Team oversees all functions and OK's budgets, programs, evaluations and provides input to grow the individual programs. The Wellness Council of West Virginia is also a great source of strength with their constant support, ideas and direction. The Well Workplace module has been our guiding light since its 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. 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 Health Fair, Blood Pressure challenge, Alzheimer Walk, Seatbelt safety education , free flu vaccinations, mammograms and the walking program. Our facility loves to compete with the other facilities at AMFM Inc. We provide all of our activities free of charge to all employee's. Most of our activities we encourage family to attend also. By providing these programs to our employee's we feel it is an added benefit for a great place to work.

- ◆ Pertinent Information about Webster Continuous Care Wellness Program

The Webster Continuous Care Center Wellness Program has been slow in getting started, but we have noticed a lot of interest in the last two years . We feel a lot of this is due to our AMFM Wellness Coordinator Dave Walker. He has offered new programs, new ideas and lots of challenges.

Our Weight Loss Program and Walking Program would have about the same amount of interest. These continue to be our most interesting programs.

The staff likes the idea of participating as a group and being rewarded for their

accomplishments. Also, Webster Continuous Care Center staff is a very close knit group, almost like family and anything we do, we like doing together. We put our hearts into whatever we do, whether it is fundraising, contests, our daily work, whatever we do, we help each other.

Also, we have complete cooperation from our Executive Director, Pam Woolums. She participated in the Memory Walk 2002, Great American Smoke Out, Blood Pressure Clinic, Weight Loss Program, Walking Program, Webster Continuous Care Center Healthcare Fair, and all fundraisers we have had.

With the family atmosphere, commitment from the staff and their families, we feel Webster Continuous Care Center Wellness Program can do many great things in the future.