

Employee Wellness: A Culture Change

2012 CVC of Atlanta
Healthcare Symposium

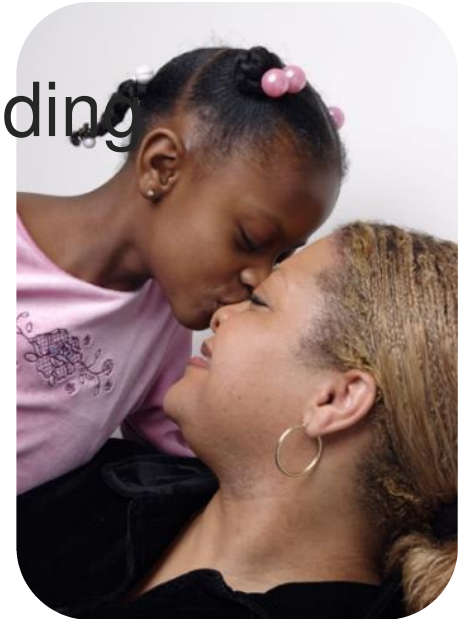


Today's Topics

- Who we are
- Our Wellness Journey
- Top 5 Best Practices
- Question and Answer

Who We Are

- Egleston, Scottish Rite, Hughes Spalding and Marcus Autism Center
- 17 Neighborhood Locations
- More than 7,800 Employees
- 1,600 Physicians



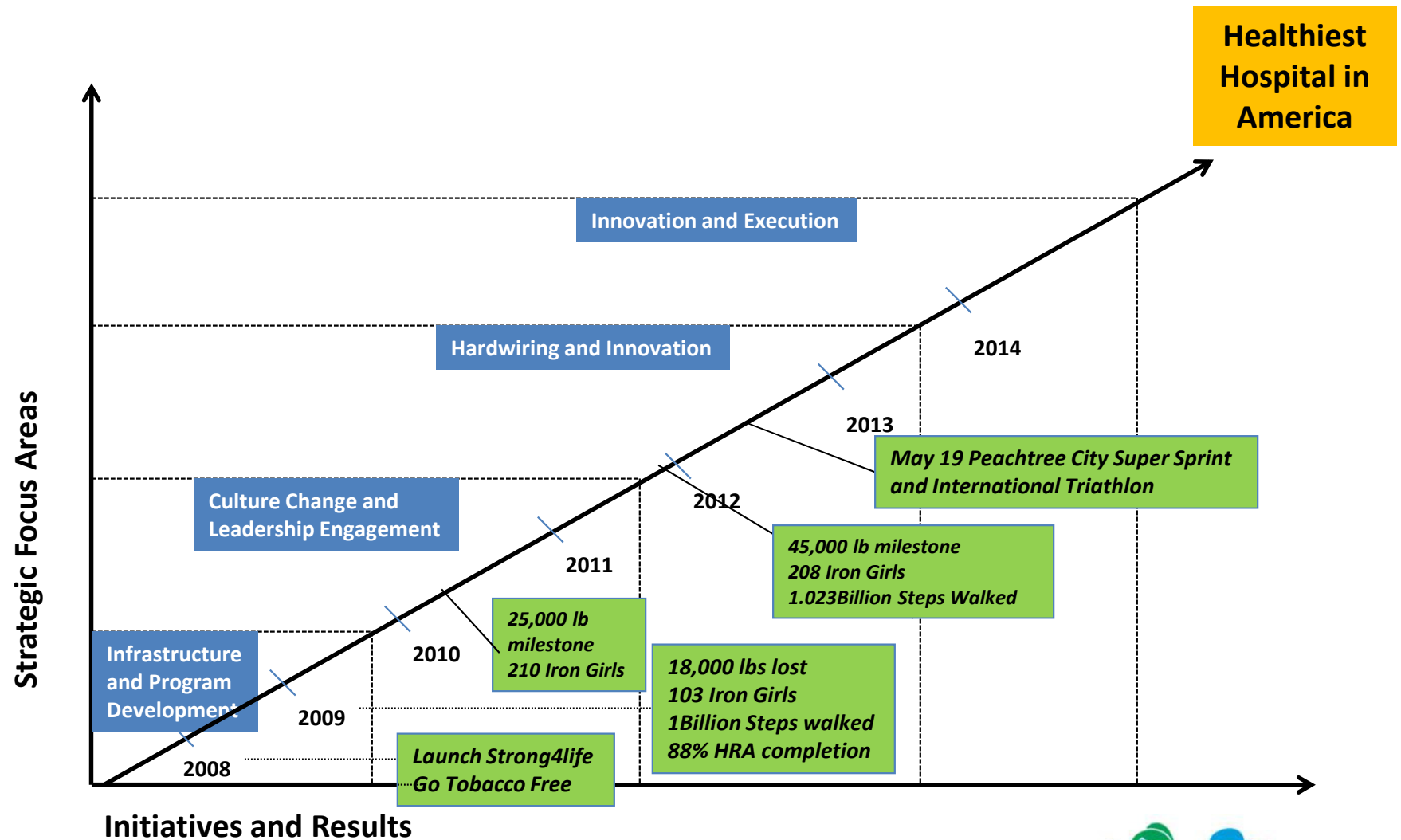
Case for Change

Children's employees must be role models for our patients and families.

Children's, Children's employees and society would benefit from healthier employees at Children's Healthcare of Atlanta.



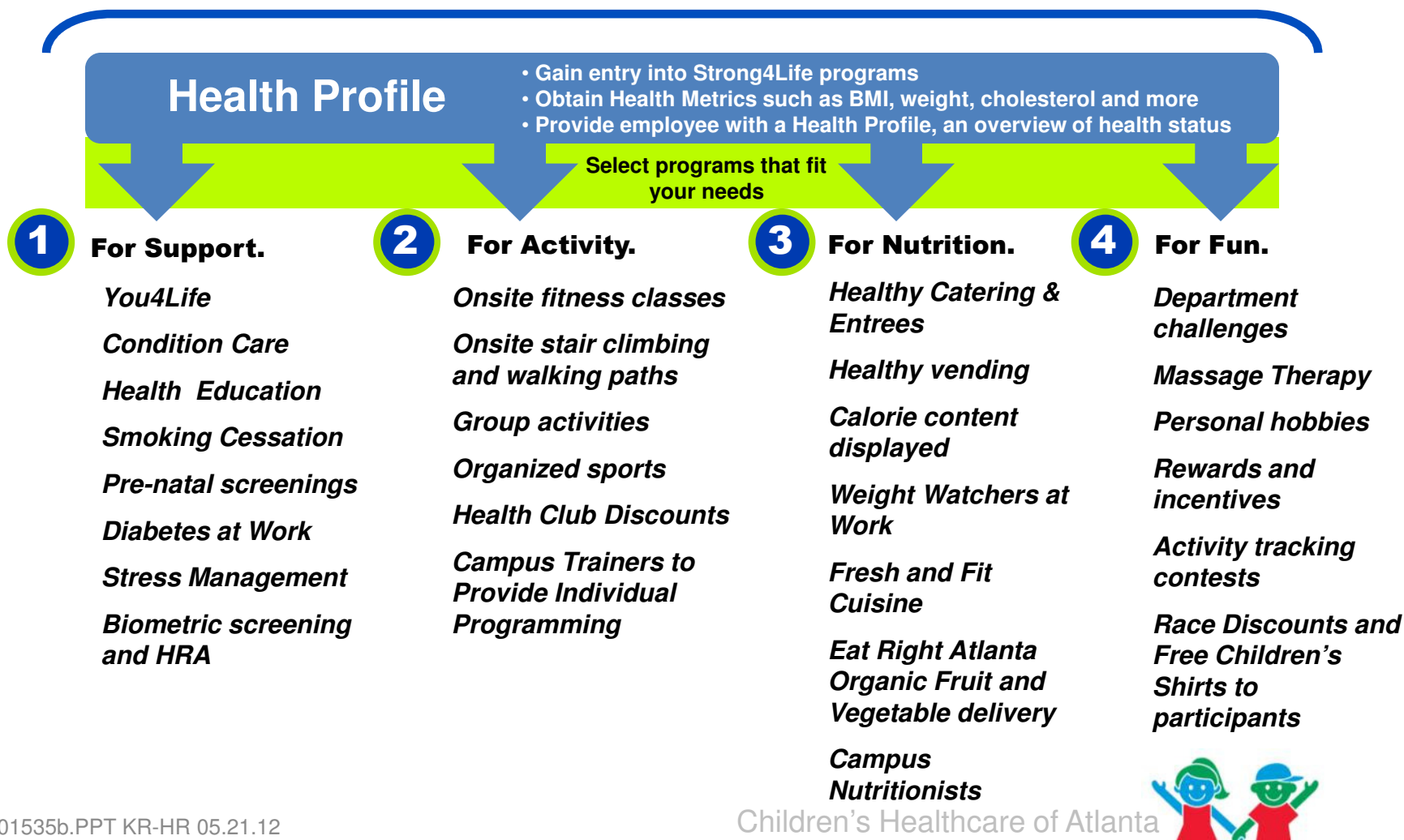
Children's Wellness Journey



The Solution

strong4lifeSM
AT CHILDREN'S

Framework



Goals

Long-term Goals

Drive cultural, social and psychological change within Children's that creates America's healthiest hospital, and better enables positive change for children

Short-term Goals

- Increase weight loss, activity and number of employees with healthy BMI
- Introduce wellness to families of employees
- Engage leaders and continue to change the culture
- Stress reduction

Strong4Life Scorecard

Monthly Measure	2008	2009	2010	2011	2012 Goal
Pounds Lost	8,429	9,694	14,666	13,043	10,000
Steps Walked	201.9M	825.6M	1.38 Billion	1.02 Billion	1 Billion
% with Healthy BMI	33%	35%	43%	43%	45%
% with Healthy Cholesterol	50%	59%	73%	73%	75%

Since inception we've lost 48,941 lbs and walked 3.74 Billion steps.

Strong4Life Awards



- Wellness Councils of America Gold Award
- Atlanta Business Chronicle Healthiest Employers Award
- American Heart Association **Gold Start! Fit-Friendly Company**
- KP Run/Walk Corporate Cup for Most Fit Company



A Strong4Life Success Story



**Erika Anderson has lost 130 pounds and
received over 109,000 blog hits**

Best Practice – Top Level Support



- Board endorsement and support
- Wellness incorporated into strategic plan
- 100% executive team participation
- Wellness is regular CEO communication topic
- System level goal

Best Practice - For Fun



Best Practice – Partnering with Food Services

- Nutrition facts displayed
- Wholesome ingredients
- Weight Watchers menu
- Certified chef on site
- Healthy vending



Best Practice – Online Support

Strong4Life Online

- Website allows employees to track and monitor wellness progress
- Health Profile and personalized wellness plan
- Self-guided wellness workshops and talk to a nutritionist option
- Mobile Application

Member Forums

- Erika's blog
- Peachtree City blog
- Share recipes, exercise tips
- Spotlight wellness stories

Best Practice – Whole Family Approach

Children's Strong4Life Families

- Weekly health coaching by Strong4Life staff
- Family workbook with recipes and nutrition information, fitness activities, a tracker and goals sheet
- Peer to peer social networking group to share ideas and engage employees and families

Strong4Life Families Highlights

- Children getting more than 2 meals or snacks comprised of at least half fruits and vegetables a day increased from 65% to 90%
- Families preparing a healthy dinner at least 3 nights a week increased from 65% to 91%
- Families never sharing wellness goals decreased from 46% to 6%

Family Wellness Program Outcomes

Measure	Children's FWP Results
Retention	72%
Increase in number of participants getting physical activity more than 3 times per week	45% (child) 113% (adult)
Increase in percentage of families eating or preparing healthy meals greater than 5 days per week	214% (Measured preparing)
Increase in percentage of families with 2 hours or less of screen time	22.4% (family)

Questions and Answers