



# Case Study

Holy Family Memorial Hospital

## Industry:

Healthcare

## Demographic:

Physicians, nurses,  
therapists, office staff

Holy Family Memorial is recognized as the leader and largest provider of healthcare services in Manitowoc County, Wisconsin.

Holy Family Memorial is dedicated to inspiring their nearly 1,100 employees to cultivate a healthier lifestyle to enhance not just organizational health, but community health as well. They have done HRAs since 2002, had a formal and award-winning program in place since 2007, and introduced their own branded portal in 2016 to facilitate the communication of the program, adding a new spark with a physical activity program and competitions to streamline administration time.

The results show a more engaged and satisfied population in a single year in comparison to the past 9 years. In addition, they were awarded their second WELCOA Well Workplace Gold award in 2017, an award that recognizes companies for quality and excellence in work site health promotion.



# PROGRAM BACKGROUND:

Holy Family Memorial established a wellness program in 2007 consisting of an online platform that allowed employees to self-report their wellness activities, including physical activity. Quarterly challenges were offered; however, they required paper promotion and tracking – very time consuming tasks.

Participation rates through the years have remained above the national average of 24%, ranging from 30-40% in 2008-2015; although health Scores showed a slight improvement.

HFM was also successful in decreasing the number of employees in the high and extreme risk categories through a focus on physical activity and nutrition. The percentage decreased from 5.1% to 3.9% in 2016. They have also increased the percentage of employees in the minimal or moderate risk categories from 75.1% to 77.8%. HFM has less than half as many participants (9%) scoring in the 0-60 point range as the national average of 18.3%.

Their extreme high risk population has decreased to only

**3.9%** ↓

Their minimal risk population has increased to over

**77%** ↑

The national average's high risk population is **18.3%**. Holy Family Memorial's is

**9%**

As Holy Family approached their wellness plan in 2016 they focused on 3 main areas of improvement:

## 1. Communication

Most of the program communication, decisions, and management are completed by one person, who is also the Employee Nurse. Only 30% of her time is dedicated to wellness and the program; therefore, it is difficult to introduce, manage, and communicate new initiatives into the program. Holy Family Memorial's team wanted a solution that could help streamline her efforts. Also, communication through paper and providing updates on the program across multiple hospitals, clinics and locations was difficult.

## 2. Population-wide Engagement

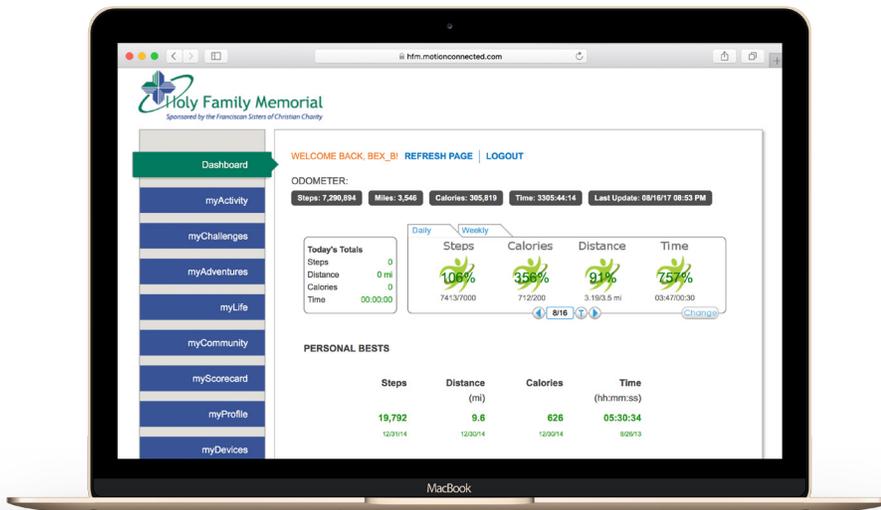
Participation in the annual Health Risk Assessment was high, but the healthy activities offered throughout the year were not. There wasn't a clear strategy to help maintain the good health for those in the low risk category.

## 3. Program Participation

Although participation rates and health statistics have exceeded the national norms, the rates have remained about the same over the course of the 8 previous years.

## SOLUTION:

Holy Family Memorial partnered with Motion Connected to launch a branded wellness portal with a customizable points-based tracking system. The portal offered 3 key areas of enhancements:



- Branded
- Easy to use
- Motivating

### 1. Streamline program management and employee communication.

Allowing employees to report their activities through the portal and the ability to award points easily for items such as HRA completion, offered more time for the employee health nurses time to engage employees in the program rather than manage it. Communication of the program across the many various locations and shifts became easier as employees were directed to the portal where they could easily see their program status, available activities, and upcoming events. The introduction of activity trackers that automatically uploaded data and activity points into the portal meant employees could spend less time tracking on paper and more time moving. The activity trackers also created more awareness on the amount of physical activity that employees were doing or not doing.

### 2. Use physical activity to proactively engage the low risk/healthy population.

The physical activity initiative and challenges were available to all employees independent of health status, which meant the low risk employees were engaged in something to maintain their health on an annual basis and those in moderate to high risk were taking action in something that is both disease prevention and treatment.

### 3. Address a plateau in program participation with fun new initiatives.

The introduction of challenges and other fun activities attract more participation in the program.

## PROGRAM RESULTS:

Adding a fresh spark to the program and streamlining communication was the right combination to not only drive higher participation results, but also to simplify administration and boost employee satisfaction.

One key area of improvement was physical activity levels. According to the Centers for Disease Control, on a self-reported basis, about 1/3rd of Americans meet the physical activity guidelines on a weekly basis. There were 416 participants that chose to use a fitness tracker to earn points in the program and 59% of them met the point goal for the physical activity guidelines – nearly double the amount of the typical population.

Physical Activity Goal



An end of program, a survey was conducted to measure participant satisfaction to ascertain if there were self-reported changes in behavior, and gather feedback for the 2017 program. The comments from participants were extremely positive:

***“Really liked the challenges to get steps, it was a motivator.”***

***“I have learned a great deal about our Wellness Program this year which will assist me in a higher level of participation in 2017. Thank you for your encouragement and making this accessible to all.”***

Participation grew

**46%↑**

Compared to the  
2015 program

*“I think the Wellness Program is easy to use, track, etc. It is motivating with challenges throughout the year as well as encouraging basic care/health activities. I really like it.”*

- HFM Participant

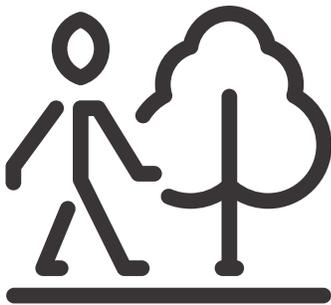
**89%**

Of employees were  
satisfied or very  
satisfied with the  
program.

## PARTICIPANT SATISFACTION:

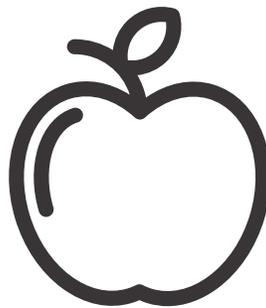
**86%**

Of participants agreed/strongly agreed the program positively impacted their decisions on health.



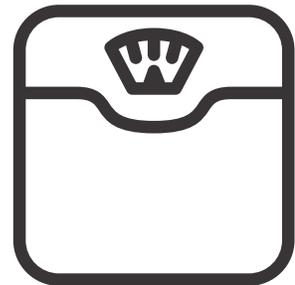
**69%**

Indicated they have exercised more in the last 11 months.



**44%**

Indicated they have improved their eating habits.



**38%**

Indicated they have lost weight during the program.

## LEADERSHIP SATISFACTION:

The program has helped employees engage in healthier behaviors, as well as improve administration capabilities.

[Judy Check, RN main contact for the wellness program](#) said, “It has helped me provide a better product for our employees and given me the ability to offer more and promote it easier. I can do the work that I want to do because there are less time constraints. It is a great program to offer when onboarding new employees as nearly 100% of new employees join the program. Most younger employees come in wearing a tracking device. We have them connected to the program before they go out the door – they are earning points before they are even officially employees!”

## CONCLUSION

The transition of an already successful wellness program to a custom online portal and the introduction of a core physical activity component has shown in this case to drive success through high participant satisfaction, increased participation and participant success, and improved management capabilities. Future analytics will include long-term impact on health outcomes, and a claims analysis. After the first complete year with employees on the program, Holy Family Memorial is looking to create similar success with the portal option with their own corporate clients.



Holy Family Memorial offers employer health and wellness services designed to keep employers financially strong and communities healthy by inspiring employee health.

Services are available to employers by emailing [dyeghiaian@hfmhealth.org](mailto:dyeghiaian@hfmhealth.org) or visiting [www.hfmhealth.org/transcend-occupational-health](http://www.hfmhealth.org/transcend-occupational-health).