

72 percent of eligible employees improve or maintain risk factors using health coaching services

Introduction

Founded in 1895, Silver Cross Hospital is one of the oldest non-profit hospitals in Illinois. Located 60 minutes southwest of Chicago in New Lenox, Silver Cross operates a 296-bed replacement hospital and five satellite locations. It has been nationally recognized as one of the nation's 100 Top Hospitals, an accomplishment achieved seven times. Its vision is to deliver an unrivaled health care experience for patients and their families, the community and its workforce.

Silver Cross employs approximately 2,300 people of which 44 percent are eligible to participate in the benefits program. The population is diverse with a range of skill sets, work schedules, physical activity levels and overall health knowledge. The average age of the population is 43 years old and is 90 percent female.

Know the population

In 2013, Silver Cross was experiencing an increase in overall health care claims spend, and identified the primary health risks in its employee population to include obesity (37 percent) and hypertension (20 percent). Silver Cross formed a wellness committee to address its financial and clinical challenges, and to create a healthier population. The committee selected Cerner as its strategic partner to help them on the journey.

The *Crossroads to Health* wellness program was created and launched in January 2014 which leverages Cerner's wellness portal, *Cerner Wellness*, and Population Health and Wellness Consulting. Cerner's NCQA-certified Health Coaching Services were also included, designed to motivate and encourage members to make healthy behavior changes. An incentive program was implemented to motivate members to complete a lab and biometric screening and personal health assessment, attend seminars, participate in challenges and wellness workshops, and log food, water and exercise activity in their wellness portal. Six months after the program launched, a reward was added for completing a health coaching session to encourage more participation.



“Our employees value the health coaching service, a unique benefit we are able to offer them. With nearly 600 employees utilizing the service, we’ve seen an increase in healthy behavior change, helping us improve overall workplace health.”

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Engage members

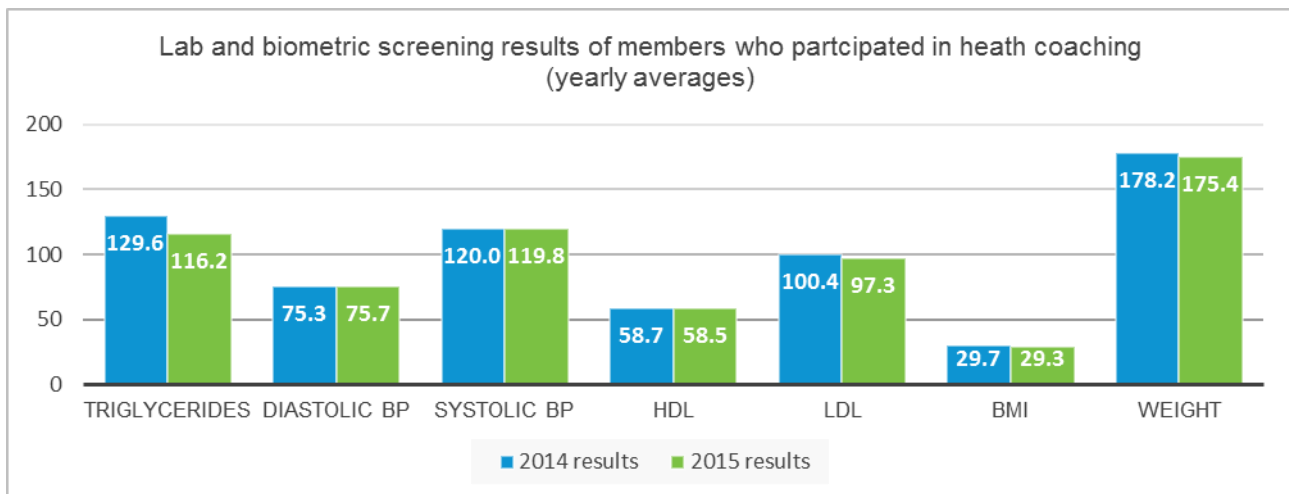
At the end of 2014, 269 coaching sessions had been completed by 216 individuals out of 752 eligible members (29 percent). In order to increase health coaching participation for 2015 and beyond, Cerner and Silver Cross strategized to revamp the incentive program into a tiered structure that included a meaningful reward tied to health coaching participation.

	Wellness activities offered
Tier 1	Completion of a personal health assessment, labs and biometrics screening, and participation in a health coaching session.
Tier 2	Completion of additional health coaching sessions, challenges, wellness seminars, physical exams, community events, preventive care exams and daily activity logging (steps, exercise and food).

In 2015, a certified health coach was available telephonically for the entire incentive earning period and onsite at key events. As a result, 236 health coaching sessions were completed in Q1 of 2015 (in comparison to 269 throughout all of 2014), indicating the changes made to the incentive program and ease of access to health coaches improved workforce engagement.

Manage outcomes

At the end of 2015, 547 members out of 1,066 eligible members (51 percent) had participated in 668 coaching sessions. A recent participation survey indicated 97 percent of participants were satisfied or very satisfied with the outcomes and efforts of the program. To evaluate the success of the program, the lab and biometric screening results of those who participated in health coaching in 2014 and 2015 were reviewed. Results showed this population lost an average of 2.8 pounds per person. Body Mass Index (BMI), LDL cholesterol, systolic blood pressure and triglycerides also improved, indicating the outcomes as trending positive. Overall, 72 percent of the population maintained or improved their risk condition profile despite aging one year.



Conclusion

Creating and executing a wellness program is a very unique experience for each organization. Health coaching is one key intervention to help promote and drive behavior change. Silver Cross chose to partner with Cerner to fulfill its vision to create a healthier population through sound mind, body and spirit. The data collected around member experience and clinical outcomes indicates Silver Cross and Cerner have begun to drive success toward creating a culture that supports the vision. As Silver Cross continues its population health strategy, health coaching will play a key role in the goal of managing the high risk areas of obesity and hypertension. Silver Cross continues to promote a culture of health through tools and programming. To continue to help employees make good choices, a Centers for Disease Control and Prevention (CDC) grant will be utilized to improve the nutrition quality and accessibility in the cafeteria as part of the Total Nutrition Policy.

