Case study: Baxter Regional Medical Center

Seventy-seven percent plan participation aided by outcomes-based incentives

Introduction
Baxter Regional Medical Center began their relationship with Cerner in 2009 with the deployment of Cerner Millennium®, an electronic health record system. In 2012, BRMC came to Cerner for help with an employee population that was struggling with high blood pressure, allergies, back pain and hypertension. BRMC embraced their mission of serving as a role model for the health of the community and employed Cerner’s patient portal and wellness solutions, enabling BRMC to create a culture of well-being designed to reduce and manage health care costs. BRMC’s ongoing goals include improving productivity and reducing absenteeism to help increase employee morale and retention.

Know the population
In an effort to expand the BRMC wellness program to include all aspects of well-being, the Cerner team recommended a three-year strategic road map designed to build alignment and advance results.

In 2015, BRMC worked to gain a deeper understanding of its population’s health through aggregation of wellness data. This included 71 percent of members completing a personal health assessment and biometric screenings. The top health risks identified were obesity (73 percent), hyperlipidemia (67 percent) and hypertension (66 percent).

Engage members
BRMC’s success centers around its incentive design. They started with incentives tied to verified data, such as blood pressure, negative tobacco use, BMI, cholesterol and fasting blood sugar. The practice of using outcome-based incentives is unique, as most employers incent on the completion of the personal health assessment and biometric screening. Using Cerner’s technology and BRMC’s outcomes-based incentive design, member participation improved from 50 percent in 2011 to 77 percent in 2016.

“The Cerner Wellness technology has helped us increase engagement from 50 percent to 77 percent.”

– Jonny Harvey
Occupational health coordinator
Baxter Regional Medical Center

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Engage members - continued -

BRMC further enhanced its incentive program to include other social determinants of health, such as physical activity, community involvement and social well-being. The focus is on sustainability and motivating employees by continually reinforcing wellness as a leadership priority.

By varying the incentive program to meet different preferences and needs of employees, member engagement was further strengthened. Incentives included more than $1,000 in savings on health insurance premiums and the opportunity to win quarterly prizes such as gift cards, fruit baskets and other wellness-related items.

BRMC also offered wellness screenings early mornings and late evenings to accommodate shift members. Mobile wellness screenings enabled off-campus members to more easily participate. Additionally, BRMC offered a variety of on-site activities, including biometric screenings, flu shots, health challenges and a family fun day event.

BRMC uses the Cerner Wellness™ portal mobile app for various challenges, food logs, cardio logs and event registration, making it more convenient to participate in the wellness program.

Manage outcomes

Since the 2012 program launch, BRMC has enjoyed a 21 percent reduction in the number of members with high-risk factors. Since then, a test cohort was followed to help determine health risk factors and drive programs and services. From 2012 to 2015, the cohort had an overall reduction in total cholesterol, LDL, triglycerides, systolic and diastolic blood pressure. These results offer substantiation that BRMC has increased the physical activity and reduced health risks for its population.

“\[I have always tried to live a healthy lifestyle, but I was not eating right or exercising. I now exercise at 4:30 a.m. and attempt to eat right. When I do, I feel great, and I’m more productive at home and at work. Being healthy is a lifelong commitment, and I appreciate the BRMC wellness program in assisting me to lead a healthy lifestyle.\]

\[Shannon Nachtigal, CNO MSN, RN, Baxter Regional Medical Center\]"

Conclusion

BRMC plans to expand its well-being model by encouraging increased utilization of the wellness portal and its programs and services. BRMC’s mission is to take a holistic approach, meeting members on their well-being journey providing comprehensive programming that focuses on all dimensions of well-being and guiding members toward resiliency.

Client outcomes were achieved in respective settings and are not representative of benefits realized by all clients due to many variables, including solutions scope, client capabilities and business and implementation strategies.