

Healthy Eating Active Living (HEAL) Hospital Forum
Minutes
Wednesday, September 16, 2009
12:00 – 1:30 p.m.
Penrose St. Francis
Board Room

Attendees:

Colleen Azar, Memorial Health System
Johnathan Bach, Progressive Health Center
Kristine Barrett, Penrose St. Francis
Tami Charles, Penrose St. Francis
Brad Chewakin, Memorial Health System
Eileen Duin, Denver Public Health
Patty Frye, Exempla Lutheran Medical Center
Sue Goodin, Progressive Health Center
Colleen Hatton, Exempla Lutheran Medical Center
Erin Heberlein, Penrose St. Francis
Kristen Kodeski, Sky Ridge Medical Center
Mina Liebert, LiveWell Colorado Springs
Jessica Linder, Memorial Health System
Michelle Somers, Penrose St. Francis
Beverly Tafoya-Dominguez, Denver Public Health
Angie Villamaria, COPAN

Conference Call in:

Elizabeth Berardi, Penrose St. Francis
Bridget Beatty, Denver Public Schools
Bethany Braunstein, Rose Medical Center
Kyle Brunger
Brad Cooper, US Corporate Wellness

Jackie Dunkin and Karen Southard, Platte Valley Medical Center
Kerry Ewald, LiveWell Wheat Ridge
Lisa Harner, Kaiser Permanente
Sharon Jacob, Penrose St. Francis
Betsy Jacobsen, CO Dept. of Transportation
Danna Krause
Elise Lubell, Jeffco Public Health
Erica Morse, Kaiser Permanente
Stella Nash, USDA
Karen O'Brien, Delta County Health Department
Angie Rhodes, City of Fort Collins
Carmen Ritz, Mercy Regional Medical Center
Lannea Russell, Adams 12 Schools
Lynn Sanchez, City of Fort Collins
Jill Scanlon
Ty Schott, Denver Public Schools
Sharon Tracey, Tri-County Health Department
Susan Westhof, Summit Prevention Alliance
Jennifer Wiczorek, Denver Health
Stephanie Yoo, Heart Center of the Rockies
Sheryl VanHole, Rocky Mountain Health Plans

Agenda Topic	Description	Action
Introductions	<p>The meeting began at 12:00 p.m. People introduced themselves by name, position and health agency or institution. Special thanks to Kristine Barrett and Penrose St. Francis for hosting this month's forum and providing a delicious and healthy lunch.</p>	
<p>Presentation – Capturing CEO Support Margaret Sabin, CEO of Penrose St. Francis</p>	<p>We are honored to have Margaret Sabin, the CEO of Penrose St. Francis speak to us today about working with Senior Management to capture support for your wellness programs. She became the CEO of Penrose in November 2008. She also leads an early morning Boot Camp Class for employees. Prior to joining Penrose she had experience at many hospitals throughout the state of Colorado. She has spent some time at Denver Health, Exempla Lutheran, Swedish Medical Center and Yampa Valley Medical Center in Steamboat Springs.</p> <p>How can we prove wellness works? This is what senior management wants to see. We have an obligation to create programs that are sustainable and you can measure over time. We do not want to see wellness cut when budgets are cut. Do the math – Return on Investment. Track it, show it, and prove it. Administering a Health Risk Assessment (HRA) gives you the ability to start measuring and tracking your program. Most HRAs are administered through a health insurance plan. Ideally, if possible, you should administer your HRAs internally, rather than through a health insurance plan. Another big step is a coaching program with metrics. The cost for a complete wellness program with a coaching component is about \$250 per employee. If you compare the cost of blood pressure medication for a year to a wellness program with coaching, the ROI for the wellness program far exceeds the cost of blood pressure medication. How far can you push the stick versus the carrot? Why not start an infection of the carrot for good health and see what happens? Why don't we charge less for the healthy food and more for unhealthy?</p> <p>Don't accept barriers for anything you do. Have to prove wellness works for your CEO to support it. ROI and the data on wellness is clear. Quantify and show how it impacts the bottom line. The political will is still iffy, but keep tracking it, showing it and proving it. Be an example and role model.</p>	<p>This presentation is posted to the HEAL Forum website at www.dath.org/heal.html</p>

<p>Stretch Break</p>	<p>Erin Heberlein led a stretch break for the in-person participants while we transitioned between the two presentations.</p>	
<p>Presentation Club HIIP Wellness Program Overview Penrose St. Francis Health Services Kristine Barrett, M.Ed, HIIP Coordinator (Employee Wellness)</p>	<p>Kristine Barrett gave an overview of their successful employee wellness program called Club HIIP (Health Improvement Incentive Program). Their program began in 1985 and is one of the continuously running wellness programs in the country.</p> <p>She began her presentation with an overview of the current obesity climate. Every state in the U.S. has steadily increased their obesity rates since 1985. According to 2008 data, Colorado is the only state remaining with an obesity rate less than 20%. How did we get this way? A variety of factors including increased technology/screen time, a poor environment that does not encourage physical activity, fast food. What is the solution? A culture of physical activity.</p> <p>The Club HIIP program received a 2008 Platinum Fit-Friendly Company Award from American Heart Association (was awarded Gold in 2007). They were the first company in southern Colorado to receive this award.</p> <p>The theme of their 2010 program is “Your Health is Your Wealth”. Focus on what’s worth more than money. The eligibility requirements to win the HIIP Award for 2010 include:</p> <ul style="list-style-type: none"> • Complete HRA • Attend a MTA (Me Time Assessment) – which includes coaching and goal setting • Complete self care class • Attend annual health screening • Attend at least 2 education classes • Attend/watch on video at least 4 lunch n’ learns • Participate in at least 2 fitness activities (one must be a community event) <p>In 2009 – 300 people received the HIIP award. The HIIP award is the choice of one day off (Me Day – 8 hrs PTO) or \$125.</p>	<p>This presentation is posted to the HEAL Forum website at www.dath.org/heal.html</p>

	<p>The HIIP Programs offers a wide variety of opportunities for employees:</p> <ul style="list-style-type: none"> • Annual Health Screenings • Hypertension Intervention • Lunch and Learns • Education classes • Bike to Work Day • Community Walks/Runs • Hiking Club • Walking Club • Wellness Centers at each of their facilities – free to employees • Personal Training • Fitness Testing • Weight Watchers Onsite • Massage Therapy • Dietetic Counseling • Pedometer Challenges • Lose BIG to WIN – Weight Loss Challenge • Fitness Classes <p>President’s Health Award – Presented by Margaret Sabin, the CEO, to employees who have made a significant lifestyle change.</p> <p>Honor and recognize success stories.</p> <p>Future vision – under Margaret Sabin’s leadership – change the health care culture to one of wellness, instead of sick care.</p>	
<p>Tour of Wellness Center Area</p>	<p>Kristine gave the participants a tour of their state-of-the-art wellness center with 2000 square feet of gym space, locker rooms, massage therapy room and an aerobics room with wood spring flooring.</p>	
<p>Wrap Up</p>	<p>Please let me know if you are interested in hosting a future forum or have ideas for future topics.</p>	<p>The HEAL Hospital Forum website is: http://www.dath.org/heal.html</p>

	<p>Some topic ideas for future forums:</p> <ul style="list-style-type: none"> • Continue looking at the food environment • Return on Investment • Wellness tied to benefits • Bridging the link between employees, patients and families • Liability – working with legal in terms of liability/worker’s comp 	<p>If you have information or resources you would like to post to the HEAL website, please email eileen.duin@dhha.org.</p>
<p>Next Forum</p>	<p>The next forum is scheduled for Wednesday, November 18 from 12:00 – 1:30 p.m.</p> <p>Location: The Children’s Hospital 13123 East 16th Avenue Aurora, CO 80045 Room: Mt. Columbia</p>	