

ADVENTHEALTH SUCCESS STORY

Tackling Growth Challenges: **Providing a Seamless Well-Being Experience**

Contents

About AdventHealth..... 3

The Need: Unifying Disjointed Programs..... 4

The Solution: Create a Seamless Experience..... 5

Segment Multiple Populations 6

Get Strategic With Communications 7

The Results: AdventHealth’s 2019 Program Overview..... 8

Well-Being Is a Journey 9

About AdventHealth

AdventHealth is a large healthcare system with 50 hospitals and hundreds of additional care sites located in nine states. Their well-being program covers more than 63,000 eligible participants, the majority being frontline healthcare staff working in Orlando.

The health system emphasizes the idea of being whole. Their “CREATION Life” principles—Choice, Rest, Environment, Activity, Trust in God, Interpersonal Relationships, Outlook, Nutrition—has been infused into their culture and values from the top down.

The organization has been heavily focused on growth primarily through acquisitions—more than 10 have taken place since 2014 with the hopes of doubling in size by 2030. As a result, this led to many different supplemental programs throughout the organization.

Choice

Rest

Environment

Activity

Trust in God

Interpersonal Relationships

Outlook

Nutrition

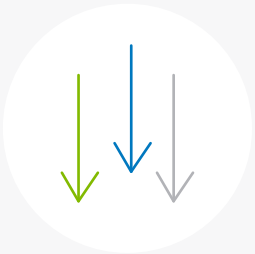
THE NEED

Unify Disjointed Programs

Thousands of new team members have joined the health system as part of their acquisitions. As more team members came on, there were inconsistencies on what well-being programs team members had access to or could participate in—if any at all. For those with access, the program experience often differed by hospital group.

AdventHealth decided to partner with us to address these challenges and pivot to an umbrella program that was more cohesive.

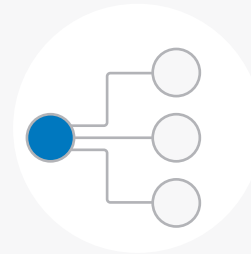
Our main goals were to:



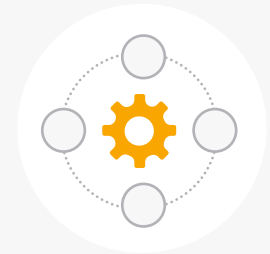
Reduce the number of supplemental well-being programs



Eliminate any disjointedness or confusion



Segment populations by location, hospital group and health risks



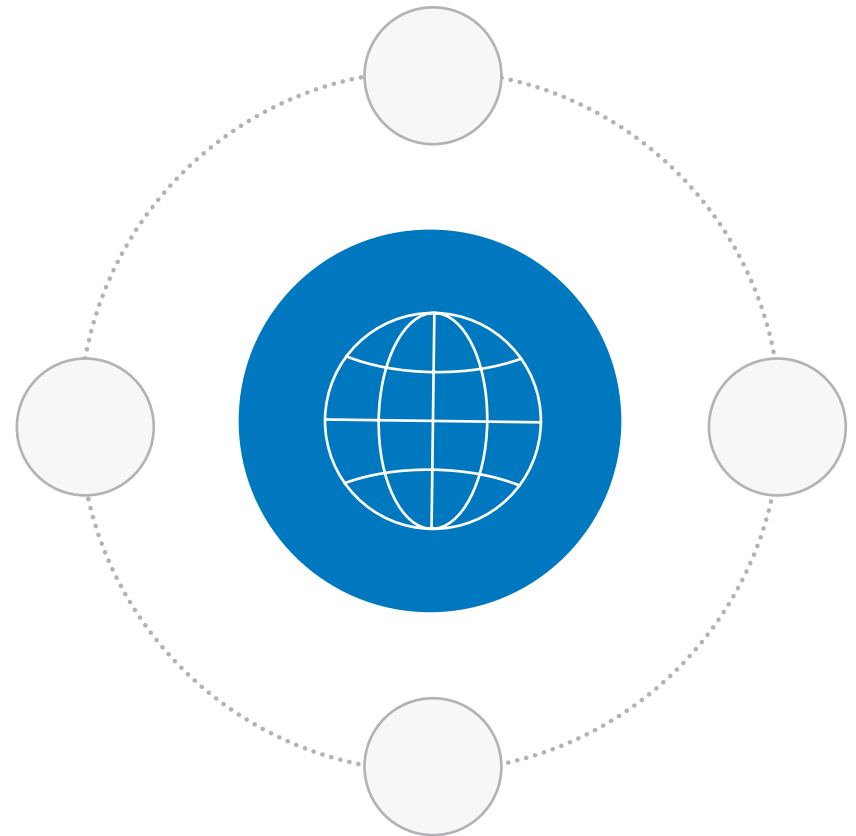
Emphasize the organization as being one unified health system

THE SOLUTION

Create a Seamless Experience

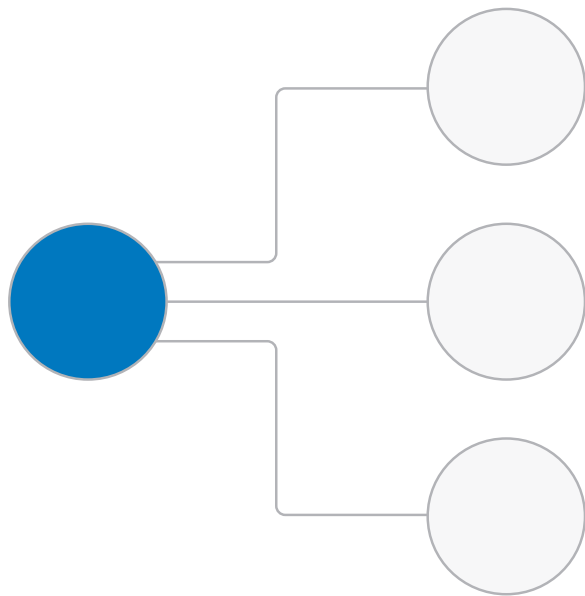
Members' needs became increasingly complex as more acquisitions went through. One of the first things we did was develop a long-term plan to streamline AdventHealth's program experience, making it as seamless as possible for everyone. We worked together to strategically eliminate more than 20 supplemental programs—but also ensured that holistic well-being options would remain available based on location and business unit.

Pivoting to a universal program better reflected AdventHealth's culture of health and well-being. It also made it easier to get individuals into the right behavior change programs to help them achieve health goals.



Segment Multiple Populations

AdventHealth also made the switch to our WebMD ONE platform. The ability to segment multifaceted populations is baked right into the system architecture—making changes for populations as easy as flipping on a switch. Based on real-time information from data insights, we were then able to adapt on the fly to AdventHealth's evolving needs and goals.



“

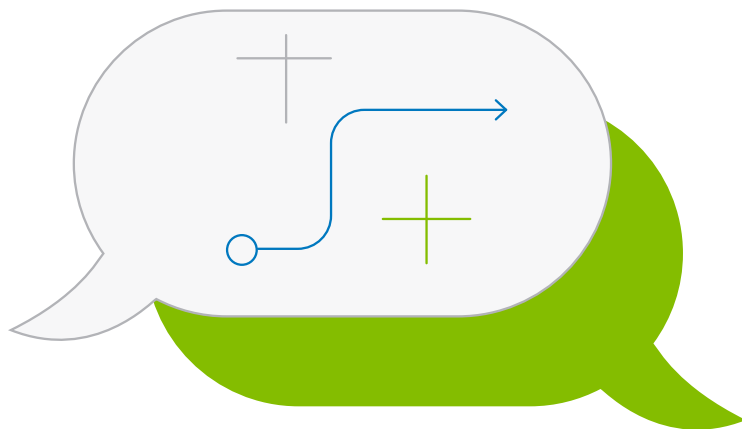
The ability to segment our population by business unit was necessary to permit each of our local markets to meet their own needs and goals. I really appreciate the way the team has worked with us on specific needs and helped us find solutions that worked for us.”

BRIAN MITCHELL

Director of Benefits Strategy, AdventHealth

Get Strategic With Communications

Another important element was the addition of the WebMD Health Services engagement team. During the acquisitions, some internal groups didn't have the capacity to take on the brunt of program communications. AdventHealth decided to leverage our communications team and their resources to help drive engagement and coaching interactions. The investment paid off, as AdventHealth saw 20-30% higher coaching participation rates when compared to our employer averages in 2019.



These measures created a personalized, relevant and meaningful program experience for all employees. Other priorities that reinforced this included:

- Creating more digital options for frontline healthcare workers, so they could access what they needed on their time.
- Developing a tiered rewards structure based on screenings, health assessments and coaching participation.
- Highlighting the importance of coaching and the different options available—especially during the COVID-19 pandemic.
- Incorporating new industry trends and research into overall program strategy.
- Ensuring everything within their program aligned with their CREATION Life philosophy.

THE RESULTS

AdventHealth's Program Overview

Creating a cohesive well-being program—but also emphasizing the unique needs and health goals for team members—has led to very positive results. AdventHealth has well-above-average rates for registration, coaching participation and program site visits.

“

Their culture of well-being and how they infuse that into their core values is a huge reason why participation is so high. Employees are obviously interested in being healthier, but that emphasis also creates a responsibility to do so.”

JAMIE WILSON

Strategic Accounts, WebMD Health Services

11%

higher registration rate when compared with our employer average

Nearly 60%

health assessment completion rate

20% to 30%

higher coaching participation rate when compared to our employer average

2x

Program site visits doubled from previous year and are twice our employer average

3.2%

Coaching cohort participants saw more than a 3% weight loss

62%

of participants with high cholesterol reduced TC levels

87%

of participants in stage 2 hypertension reduced BP levels

90%

strongly agree or agree they are satisfied with their lives

Program Offerings

2021 ADVENTHEALTH CORE WELLNESS PROGRAM

- Health Assessment Completion
- Biometric Screening Tests
- In-Range Screenings:
 - Blood Pressure less than or equal to 130/85
 - BMI between 18.5 and 27
 - Total Cholesterol is less than or equal to 220
 - Blood Sugar:
 - Fasting Blood Sugar less than or equal to 115 OR
 - Non-Fasting Blood Sugar less than or equal to 130 OR
 - A1C less than or equal to 6.4
 - OR Complete a Coaching Session for each out-of-range Metric

2021 SUPPLEMENTAL REWARD PROGRAM

Prevention Activities

- PPCP Visit, Dental Visit, Vision Test, or other preventive care

Educational Activities

- Living Whole Video Series: view any 2 of 5 videos on Depression, Heart Disease, Hypertension, Diabetes and Obesity
- Set and Achieve a goal with WebMD Daily Habits

Choose your Wellness Journey

- Wellness Challenges (Steps, Feel Whole, Nutrition, Stress, Sleep)
- Participate in an organized walk, run, race
- Talk to a Health Coach or Stress Specialist
- Participate in Enrich Financial Wellness Solutions
- Volunteer and more!

Well-Being Is a Journey

We know well-being doesn't just happen overnight. It's an ongoing journey. And just like we teach daily habits to participants, we also work toward small, actionable goals to help our clients evolve their programs over time.

Why?

Typically, employees aren't immediately on board just because their employer implemented a program and let them know about it. It takes time to get them to engage.

Since 2014, we've been proud to partner with AdventHealth to improve and adapt their program to best reflect new well-being objectives. **We've also made it a priority to make things more scalable, personalized and meaningful for their employees through data-driven decisions.**





Empowering Well-Being In Everyone