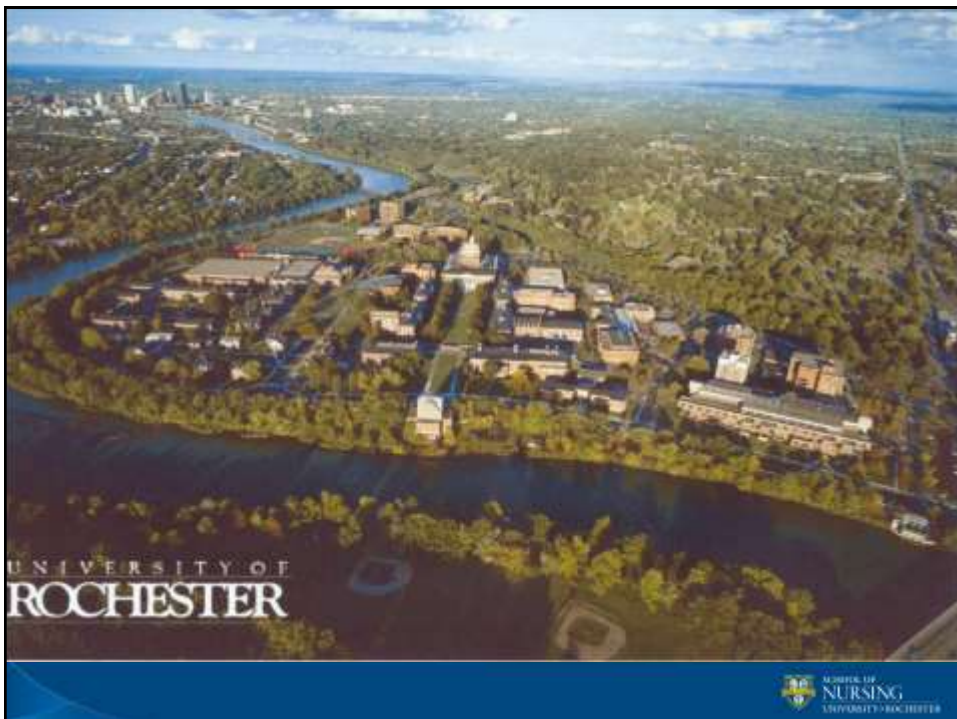


# Wellness and Prevention

Who will fill this gap in care?



## University of Rochester



6 Colleges, 11,000 students  
Academic Medical Center  
Strong Memorial Hospital 849 beds  
30,000+ faculty and staff

## School of Nursing



Education, Research and Practice  
600 Students  
Research Intensive  
Supports 3 Clinical service lines

3



## University of Rochester School of Nursing History of Innovation and Leadership

**First** to implement the Unification Model: Dean Loretta Ford

**First** to implement a Nurse Practitioner model of education and practice.

One of the **first** 10 schools in the country to propose a PhD in Nursing

**National leader** in groundbreaking nursing research that led to practice changes and informed nursing education curriculum



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## What fueled our Passion for Wellness?

- Visionary Leadership
- University of Rochester experience with national wellness programs
- The need for a robust and comprehensive program in our community... something better than what was being offered, something impactful, coordinated, accessible, targeted and measurable.

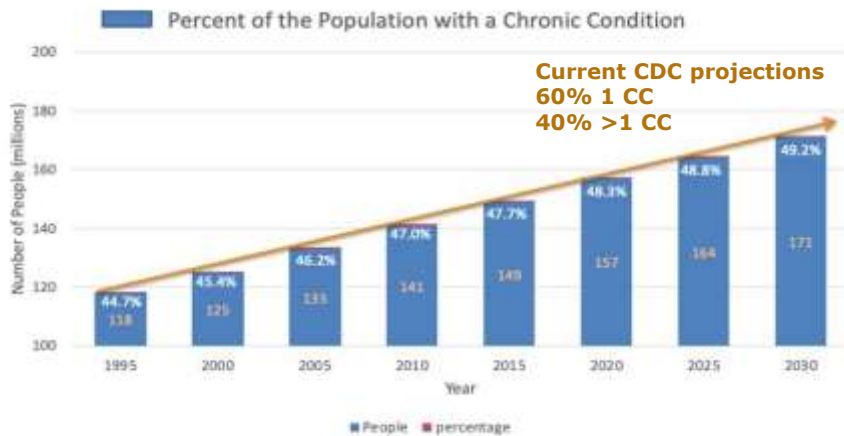
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## The Need for Effective Wellness Programs

- 50% Of adults have at least one chronic disease
- 25% Of adults have more than one chronic disease
- 33% Of deaths are attributed to Cardiovascular Disease (CVD)
- 67% Of all deaths in US are attributed to chronic diseases (CVD, Cancer, Diabetes, Chronic respiratory disease)

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## Prevalence of Chronic Conditions



Source: Wu, Shin-Yi et al. 2000. Projection of Chronic Illness Prevalence and Cost Inflation. RAND Corporation.

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## The Skinny on Obesity

**Obesity affects 1 in 3 adults, and 1 in 5 children in the United States**

**Obesity costs our health care system \$147 billion a year**

**Over 25% of Americans between ages 17 -24 are too heavy to join the military**

**Obese individuals require more health services than smokers and heavy drinkers**

### Adult Obesity in U.S.

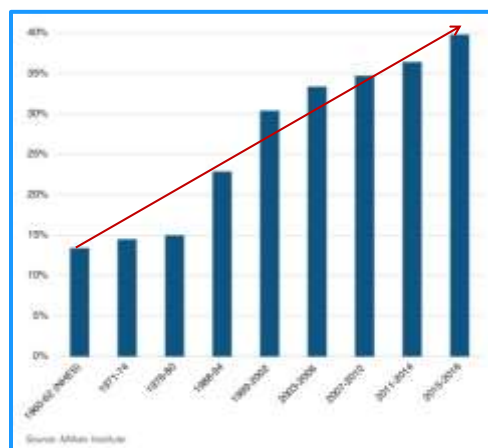


Chart Data Sources: Milken Institute

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## Why are Employers concerned?

75%

Health care spending is attributed to treatment of chronic conditions

17.9%

The Nation's GDP was spent on health care in 2017

- ❑ Employer costs for Health Care Premiums continues to increase, as does the out of pocket cost to employees
- ❑ Unhealthy workforce (absenteeism and presenteeism) are estimated to cost employers more than direct medical expenditures

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75%

**Of the risk factors for chronic conditions are attributed to lifestyle**

### THE KEY LIFESTYLE RISKS FOR CHRONIC DISEASE



TOBACCO USE



POOR NUTRITION



LACK OF PHYSICAL ACTIVITY



EXCESSIVE ALCOHOL USE

The more risk factors you have, the greater your chance of developing cardiovascular and other chronic diseases. And the more risk factors you can eliminate or reduce, the better your chances of preventing and controlling chronic disease.

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## Warning! Gap in Care!

Our health care system is designed to respond to illness and injury. People with chronic conditions are the most frequent users of health care services

- 81% of hospital admissions
- 91% of all prescriptions filled
- 76% of all physician visits

Primary Care Provider role in Wellness

Wellness requires population level approach that is customized to the individual

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## Pillars of Health and Wellness



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How will we improve lifestyle?

## Goal of Wellness Providers

Empower the Consumer to engage in long-term health and wellness

- ❑ **Educate** – responsibility comes from understanding
- ❑ **Assess** – comprehensive assessment that looks at health risk in combination with behavior risks
- ❑ **Support** – help identify and remove barriers that support healthy behavior and long-term change
- ❑ **Ignite** – individual commitment to personal health
- ❑ **Enable** – using the coach approach build the individual framework of mindful healthy behaviors

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## Evolution of Wellness Programs

### First Generation

- ❑ Plug and Play Platforms - Technology
  - Low touch, Interactive tools to educate, track, and to build culture (corporate challenges, leader boards, acknowledgments)
  - Wellness Portal

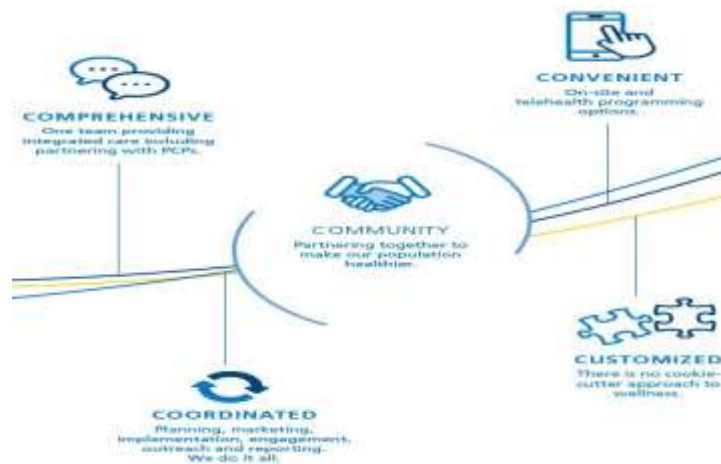
### Second generation

- ❑ Health screenings offered at employer sites
  - Call a coach services accessed through portal
  - Cold calls following admissions (based on claims data)

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## Next Generation of Wellness Programs



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## UR Medicine Employee Wellness Program

We designed our program using a **clinical framework** and then built the technical and operational infrastructure to support it

- ❑ Created a comprehensive program that started with a holistic health assessment (lifestyle and biometric values)
- ❑ Developed Lifestyle assessment questionnaire using validated tools to measure behavioral/lifestyle risks (nutrition, exercise, sleep, smoking, etc.), individual motivation to change, as well as anxiety, depression and stress level
- ❑ Utilize Nurses for point of care biometric screenings to capitalize on the personal encounter building on trust and improving engagement (arm our nurses with real-time results and data)

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**How did we approach the challenge?**

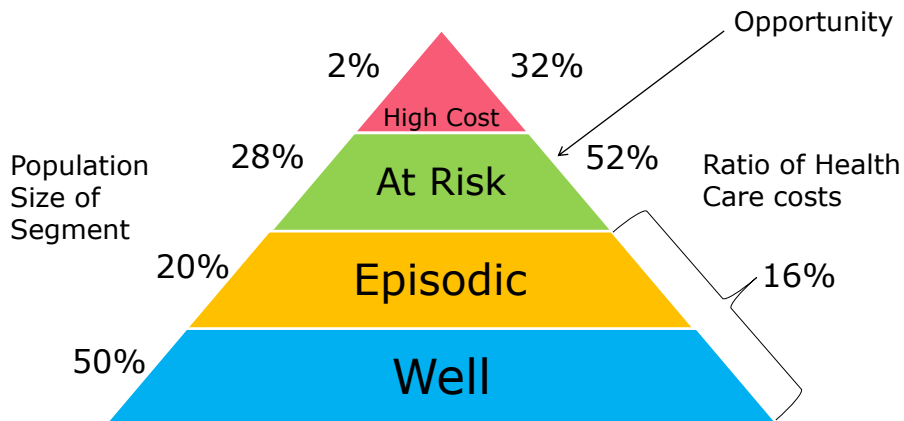


## Building an effective wellness solution requires an effective technical platform

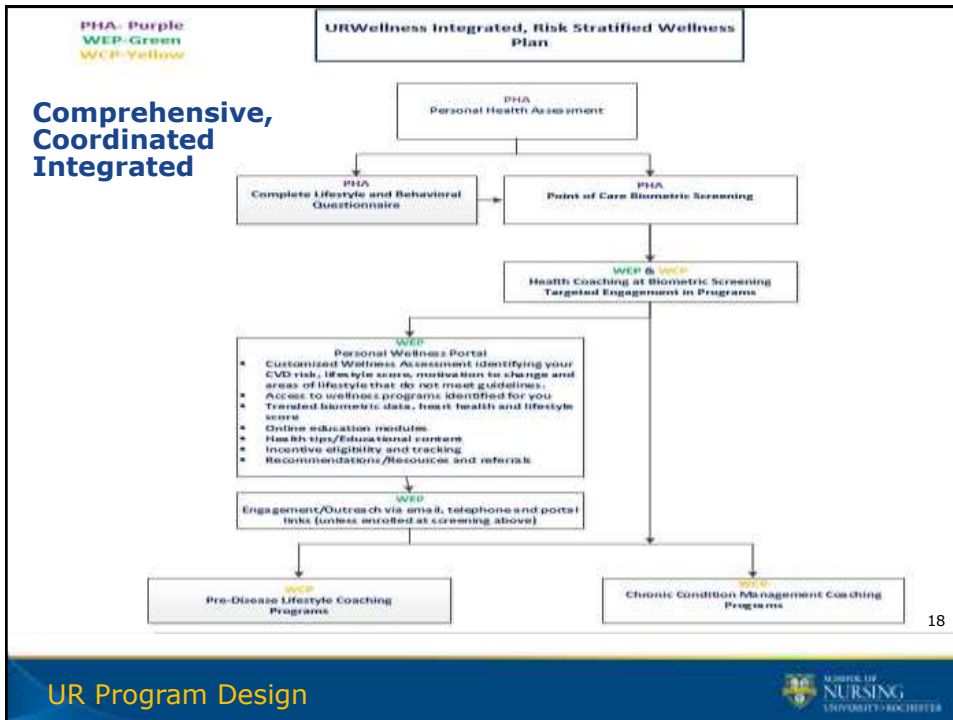
- ❑ Engagement – Promote awareness (risks and resources)
- ❑ Support vital partnerships that provide comprehensive solutions to employers (primary care providers, community partners, other wellness resources)
  - ❑ Bi-directional referrals
  - ❑ Sharing data with PCP and Wellness Providers
- ❑ Improve access and delivery of individualized coaching programs (secure telehealth, clinical dashboard, participant wellness portal)
- ❑ Target resources – Stratified by risk and motivation to change

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## Target Resources to Where they are Most Needed



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# Personal Health Assessment

## Assessments

Getting your employees engaged from the beginning.

The program begins with a comprehensive Personal Health Assessment (PHA) in which we assess each employee's **cardiovascular** health risks and lifestyle risks. The insight gained from the PHA is available in real-time and used by our wellness nurses at the point of screening, when each employee receives a face to face coaching session to review biometric results and lifestyle risks, establish health goals, identify strategies and recommend programs to meet their specific health goals.

The PHA consists of three integrated steps:

1. Questionnaire: Using research validated screening tools we are able to identify lifestyle and behavioral health risks specific to each employee.
2. Biometric Screening: A one-on-one session with a wellness nurse to measure values such as total cholesterol, HDL, LDL, triglycerides, blood pressure, blood **glucose**, BMI, heart rate, height, weight and abdominal girth.
3. Biometric Health Coaching: A personalized discussion with a wellness nurse about results and health goals, allowing the employee to receive tailored recommendations and referrals to appropriate lifestyle/condition management coaching programs.

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## UR Wellness Platform - Nightingale



### Wellness Platform

#### Secure Employee Portal

Our secure wellness portal provides a customized experience for each employee and includes:

- Instant and trended viewing of biometric results
- Personalized wellness summary with lifestyle recommendations
- Targeted educational content
- Single location for your organizations' wellness resources
- Confidentiality

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## Coaching Programs

### Personalized Coaching Programs

#### Condition Management

Condition management coaching is designed for employees with an existing chronic illness. It offers individualized coaching to help participants manage their condition and improve overall quality of life. Programs are provided by nurses certified in wellness coaching. Participants also have access to a multidisciplinary team of experts, including nutritionists and fitness trainers. Personal wellness coaching is offered for the following diagnosed conditions:

- Asthma
- Atrial fibrillation
- Congestive heart failure
- COPD
- Coronary artery disease
- Diabetes
- High blood pressure
- High cholesterol
- Lower back pain
- Obesity / Healthy Weight
- Stroke

#### Lifestyle Management Coaching

Lifestyle coaching focuses on disease prevention. It helps employees reduce health risks and make sustainable lifestyle changes in the following areas:

- Healthy habits
- Nutrition
- Physical activity
- Risk reduction
- Sleep
- Stress reduction
- Weight loss
- Weight maintenance

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## Employer Reporting – Useful Data, interpreted and Contextualized



Team of Data Analysts (Research Facilitation Group)

- Outcome and analytics that compare employer population to national and regional benchmarks
- Program utilization, participation
- Employee Satisfaction
- Summary of health and lifestyle risks for employee population
- Summary of change in established health outcomes over time
- Results inform employer needs, future program development and refinement to ensure continual improvement
- All data provided to employers is aggregated and de-identified

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## Program Outcomes

PHA Satisfaction

**98%**

Would Recommend PHA to Colleagues

Biometrics

**99%**

Would Recommend Biometric Screening to Colleagues

CM Coaching

**99%**

Satisfied with the coaching program

**48%** of program participants with moderate to very high CVD risk reduced their risk of developing cardiovascular disease. **33%** reduced by full risk category

**83%** reduction in missed medication days

**97%** of participants completing our Condition Management program improved adherence to medication or maintained no missed medication days

**93%** of participants in a Diabetes Condition Management program lowered their non-fasting blood glucose or kept it under control

**99%** of participants in any CM program would recommend the program to others

**99%** of participants who completed biometric screening with coaching would recommend program to others

**52%** of participants were able to meet recommended weekly exercise minutes by program completion, an **80%** improvement from pre-program measures.

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## Chronic Condition Management Programs Highlighted Outcomes

97%

Of participants in a Chronic Condition Management program improved adherence to their medication or had no missed medication days.

93%

Of participants in a Diabetes Condition Management program lowered their non-fasting blood glucose by 5% or kept it under control.

95%

Of participants in a Hypertension Condition Management program lowered their blood pressure by 5% or kept it under control.

91%

Of participants in a Low Back Pain Condition Management program reached the recommended number of days for stretching and strengthening exercise.

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## Who will lead the Wellness industry?



PHARMACY



NURSING

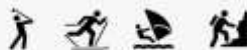


LABRATORIES



PRIMARY CARE

Sports Medicine



TECHNOLOGY

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## Why is the Nursing Profession our answer?

- ❑ Caring for self and others with the goal of optimizing health and reducing the development and impact of disease and disability is the central focus of nursing
- ❑ Nurses are consistently rated the most trusted profession, trust empowers effective communication
- ❑ Nurses have always served as a bridge between health trauma and transition to life, delivering patient education which includes “getting well and staying well”
- ❑ Nurses bridge the delivery of health care with the social needs of the community
- ❑ Nurses have been practicing wellness and health coaching for the history of their profession

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## Thank You!

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**DEDICATED TO ONE GOAL. YOURS**





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