



Genesis Health & Wellness

Wellness Wins



Genesis
HEALTHCARE SYSTEM
Better Begins Here.



Our Mission

We serve our community by helping each person achieve optimal health and well-being by providing compassionate, exceptional, and affordable healthcare services.

Our Values

Compassion

We demonstrate our faith-based roots in how we care for all our patients, and each other, as a whole person with empathy, understanding, respect and a healing touch.

Excellence

We hold ourselves accountable to achieving the highest quality standards for patient experience, operational performance and clinical outcomes for our patients and community, as we assist them along their healthcare journey.

Integrity

We will always be respectful, truthful, and "do right by" each other and all those we serve, while providing exceptional care that meets the unique needs of every person in our community.

Team

We believe in the strength and enjoyment of working together as ONE team to achieve our highest potential for excellence, both collectively and individually.

Innovation

We constantly seek ways to improve by challenging the current state and embracing new ideas, processes, and technology to create higher quality outcomes, a healthier community, and lower total costs of care.

Our Investment – The Wellness Wins Team



Debbie Lear, RN

- Health Management Programs
- Certified Tobacco Treatment Specialist
- Wellness Coaching



Kelly Zumbro, RN

- Health Management Programs
- HBCO Award Coordinator
- Wellness Coaching



**Tammy Adams,
RN**

- Covered Lives Care Manager
- “White Glove Coordinator”



Sean Beach, RD

- Nutrition Consultations
- Healthy Bites Recipes
- Weight Management Programming



Jessie Lamb, EP

- Exercise Consultations
- Exercise Programming
- Weight Management Programing

Genesis Wellness Wins Employee Benefits

- **Annual Wellness Initiatives for insurance discounts/Wellness Bucks**
- **Health Management Programs**
 - Diabetes
 - Hypertension
 - Hyperlipidemia
 - Weight Management
 - Tobacco Treatment
- **Weight Management Programming**
 - Weight Watchers
 - The Weight is Over
- **Exercise Programming**
 - Walk to Wellness
 - GRIP exercise Program
 - YMCA 50% discount
- **Consultations**
- **Stress Management**
 - Mindfulness Rooms
 - EAP
 - Counseling
- **Weekly Communication Blasts**
 - Healthy Bites Recipes
 - Wellness Wednesday
 - Financial Friday
- **“White Glove” Care Management**
- **Telehealth Acute Care**



Wellness Initiatives – Insurance Discount/Wellness Bucks

Genesis offers insurance premium discounts or Wellness Bucks for healthy behaviors –

You can earn up to **\$1560*** off premiums or **\$100** Wellness Bucks

- \$1300 for employees + \$260 for insured spouses who test negative for cotinine

Level 1: NICOTINE NEGATIVE TEST (Available to employees and Genesis Insured Spouses)

- \$25 credit per pay/Insured Spouses \$10 per pay; \$50 Wellness Bucks
- Tobacco user/do not test: \$25 surcharge for employee and \$10 surcharge for spouse, as applicable

Level 2: HEALTH ASSESSMENT

- \$10 credit per pay; \$20 Wellness Bucks
- Complete annual wellness visit with PCP (covered at 100%)
 - Height, Weight and BMI
 - Blood Pressure
 - Annual Venous A1c
 - Lipid Panel with Fasting Glucose (every 5 years)
 - Age-Appropriate health screenings
 - Pap Smear after 21 years old every 3 years or every 5 years with HPV
 - Mammogram every 2 years after age of 40
 - Colon Cancer Screening after age 45 (colonoscopy every 10 year, Cologuard every 3; Fit Test every year)

Submissions through EPIC
MyChart

Personalized Wellness
Dashboard

Level 3: MEET 2 OF 3 HEALTH OUTCOMES

- \$15 credit per pay; \$30 Wellness Bucks
- Meet 2 of 3:
 - BMI < 30
 - A1c < 6%
 - BP < 140/90

Alternative Goals and
Physician Goals

Tobacco Treatment Program

Develop a Plan That Works

Quitting tobacco use isn't easy. We're here to help. Genesis offers a Tobacco Treatment program with resources, options and support you need to quit. We're one of the few programs in the area with certified tobacco counselors providing one-on-one sessions. Studies show the one-on-one counseling improves the success rate of quitting.

Our Tobacco Treatment Counselor helps you:

- Design an individual plan for you including treatment options and the best way to curb cravings
- Make lifestyle changes to help make quitting easier
- Set a quit date and prepare for the quit day
- Develop coping strategies for managing stress and avoiding weight gain

How Often Will I Meet with the Counselor?

We suggest four sessions to make sure you're on track with your personalized plan. During additional sessions, we'll make changes to the plan as needed together.

Is There a Cost for the Program?

This program is FREE to Genesis Employees.



Health Management Programs - Diabetes

Eligibility Requirements:

- Covered Lives (employee, spouse and dependents) on Genesis Medical Insurance

Program Requirements:

- Annual Wellness Visit, and Follow-ups
- Bi-annual A1C
- Annual Lipid Panel
- Annual Microalbumin Urine
- Annual dilated-eye exam
- Annual Foot exam
- Attend Diabetes Education classes (DSME) for new enrollees
 - If not a new enrollee: Attend Momentum (2-hour class) every year
 - Follow physician prescribed medication management/plan
- Referral to Northside Pharmacy for medication or copay assistance

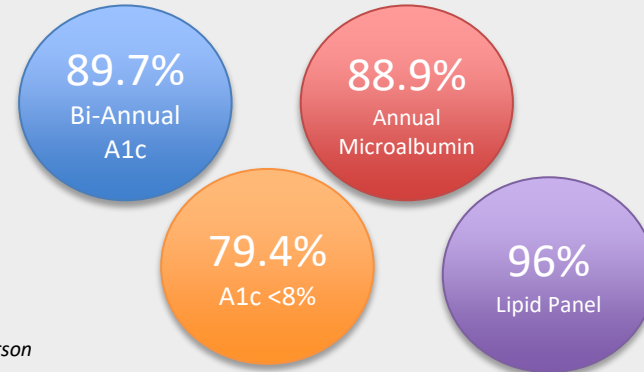
Participants will be required to actively participate in the following:

- **If your A1c is ≤7%**
 - Annual Visit with Wellness RN
- **If your A1c is between 7.1% -8.9%**
 - Annual Visit with Wellness RN
 - Quarterly follow-ups with RN or Dietitian
- **If your A1c is 9.0% or greater**
 - Annual Visit with Wellness RN
 - Monthly follow-ups with RN or Dietitian

Note: Annual visits must be in-person; Follow-ups may be virtual or in-person

Benefits and Incentives:

- Consultations and education sessions in the program, covered at 100%
- Enhanced understanding of disease management and other health related topics such as stress reduction, sleep, employee assistance, etc.
- Free blood pressure screenings
- Free Easy Max Meter/Test Strips
- Waived co-pays on generic medications
- 10 hours of Diabetes Education covered at 100%
- Diabetes equipment benefits (insulin pump, pump supplies, and continuous glucose monitor)



Health Management Programs - Hypertension

Eligibility Requirements:

- Covered Lives (employee, spouse and dependents) on Genesis Medical Insurance

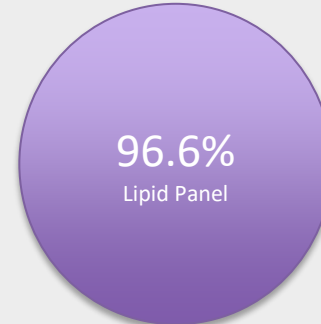
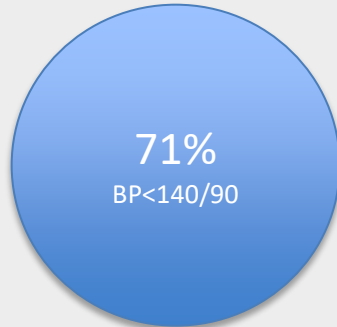
Program Requirements:

- Annual visit with Wellness and Follow-ups
- Follow physician prescribed medication management/plan
- Annual lipid panel
- Referral to Northside Pharmacy for medication or copay assistance

Benefits and Incentives:

- Free consultations with the Wellness Wins Staff
- Free Blood Pressure screenings
- Enhanced understanding of Hypertension to assist with lowering BP and decrease risk of complications
- Information on other health-related topics, such as stress reduction, sleep, employee assistance, etc.

- Quarterly \$50 Wellness Bucks drawing for compliant participants



Health Management Programs - Hyperlipidemia

Eligibility Requirements:

- Covered Lives (employee, spouse and dependents) on Genesis Medical Insurance

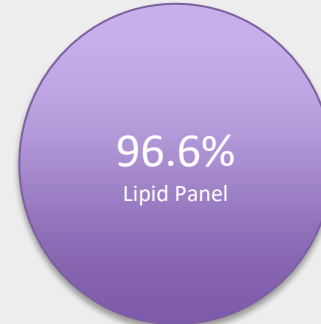
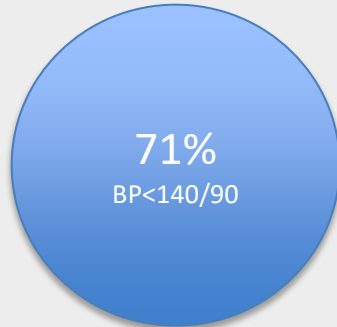
Program Requirements:

- Annual visit with Wellness and Follow-ups
- Follow physician prescribed medication management/plan
- Annual lipid panel
- Referral to Northside Pharmacy for medication or copay assistance

Benefits and Incentives:

- Free consultations with the Wellness Wins Staff
- Free Blood Pressure screenings
- Enhanced understanding of Hyperlipidemia to assist with lowering LDL and decrease risk of complications.
- Information on other health-related topics, such as stress reduction, sleep, employee assistance, etc.

- Quarterly \$50 Wellness Bucks drawing for compliant participants



Weight Management Programming

The Weight is Over

- 12-week weight loss or maintenance challenge for Genesis employees
- Onsite weekly weigh-ins
- Personalized weight loss/maintenance tracking graph
- Emailed tips on exercise, nutrition and healthy habits
- Accountability partnership with wellness or create a team

Incentives:

Earn \$5 Wellness Bucks – Participate in 9/12 weigh-ins with 5lbs weight loss or maintain healthy BMI with 9/12 fitness logs

Earn \$10 Wellness Bucks -- Participate in 10/12 weigh-ins with 10lbs weight loss or maintain healthy BMI with 10/12 fitness logs

Earn \$20 Wellness Bucks -- Participate in 12/12 weigh-ins with 10lbs weight loss or maintain healthy BMI with 12/12 fitness logs

883 lbs.
Lost in 2021

\$1230
Given out in
2021

758 lbs.
Lost YTD 2022

Weight Watchers

- Launched in January 2022
- Digital Membership
- 50% cost discount to all Genesis Covered Lives on medical insurance
- Full access to WW app
- Monthly reminders and newsletters from WW

711 lbs.
Lost YTD 2022



Exercise Programming

Walk to Wellness

Monthly Walking Challenge for Genesis employees

- Choose your step goal
- Choose to walk as team or individual
- Turn in your logs & meet goal every week to be entered into end of month Wellness Buck drawings
- Join one of our weekly walking groups to get more steps in!



Join the **Walk to Wellness** monthly challenges and increase your overall health. **Walking** is proven to be one of the most beneficial acts of physical activity we can do daily to improve our overall health. It doesn't require a fancy gym or equipment, so find some comfortable and supportive tennis shoes and get moving!

Walk to Wellness will hold monthly walking challenges. Every month there will be new features or themes to help you stay on track.

What You Need to Do:

- Register by June 30th by calling Wellness at x5550 or email us at HRWellnessWins@genesishcs.org
- Set a goal of the number of steps you want to take each day; you can choose from the following:
 - 3,000 (Beginner)
 - 6,000 (Intermediate)
 - 9,000 (Advanced)
- Starting July 1st through July 31st log your steps on your walking calendar (attached)
- Email your step total to HRWellnessWins@genesishcs.org on:
 - July 10th
 - July 20th
 - August 1st

How can I win prizes?

1. Every time you turn in your log, and you met your step goal, you will be entered into a drawing for Wellness Bucks at the end of the challenge.
2. A Grand Prize of \$25 in Wellness Bucks will be awarded to the person who logs the most steps at the end of the challenge.

Walking Groups -- Need help getting in your steps?
Every Tuesday and Thursday at 6:30am and 12:00pm join a member of the Wellness team for a walk at the pavilion on the Gorsuch Trail. Walks will last 10-30 minutes – walk as long or as little as your schedule allows. This is also a great time to ask your wellness questions or learn more about wellness benefits

- Inclement weather – Meet at Wellness office for an indoor walk



Helpful Hint – One lap around Gorsuch Trail is approximately 2,000 steps (1 mile)

Are you at an offsite location? If you are interested in being a Walk to Wellness Champion, call Wellness at x5550 or (740) 454-5550 to learn more!

GRIP Exercise Program

- Onsite exercise program within our cardiac rehab gym space
- Discounted membership to Genesis employees
 - 40% discount applied
- Free education classes included
- Open Monday-Friday from 6:00am -4:30pm

YMCA Membership Benefit

- Genesis Insured Employees, Spouses and dependents receive 50% discount at Muskingum Family YMCA



Wellness Wins Consultations

Dietitian Consultations –

- Diet/meal planning, meal prep, grocery shopping, specialty diets etc.

Exercise Physiology Consultations –

- Exercise prescription planning, overcoming plateaus, specific workout needs etc.

Nurse Consultations –

- Health and wellness discussions, stress, condition management, medication management etc.



Stress Management Programming

Mindfulness Room

- TV with nature visualization/Sound DVDs
- Foot massager with heat
- 2 Seated Back Massager cushion with heat
- Acupressure hand massager
- Massaging mat
- Neck foot & back massager
- Pillow massage with heat
- Yoga Mat
- Orbit relaxation lamp
- Sound Machine
- CD player and Headphones
- **Open 24/7, 365!**

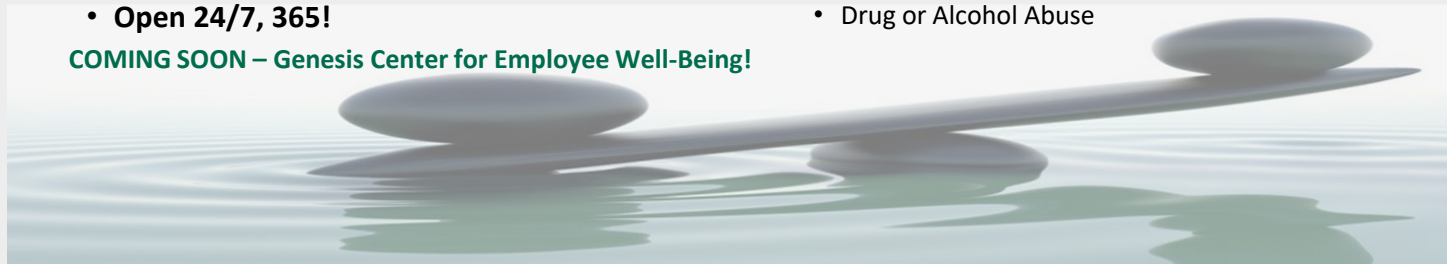
COMING SOON – Genesis Center for Employee Well-Being!

Stress Management Counseling

- FREE (two) sessions with Licensed Counselor

Employee Assistance Program (EAP)

- Stress Management
- Anxiety
- Depression
- Martial Issues
- Family Issues
- Support during illness or loss
- Drug or Alcohol Abuse



Weekly Communication Blasts

Dedicated Genesis Wellness Wins Email Account

- Consistent “sender”
- Consistent format
- Consistent schedule

Every Monday – Healthy Bites Recipe

- Partnership with our Garden Café to serve recipe in Café every Monday
- “I Carrot a lot about you” – Wellness Dietitian “blog” about recipe, personal stories and tips

Every Wednesday – Wellness Wednesday

- Variety of topics from Wellness Wins team; Key takeaways and handouts
- Wellness information – wellness initiatives reminders, deadlines, updates, new programming

Payday Friday – Financial Friday

- Partnership with Genesis Credit Union to provide helpful, relevant financial wellness tips

Connections – Genesis Employee Newsletter

- Every edition - Wellness initiatives reminders, deadlines, updates, new programming
- First edition each month – Wellness Wins Medical Director article on various topics and personal stories



Become Part of the Team

Wellness Advisory Council (WAC)

- Committee of employees with a commitment to health
- Serves as an ambassador for Wellness Wins
- Assists in the implementation and promotion of health and wellness programs and initiatives

Join WAC:

- Manager/Director approval
- Minimal time commitment
- Quarterly meetings



Share your wellness success stories!

“White Glove” Care Management

- Dedicated Wellness Wins RN
- Access to all Covered Lives data
- Focus in 2022 –
 - A1c >9%
 - BMI >30
- ❖ Direct outreach to develop relationship with our Genesis covered lives
- ❖ Connect to physicians
- ❖ Connect to insurance benefits (help with barriers etc.)
- ❖ Connect with Genesis Resources and programming
- ❖ Guide and “Hold Hand” through healthcare system



Telemedicine For Genesis Employees

What is telemedicine?

Telemedicine is a video call for healthcare over your personal device with a healthcare provider

Why Use Telemedicine?

Allows for quick, efficient access to care with no travel time or expenses. It eliminates exposure to other contagious patients and provides the care you need right now

What conditions/symptoms are eligible for telemedicine?

- Respiratory Infections
- Sore Throat
- Rashes
- Sprains/Strains
- Colds
- Skin Infections
- Minor Eye Irritations
- Urinary Tract Infections
- Toothaches
- Contusions



WorkFORCE Wellness

WorkFORCE Wellness delivers a comprehensive approach to create a healthy, productive workforce, including employee wellness and occupational health services.

- Customized health fairs
- Wellness programming
- Onsite/Near site acute care clinic
- Drug Screening Program
- Physicals
- Vaccination Programs
- Hearing Conservation Program
- Worker's Compensation Program
- Injury Management
- Ergonomic Assessments



Uniting healthcare with area businesses

Provide your employees with quick, convenient healthcare at your business. Genesis WorkFORCE Wellness delivers a comprehensive approach to create a healthy, productive workforce, including employee wellness and occupational health services. A Genesis nurse practitioner can consistently be on-site to address your employees' acute healthcare needs, with services customized for your business.

Acute care services

- Respiratory infections
- Sore throat
- Rashes
- Sprains/strains
- Earaches
- Colds
- Skin infections
- Minor eye irritations
- Urinary tract infections
- Work-related injuries
- Puncture wounds
- Fever
- Contusions

Other services

- DOT physicals
- Non-DOT physicals
- Pre-employment requirements
- Drug screenings
- Hearing conservation program
- Injury management
- Ergonomic assessments
- On-site employee dedicated wellness programs

Healthcare navigation partner

Maximize the health of your employees. Let us guide your staff through the healthcare process.

genesishcs.org [f](#) [t](#) [v](#) [in](#)

Increased access to healthcare

We have your staff covered, from acute care needs, wellness services, occupational health services and injury management.

Increased work productivity

Reduce lost work times to keep your staff where you need them.



Genesis
WorkFORCE Wellness
GENESIS HEALTHCARE SYSTEM
2951 Maple Ave., Zanesville, OH 43701
740-454-4057

Genesis Wellness Wins

Heather Shuster, MS

Manager, Population Health & Wellness and WorkFORCE Wellness

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Wellbeing and Safety at Nationwide

Tina Thornton, AVP Associate
Wellbeing and Safety



Katie Sprague, Manager
Wellbeing





Align with the mission to protect people, businesses and futures with extraordinary care

- A Culture of Caring
- Senior leader buy-in
- Freedom to be innovative
- Demonstrating Value
- Incentives that make an impact
- Partnering
- Diverse offerings
- Holistic approach
- Customer Centric



It Takes a Village

Licensed and Certified Health and Wellbeing Professionals

- Registered Nurses
 - Fitness instructors
 - Personal trainers
 - Registered dietitians
 - Certified mindfulness teacher
 - Certified Safety Professionals
 - Leave Management Team
-
- Administrative Support
 - Vendor Partners

Education and Awareness



Webcasts and Presentations

Live and On-Demand

- Mindfulness Mondays (& NEW Podcast format)
- Wellness Wednesday Live!
- COVID Special Wellbeing Webcasts
- Live Cooking Show: Full Plate
- Eat it or Leave it
- Emotional Wellbeing Webcasts
- Nutrition Mini Webcasts
- Safety Wellbeing Webcasts
- Nurses: AWS Resources
- Presentation request portal

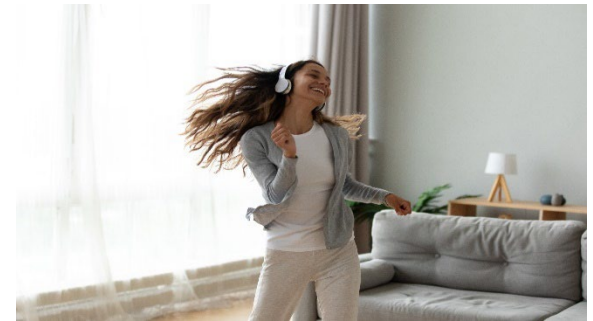
Emotional Wellbeing

Associate Assistance Program (16 sessions)

- NW website
- 24/7 access by phone, text, video or in-person
- Includes convenience services, legal consultation, and financial advice
- Talkspace
- Mindfulness Apps
- Computer based cognitive therapy

Other offerings

- Mental Health Awareness training for leaders
- Podcasts
- Somadomes
- Meditation Course
- Webinars specific to self-care, empathy, connection



Physical Wellbeing

Physical Fitness

- Virtual fitness classes
- On-site wellness centers
- On-site fitness classes
- Personal training; virtual or in-person

Physical therapy

Massage

Challenges



Nutrition Resources



Nutritional Wellbeing Non-Public

[Home](#) [Meal Plans & Recipes](#) [Tips and Resources](#) [Return to AWS Home Page](#)

☆ Not following

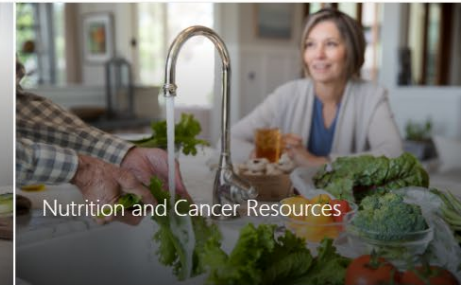


Welcome to Healthy Meal Planning!

[LEARN MORE](#) →



Meal Planning Tips



Nutrition and Cancer Resources



Weekly Meal Plans & Recipes



Nutrition Tips for Where You Work

A close-up photograph of a person's hand buckling a black seatbelt. The hand is positioned on the right side of the frame, with fingers gripping the black plastic buckle. The seatbelt strap is black and textured. The background is blurred, showing what appears to be the interior of a vehicle. A large white circle is overlaid on the left side of the image, containing text.

Safety

Safety Initiatives

- Prevention and preparation

Substance-Free Workplace

- Addiction is a disease
- Second chance program
- Trainings to raise awareness and reduce stigma

COVID-19 Resources

COVID-19 Resources

The safety of our associates is our number one priority. Below you will find resources to help you navigate this challenging time whether you're working from home or in the office.

#WeGotThis



Return to Office

Return to office guidelines, office protocols and hybrid model FAQs



Working from Home

Resources and learning to help you succeed while working remotely



Benefit Resources

Virtual visits, COVID-19 medical and prescription drug benefits and retirement programs



Self-care Resources

Emotional wellbeing and other resources to help you find your new normal



Time Off and Family Care Resources

Time off options, parenting resources and elder care and family activities



Pandemic Policy

Official Pandemic Policy in the Nationwide Policy Guide

Community Involvement

BEAT_{THE}
STIGMA



Biographical Information

**Heather Shuster, MS, Manager, WorkFORCE Wellness
Genesis HealthCare System
2951 Maple Avenue, G144, Zanesville, Ohio 43701
(740) 454-4086 HShuster@genesishcs.org**

Heather Shuster is the manager of Population Health & Wellness and WorkFORCE Wellness at Genesis HealthCare System in Zanesville, Ohio. She has over 17 years of experience in Population Health in areas of focus, such as community wellness, public health, cardiovascular health and employee and occupational health, wellness programming and corporate wellness.

She has presented successful programming at National and State level conferences to help other organizations identify opportunities for improvement and implement best practices to create an environment of success.

**Tina Thornton, AVP, Associate Wellbeing and Safety
Nationwide Insurance, PO Box 182171, Columbus, OH 43218-2171
thornt4@nationwide.com**

Tina is a registered nurse with an MBA focused in Healthcare administration. She has enjoyed leading corporate health and wellbeing programs for the majority of her career and feels fortunate to work within a specialty and with a team that shares her passion for wellbeing.

Tina believes that wellness should be a base structure to any organization's culture and works hard to show companies how wellbeing can impact the bottom line of business, along with keeping people healthy.

**Katie Sprague, Manager, Associate Wellbeing and Safety
Nationwide Insurance, PO Box 182171, Columbus, OH 43218-2171
SPRAGUK3@nationwide.com**

Katie Sprague has been with Nationwide for 10 years and currently manages Nationwide's Wellbeing Programming for its 28,000 associates across the country. In this role, she is responsible for raising awareness, educating, and promoting health and wellbeing resources for the company's associates and their family members.

Katie also assists in creating communications, content for wellness broadcasts, and speaks to different groups on a variety of health, wellness, and safety related topics.