Shifting from the Healthcare Model of Treating Sickness to Promoting Wellness & Prevention …Targeting Obesity and the Prevention of Chronic, Obesity-Related Diseases

Johnni Beckel, Senior Vice President & Chief Human Resources Officer, OhioHealth, Columbus

8:55 a.m. to 9:30 a.m.
Biographical Information

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Johnni Beckel joined OhioHealth as senior vice president and chief human resource officer in November 2012. OhioHealth is a Columbus, Ohio-based, not-for-profit, faith-based health system providing high-quality healthcare to residents throughout Ohio. OhioHealth has more than 28,000 associates, physicians and volunteers, 10 acute care member hospitals, five managed and affiliated hospitals. In addition, OhioHealth has the largest ambulatory and physician network in the region, with more than 200 locations. In this role, Johnni provides executive leadership in the areas of strategic human resources, organizational change, culture, engagement and inclusion, talent management, total rewards, employer services, patient experience, and population health for all associates.

Prior to joining OhioHealth, she held key positions leading global human resource talent management, and organizational development efforts in the hospitality, retail, entertainment, restaurant, financial services, and healthcare industries with companies (such as Bank of America's, Yum! Brands (Pizza Hut, KFC and Taco Bell, formerly PepsiCo) and Walt Disney World Parks and Resorts). Ms. Beckel completed her undergraduate degree at Pennsylvania State University and her graduate degree at the University of Central Florida. She is Six Sigma Black Belt certified, a member of the Human Resources Policy Association, Personnel Roundtable, and National Business Group on Health and serves on the Board of Directors for White Castle and Goodwill Columbus. In addition, Johnni serves on the Board of Directors of the Ohio Chamber of Commerce.
Shifting from Treating Sickness to Promoting Wellness & Prevention

Targeting Obesity and Prevention of Chronic, Obesity-Related Diseases

Johnni Beckel
Chief HR Officer, OhioHealth
Not-for-profit, faith-based health system

Who We Are

- 29,000+ Associates
- 22,700 Associates
- 3,600 Physicians
- 350+ Residents & Fellows
- 3,100 Volunteers

What We Do

- 2.8m Outpatient Visits
- 492,392 ED Visits
- 158,573 Admissions & Observations
- 101,669 Surgeries
- 600+ Clinical Trials

12 hospitals serving 47 counties

Representative Fiscal Year 2023 Data
What WE Believe

**Mission:**
To improve the health of those we serve

**Vision:**
To be the place where people want to work, where physicians want to practice, and, most importantly, where patients want to go when they need healthcare services.

**Values:**
- Compassion, excellence, stewardship, and integrity
- Cardinal value: to honor the dignity and worth of each person

Improve the health of those WHO serve...
5 Ways to build a culture of wellness

1. BE BOLD...
   Let them know it is a priority

2. Understand your cost drivers...

3. Engage Leadership

4. Leverage plan design to manage cost drivers & shape wellness behaviors
   Make it easy...
   No excuses

5
5 Ways to build a culture of wellness

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No excuses
Culture is…

*a way of life of a group of people*

*behaviors and beliefs that they accept, generally without thinking about them, and that are passed along by communication and imitation*

*It must be deliberate!*
## Our Values

<table>
<thead>
<tr>
<th>Value</th>
<th>Behaviors we are expected to exhibit</th>
<th>Results</th>
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| INTEGRITY | - keep our word and deliver on commitments.  
- communicate openly and honestly.  
- connect with others and build trusting relationships.  
- live our faith-based principles.  
- be humble. | PEOPLE CAN COUNT ON US                       |
| COMPASSION| - be courteous and respectful.  
- show care and compassion in everything we do and say.  
- listen and seek to understand others’ needs.  
- value the uniqueness and diversity of others.  
- give back to our community. | EVERYONE FEELS APPRECIATED                    |
| EXCELLENCE | - strive to exceed expectations.  
- act with urgency to deliver quality and value.  
- share knowledge and be innovative.  
- develop personally and professionally.  
- inspire a positive workplace by recognizing, celebrating, and supporting each other. | WE DELIVER GREATNESS                         |
| STEWARDSHIP| - hold ourselves and others accountable.  
- collaborate and involve others in decisions.  
- be healthy and promote wellness in our communities.  
- embrace change and continuous improvement.  
- manage resources effectively. | WE MAKE A DIFFERENCE                          |

1. **BE BOLD…**
   Let them know it is a priority

Be healthy and promote wellness in our communities
If We Have a Dollar to Spend...

We consider the holistic value proposition provided to associates. Investments are governed by our goals:

- To be **Market Leading** in:
  - Wellness
  - Career Development
  - Culture
  - Inclusion

- To be **Market Competitive** in:
  - Core Compensation
  - Benefits
10 years of OhioHealthy

What has more than 56,000 feet and saves lives?

WE do!

We are rewarding associates with a free pair of athletic shoes. Click here to learn more.

Log on to OhioHealthyCares.com between now and August 7

A GIFT FOR YOU!

Log on to OhioHealthyCares.com between now and August 7

BE BOLD...
Let them know it is a priority
Ways to build a culture of wellness

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5. Make it easy... No excuses
What do these have in common?

Understand your cost drivers...

Types of heart disease

[Diabetes image]

[Heart disease types image]
What we discovered…

We identified many of our high cost, rising risk disease states were directly impacted by obesity…

So, we…

- Raised our focus on “move more, eat less”
- Proactively managed risk factors driving obesity
- Become relentless about managing the # of associates moving into diabetes every year
Move more, eat less as a focus…

- **Weight Watchers** at Work
- **Free gym membership** for frequent gym attendance
- Farmers markets and **healthy food options** available
- Free pedometer and **money for walking**
- **Walking meetings**
- **Diabetes Prevention** Program
Diabetes Prevention Program

• Associates identified at OhioHealthy screening
• Leaders held accountable for participation
• Program is convenient, easy and free
• Personal life style coach assigned
• Completion rewarded with incentives
• Last quarter, saved $137,285 ($549,140 annualized)
5 Ways to build a culture of wellness

1. BE BOLD… Let them know it is a priority
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4. Leverage plan design to manage cost drivers & shape wellness behaviors
5. Make it easy… No excuses
Leaders shape the culture

**Leaders** → **Culture** → **Behavior** → **Results**

- Shape the culture...
- is defined by our values...
- is how our values come to life...
- are the outcome of an aligned culture

*A focus on leadership to drive the culture is critical*
Leaders shape the culture

• Involve them in all wellness activities
• The organization is watching

...create the “wellness club” everyone wants to be part of
5 Ways to build a culture of wellness

1. **BE BOLD…**
   *Let them know it is a priority*

2. **Understand your cost drivers…**

3. **Engage Leadership**

4. **Leverage plan design to manage cost drivers & shape wellness behaviors**

5. **Make it easy…**
   *No excuses*
Leverage “plan design” to help you

• Single plan design- 100% consumer driven
• 100% preventative coverage
• Incentives for healthy behaviors
• Explore “narrow networks” or bundled payments based on highest value
• Be nimble and adjust based on new discoveries
Leverage “plan design” to help you

EXAMPLE:

- Evaluated “total knee replacement” results and research
- Identified conservative management as a key to managing “pre-habilitation”
- Implementing plan design to require PT prior to knee replacement for target population
5 Ways to build a culture of wellness

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Make it easy...
No excuses
5

Make it easy...

No excuses
Over 50% of our associates are “not right now” or “get through the day”
SAVE MONEY —
TAKE ACTION NOW

Taking these simple steps can save you **more than $1,000** per year

1. Complete an **OhioHealthy Screening** between June 2 and September 30, 2016. No extensions will be provided.
2. **Test “in range”** on key measures OR complete provided alternatives. (Visit eSource to learn more about this step.)
3. Complete the online **Health Assessment** at ohiohealthy.org by **November 30, 2016**.

OhioHealth
BELIEVE IN WE"
Ways to build a culture of wellness

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How Do We Know It’s Working?
Ask me anything!
WE are OhioHealth.