



HospiceCare, Inc.

Corporate Office: Madison | **Employees:** 556

Employees Participating in Wellness Program: Open to all, participation varies

Success Story: Overall Wellness Program

Program Highlights

Recognition of the risks associated with doing nothing and the rewards that come from making healthy lifestyle changes are at the core of HospiceCare's wellness program. The model for benefits and wellness at HospiceCare offers a team approach to setting realistic health goals where each member plays a key role. The team consists of the: 1) *employee*, responsible for health risk assessment and goal setting; 2) *employee's medical provider*, responsible for setting health standards and assisting employees with goal setting; 3) *HospiceCare*, responsible for developing wellness programming that motivates and encourages behavior change and; 4) *health insurance provider*, responsible for creating incentives and offering disease management to reduce health risks. Creative and fun wellness programming offers employees the opportunity to work toward achieving their health goals in a supportive, encouraging environment.

Program Success

At the heart of HospiceCare's wellness program is its hard-working, innovative kitchen staff, who have transformed HospiceCare's Doc Rock Café menu through a focus on using healthy local foods and offering a weekly "wellness meal." Each wellness meal meets a specific calorie and fat goal and is crafted using fresh fruits, vegetables, and whole grains for a cost of only \$3.95. The rest of the value is offset by HospiceCare. "It's all about introducing people to good food that's not been highly processed," said HospiceCare Food Services Director Anne Swanson. "This has been a real commitment from HospiceCare."

According to Swanson, the healthier menu offerings have become increasingly popular with staff over the years. "Before the wellness meal was introduced in 2007, about 80 percent of our menu sales were items like burgers, fries, and grilled cheese sandwiches while vegetables made up less than 10 percent of sales. Today we're down to 22 percent of sales from those higher-fat foods while vegetables now equal 55-60 percent of all sales," she said.

In season, wellness meals include herbs and ingredients fresh from the HospiceCare garden, which was started in 2002. The kitchen also supports the local community by purchasing as much as possible from locally raised farmers and purveyors.

In 2010, HospiceCare staff, visitors, and patients consumed more than 3,600 wellness meals from the café. Staff members who are in the field visiting patients in their homes also take advantage of HospiceCare's wholesome offerings, often stopping by the café for the convenient "to go" boxed lunches that offer a healthy alternative to fast food drive thru meals

Overcoming Challenges

Multiple worksite locations, a 24/7 operation, and limited "in-house" office hours are several of the challenges HospiceCare must overcome to ensure its wellness programs are available to all employees. The wellness committee is committed to creatively identifying alternate solutions to on-site activities to increase participation. Through employee surveys and evaluations, the committee was able to target programming to meet the wide variety of schedules and needs resulting in record participation in 2010.



An employee tends the HospiceCare garden.

Wellness Program Components

- In 2011, HospiceCare will offer a comprehensive weight management/exercise program, a step program, lunch and learn topics, run/walk events, and company-sponsored social events.
- HospiceCare is a smoke-free environment at all times during the work day.
- Employees and spouses complete an online health risk assessment and biometric screening and receive an annual preventive exam.
- Employees on HospiceCare's health insurance plan will receive a preferred benefit rating for 2012 for completing their assessment, screening, and exam which will result in lower out-of-pocket costs to the participant.
- Employees who do not elect HospiceCare's health insurance will receive a cash reward for completing the assessment, screening, and exam.

"Your individual excellence and dedication to your job is the reason for HospiceCare's success in caring for patients and families. To do your job, it takes energy, enthusiasm, motivation and resilience. It also takes renewal, attention to your health and a good work-life balance. Discover the ways in which you can 'Grow Your Potential' by participating in activities that will help you develop lifelong healthy habits."

- Susan Phillips, CEO, in an excerpt from the 2010 Employee Wellness Program: "Grow Your Potential" message to staff