



Black River Memorial Hospital

Corporate Office: Black River Falls | **Employees:** 280

Employees Participating in Wellness Program: 237 (of 260 employees in 2010)

Success Story: Overall Wellness Program

Program Highlights

Black River Memorial Hospital (BRMH) is dedicated to exceptional care—and committed to the health and wellness of its workforce. This includes health of the body, mind, family, and surrounding environment. Aspects of the wellness program include a “Living Right” publication, released monthly to all departments, and a Wellness Works Employee Education Board. Employees are also educated through an annual employee health fair and quarterly worksite wellness education forums. BRMH’s Wellness Works program includes a Holiday Weight Challenge, American Cancer Society Finish Line Walk, monthly appointments on a body composition scale, consultations with dietitians and personal trainers, and the Grow an Extra Row Farmer’s Market during the summer. A dedicated wellness committee oversees these programs and helps administer feedback surveys and evaluation methods.

Program Success

Increased employee participation in the HRAs since 2007 reflects success in BRMH’s wellness program. The organization benchmarks its HRA results against overall Healics® averages. The organization also conducts an annual employee wellness survey to gather effectiveness and satisfaction rates. An Employee Health Nurse monitors absenteeism rates, illness and injury occurrences, workers’ compensation claims, and vaccination rates.

BRMH’s wellness program was notably recognized in 2010 as a gold level winner of the Governor’s Worksite Wellness Award, which honors employers who encourage their employees to improve their own health and well-being. BRMH is one of just 10 businesses in Wisconsin that has been named a gold level winner since 2008. Applications are evaluated on criteria such as program infrastructure, health education, health screening and disease prevention and management, physical activity and nutrition components, tobacco-use policies, and alcohol and other drug policies.

Overcoming Challenges

BRMH addressed funding challenges by keeping spending to a minimum and seeking outside business donations to use as incentives. To overcome scheduling concerns, BRMH taped wellness programs so that they would be available to those unable to attend in person. Finally, BRMH lessened complaints about paperwork by revising participant forms to lighten the amount of tracking necessary.

BRMH employees Holly Winn, Melissa Bergerson, Liz Lund, and Robert Daley receiving the Governor’s Worksite Wellness Award.

Wellness Program Components

- Program focuses on four key areas of prevention, stress management, activity, and nutrition.
- Employees opt in to the voluntary program, which provides quarterly activities that include educational programs activities and challenges in each area.
- Health Risk Assessments are offered annually.
- Community programs, events, and discounts are promoted and offered to all employees.

“We’re looking for a healthy employee—one who enjoys life. Our interest is in their physical well-being as well as their work environment.”

- Stan Gaynor, President and Chief Executive Officer