Recent C. Everett Koop National Health Award Winners - Challenges and Best Practices

Jesse Gavin, MA, Baylor College of Medicine
David Hines, Metro Nashville Public Schools
David Ballard, PsyD, MBA, HERO | GhostNote Consulting | The Health Project
Rebecca Kelly, PhD, RDN, CEO, Element Health, Inc. | The Health Project
Ron Goetzel, PhD, Johns Hopkins University | The Health Project

November 16, 2023
The Health Project

MISSION, VISION, PURPOSE

**Mission**
Define, promote, and increase the adoption of organizational health and well-being practices that translate into measurable operational impact.

**Vision**
Promote evidence-based health, and well-being practices that demonstrate how a high performing healthy workforce drives organizations, communities, and nations to thrive.

**Purpose**
Identify and advance strategies that amplify the value of workforce and community health and well-being.
Current Leadership

Ron Goetzel, PhD
President & CEO
Johns Hopkins Institute for Health and Productivity Studies

K. Andrew Crighton, MD
Chair
Chief Executive Officer, Crighton Consulting
Formerly with Prudential

James Wiehl JD
Secretary & Treasurer
Partner, BakerHostetler

Rebecca Kelly, PhD, RDN
Incoming Chair
CEO, Element Health, Inc.
Formerly with The University of Alabama and American Cast Iron Pipe Co.
Koop Award Eligibility

To be recognized, a program must:

• Employ comprehensive and evidence-based strategies designed to improve the health and well-being of the entire population and across the health continuum.

• Have been in place for a minimum of three years.

• Be well-integrated into the organization’s infrastructure and yield significant improvement in population health and noteworthy business results.
The application must answer these questions:

- What was done?
- Did it work?
- Was it worth it?

Judging is weighted heavily (60%) on documenting health and business results.
Past Winners

- American Cast Iron Pipe
- Baylor College of Medicine
- Boise Idaho School System
- BP America
- Dell Technologies
- Denso
- Ericsson
- Johnson & Johnson
- Prudential
- Quest Diagnostics
- University of Michigan
Featured Programs & Leaders

Baylor College of Medicine & THP Board Members | HERO Forum, 2023

Metro Nashville Public Schools & THP Board Members | HERO Forum 2023
2019, 2020 and 2023 Honorable Mention

DAVID HINES
Executive Director of Employee Benefits
Metro Nashville Public Schools
BCM Well-Being, Baylor College of Medicine’s award winning employee and student wellness initiative, is your partner in your professional and personal well-being journey.

The growth that we seek to inspire among our colleagues at Baylor is envisioned in the Five Branches of Well-Being.

The crown of the tree is comprised of the Five Branches of Well-Being: Healthy Body, Mind, Environment, Finances, and Community.

The three colors of leaves represent the three areas within the Well-Being program. All five branches are enhanced by BeWell, BCM LIFE, and the Well-Being Center.

The tree’s core is balanced between the crown and the root system, signifying the balance between your work at Baylor and your personal Well-Being.

The foundation of the trunk forms at three points, representing Baylor’s three mission areas: Healthcare, Research, and Education.

The tree’s five largest roots represent Baylor’s five Core Values: Respect, Integrity, Innovation, Teamwork, and Excellence.

The root system of the tree is a nod to our deep roots in Texas and in Houston, as the intellectual heart of the Texas Medical Center.
# Well-Being Programs and Initiatives

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<th>Five Branches of Well-being</th>
<th>Examples of Baylor College of Medicine Resources</th>
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<td><strong>All</strong></td>
<td><strong>BCM BeWell Program/Wellness Portal</strong></td>
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<td>- Interactive Challenges</td>
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<td>- Online and Telephonic Condition Management Programs</td>
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<td>Healthy Body</td>
<td><strong>BCM Life Student Program/Wellness Portal</strong></td>
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<td>- Employee &amp; Family Care Clinic and Health Coaching (P)</td>
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<td>- Biometric Screenings</td>
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(P) – Partner Program, offer incentive through well-being initiative for participation  
(M) – Marketing only, no incentive offered for participation  
- For employee population only (BCM BeWell)  
- For student population only (BCM LIFE)
Short and Long-Term Incentive Strategy

**Short-Term**
Participants earn points throughout the year for participating in various well-being related items. These points equate to Vitality Bucks which can be used in real-time in the Vitality Mall.

- Fandango
- Charity
- Devices
- Amazon
- REI
- Apparel (Nike, UA)
- Apple
- Hotels.com
- Marketplace (Additional resources and services)

**Long-Term**
Participants earn points in the current year to achieve a medical premium reduction the following year.
Our next speaker...

DAVID HINES
Metro Nashville Public Schools
Metro Nashville Public Schools

41st largest district (88,000 students)

Teacher’s health plan (9,200 active and retired teachers)

Support staff covered by Metro Nashville Government (4,000 active employees)

With a core belief that healthy employees are better employees
Simple Low Cost Health Plan

Integrated Data Warehouse

Value Based Benefits

Focus on Population Health

Onsite Health Centers
MNPS Classroom Portable Repurposed to Health Clinics
MNPS Employee Healthcare Centers
Case Study

“The program helped me refocus, recalibrate.”
“I think any man should look into this program. I don’t care if you’re only 20 years old.”
Case Study

“I have my joy back…You don’t realize how crabby carrying extra weight can make you.”
Panel Discussion & Q/A

Please Place your Questions in the Q&A Section.
Panel Discussion & Q/A

JESSE GAVIN
Baylor College of Medicine

DAVID HINES
Metro Nashville Public Schools
The C. Everett Koop Awards Resources

FAQs

Q1. Is there an application submission fee?
A1. No, there is no fee to apply.

Q2. Will the information reported and submitted in the application be kept private and confidential (i.e., not shared with any members of the public)?
A2. Yes, applications are kept confidential. However, for winners of the Koop Award, we share their application along with the positive feedback provided by the reviewers. One of The Health Project’s mission is to spotlight exemplary programs so that other employers may draw inspiration for their own programs. Winners will be able to edit out any proprietary information from their application prior to posting it for public consumption.

Q3. When will winners be notified, and when will winners be announced?
A3. The winners are notified in July of each year and public announcements are made in September.
Case Study

“There’s no cost for all these services — Bobbi, the Wellness Center, the fitness associates — which can add up to several hundred dollars a month for somebody to do it on their own.”