

Beyond the Hospital Walls: How Rural Health Systems Lead Workplace Wellness

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We have no real or perceived conflicts of interest that relate to this presentation.

A HealthCare Journey 100 Years in the Making

A CENTURY STRONG—1922 TO 2022

The past century encompasses a remarkable history of vision, strong service, healthcare excellence, growth, giving back to our community, and most importantly, the well-being of countless community members impacted by the care and compassion of our hospital.

From its humble beginning in a renovated 2-story house with a 2-person staff, the hospital has grown to be a trusted acute care facility and regional orthopedic destination, as well as a major employer for the area with nearly 500 employees.

Our current 300,000 sq. ft. facility has witnessed eight major expansions and numerous renovations as it has evolved alongside the community and its changing needs. We have continually built on the care and services we provide: expanding resources, services and specialties; developing strategic partnerships; investing in the latest technology and equipment; and prioritizing health and wellness services to help our patients thrive.

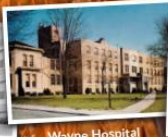
Although we've experienced incredible growth through the years, we have never lost sight of what drives us—providing quality care and wellness close to home. 100 years later, we continue to be an integral part of the community, preventing illness, restoring health, and giving comfort to our neighbors, friends and family members.



Greenville Hospital
1922



Wayne Hospital
1957



Wayne Hospital
1973



Wayne HealthCare
2019



Wayne HealthCare
2022



System Thinking Rooted in Community Need

- ▶ Whole-person success in rural health requires **system-level alignment**
- ▶ Community Health Needs Assessment (CHNA) **defines population health priorities**
- ▶ Data **guides equitable investment decisions and program focus**
- ▶ Marketing, foundation and wellness **serve as enabling infrastructure**

Engaging the Community: Exploring Collaborative Solutions through Insights from CHNA Data



Be part of a transformative dialogue with **healthcare leaders and organization decision makers** to explore strategies that will impact the health and well-being of our community.

**Wednesday
January 22
7:30-9:00 am**

Wayne HealthCare
835 Sweitzer St., Greenville
Use Harrison Entrance
Community Rooms 1-3

Complimentary Breakfast Included



To RSVP, scan the QR code or contact
Robyn Feitshans at 937.569.6504 or
robyn.feitshans@waynehealthcare.org.

Darke County Healthcare Leaders will:

- Discuss the 2024 regional Community Health Needs Assessment (CHNA) results
- Explore how hospitals, community organizations, and stakeholders can collaborate to act on CHNA priorities
- Learn about Wayne HealthCare's transition to a Critical Access Hospital
- Share examples of how community feedback has led to meaningful change in healthcare programs and services



Guest Speakers



Sarah Hackenbracht
President/CEO
GDAHA



Jeff Subler
President/CEO
Wayne HealthCare



Jordan Francis
Darke County
Health Commissioner



Robyn Feitshans
Wellness Coordinator
Wayne HealthCare

Engaging the Community: Exploring Collaborative Solutions through Insights from CHNA Data



Be part of the conversation with Wayne HealthCare and Greater Dayton Area Hospital Association (GDAHA). Join **community partners** as we explore ways to turn CHNA insights into strategies for a healthier, stronger community.

**Wednesday
January 22
4:30-6:00 pm**

Wayne HealthCare
835 Sweitzer St., Greenville
Use Harrison Entrance
Community Rooms 1-3

Complimentary Meal Included



To RSVP, scan the QR code or contact
Robyn Feitshans at 937.569.6504 or
robyn.feitshans@waynehealthcare.org.

Darke County Community Partners will:

- Learn what the Community Health Needs Assessment (CHNA) is, its purpose, and how it impacts healthcare
- Discuss 2024 CHNA results and how they influence strategies for the implementation of services and programs
- Learn about Wayne HealthCare's transition to a Critical Access Hospital
- Share success stories and potential strategies for partnerships



Guest Speakers



Lisa Henderson
VP, Health Initiatives
GDAHA



Jeff Subler
President/CEO
Wayne HealthCare



Terri Flood
VP of Business Development
Wayne HealthCare



Robyn Feitshans
Wellness Coordinator
Wayne HealthCare



GDAHA Member Hospitals & Service Areas

The Greater Dayton Area Hospital Association represents **29 hospitals** serving **11 counties** in the Dayton region.



Process Overview

▶ Community Health Needs Assessment (CHNA) 2024

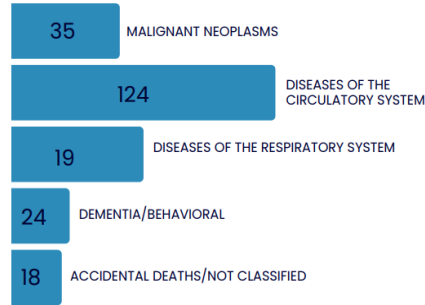
- ▶ April 2024 through July 2024 survey
- ▶ 2,175 valid responses
- ▶ 146 Darke County responses

▶ Community Health Improvement Plan (CHIP) 2025 - 2027

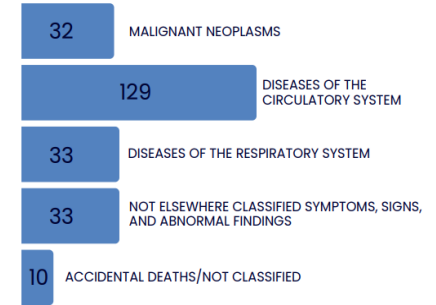
Wayne HealthCare participated in the Greater Dayton Area Hospital Association (GDAHA) regional collaborative process. The hospital developed an internal approach to ensure that the prioritization reflects the specific needs of Darke County, Ohio residents.



TOP 5 CAUSES OF DEATH IN DARKE COUNTY MALES 2024



TOP 5 CAUSES OF DEATH IN DARKE COUNTY FEMALES 2024



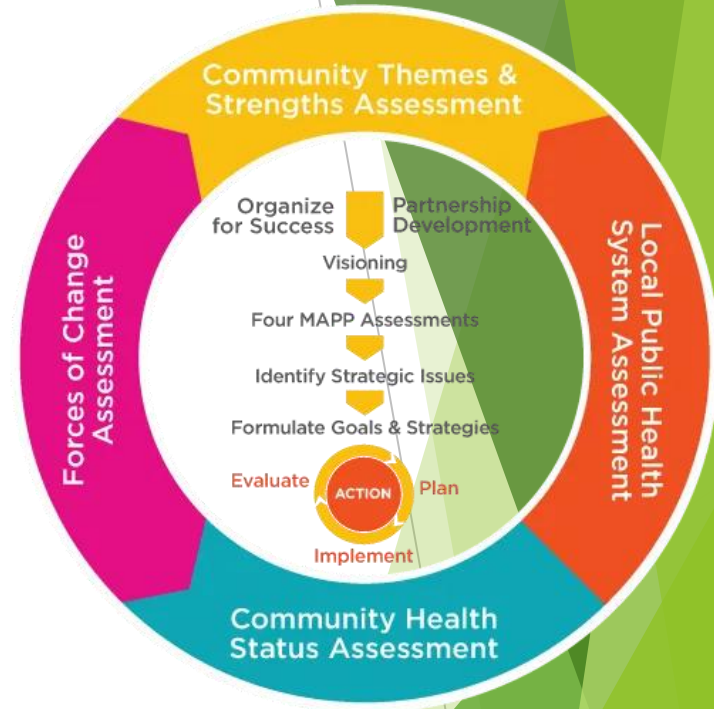
CHNA-Driven Priorities with Measurable Impact

Impact Areas

- ▶ Improve health outcomes
- ▶ Expand access and service capacity
- ▶ Support long-term financial sustainability

Priority Focus Areas

- ▶ Cardiovascular Care & Heart Disease
- ▶ Women's health
- ▶ Strategic Partnerships



This 2024 CHNA was developed using the Mobilizing Action through Partnerships and Planning (MAPP) process, which is a nationally adopted framework developed by the National Association of County and City Health Officials (NACCHO).

Prioritization Criteria

- ▶ **Magnitude and Severity** – The number of individuals affected and the degree to which the issue contributes to illness, mortality, or reduced quality of life.
- ▶ **Health Disparities and Equity Impact** – The extent to which vulnerable or underserved populations are disproportionately affected.
- ▶ **Feasibility and Resource Availability** – The ability of Wayne HealthCare and partners to address the issue based on existing or potential resources.
- ▶ **Alignment with Mission and Strategic Goals** – The connection between the need and Wayne HealthCare’s mission and core service strengths.
- ▶ **Community Input and Partnership Opportunities** – The level of concern expressed by the community and the opportunity for collaborative action.
- ▶ **Potential for Measurable Impact** – The likelihood that interventions will result in measurable, sustainable improvement in community health outcomes.


Strategic Pillars



Focusing on People & Culture

Cardiovascular Care and Heart Health

Resources To Address Need

- 
- ▶ **Wayne HealthCare Wellness Center (2021)** - Offers programs to improve the health and quality of life for individuals with cardiovascular, pulmonary, cancer, peripheral vascular disease and health and wellness education services
 - ▶ **Wayne HealthCare Cardiovascular Center (2023)** - Offers cardiovascular prevention counseling, screenings, diagnostic exams, and chronic management.
 - ▶ **Regional Hospitals** - Provide advanced cardiac specialty care and diagnostics, accessible for regional referrals.
 - ▶ **Comprehensive Health Network** – Offers disease management, preventive care, and home health services.

Intended approach (CHIP): Reduce access barriers, increase outreach and expand points of care and coordination

Access to Care and Services

- ▶ **Employer Direct Care (2022):** launched a new care model delivering exceptional healthcare, convenient access, at a lower cost to local employers.
- ▶ **First hospital-owned cardiology practice (2023):** hired a cardiologist and physician assistant—expanding local specialty access.
- ▶ **EPIC (Epic Community Connect) & MyChart Go Live (2023):** improving care coordination, information sharing, and patient self-service access across sites.
- ▶ **Critical Access Hospital designation (2024):** strengthen financial stability and preserve local access (e.g., 24/7 ED), explicitly reducing travel burden for rural residents.
- ▶ **Corporate Workplace Wellness (2024):** deliver customized employer-based health and wellness screenings, education, and assessments designed to improve employee productivity, reduce preventable health risks and promote sustainable lifestyle behaviors.



Employer Direct Care



A refreshing new care model that delivers exceptional healthcare, convenient access, dedicated providers, a personalized experience and treatment at a lower cost.

What is Employer Direct Care (EDC)?

EDC provides a direct relationship between the patient and provider without an insurance company in the middle. Through a partnership with Wayne HealthCare, you'll have access to an EDC Clinic that is free to you and your family. Your employer pays a low monthly fee that covers all office visits and membership services. There are no copays, deductibles or out-of-pocket expenses.



EDC Providers

Leslie Acton, DNP, FNP-C
Patty Sutter, CNP

EDC Membership Services May Include:

- Primary Care
- Occupational Health
- Preventive Medicine
 - Minor Conditions, such as stitches and wart removal
- Generic Prescription Dispensing
- Drug & Alcohol Testing
- DOT Physicals
- Workers' Compensation
- Health Coaching & Education
- Lifestyle Management
- Pre-employment Physicals
- Chronic Disease Management
- Virtual Visits



EDC Clinic Locations

Wayne Primary Care
& Walk-In Care Services

Greenville Office
828 Central Ave., Greenville
(937) 569-6996
Mon.-Fri. | 7 am-5 pm*

Union City Office
622 E. Elm St., Union City
(937) 968-7416
Mon.-Fri. | 7 am-5 pm*

*Hours subject to change.

Learn more!





The Wellness Center

Improving Health & Preventing Disease



Sustaining Whole- Person Impact Beyond Acute Care

- ▶ Cardiac & Pulmonary Rehabilitation
- ▶ Maintenance Exercise Programing/Clinical Exercise
- ▶ CORE: Cardiac Oncology Rehabilitation
- ▶ LifeSteps® Weight Management
- ▶ Diabetes Wellness Education
- ▶ Community Exercise: Tai-Chi, Geri-Fit®, Stepping On, LSVT BIG®
- ▶ Healthy Moments & Community Education
- ▶ Corporate Workplace Wellness



Whole- Person Wellness

Evidence-based programs: (Whole-person wellness through proven, scalable interventions)

- ▶ **Geri-Fit®** - an 8-week evidence-based group strength training exercise program for older adults. The program works to increase strength and balance and helps improve gait and flexibility. Dumbbells and resistance bands are used during class.
- ▶ **Tai Chi for Arthritis** - an 8-week evidence-based fall prevention program that is designed to improve movement and balance, enhance strength and flexibility, expand immunity and relaxation, decrease pain and falls, and increase socialization and sustainability.
- ▶ **LSVT BIG for LIFE®** - an innovative 10-week physical/occupational therapy program that helps to increase strength, motor learning and changes in brain function. This is an outpatient, self-pay program, but participants must complete the prerequisite class, LSVT BIG prior to attending.
- ▶ **LifeSteps®** - a cognitive-behavioral weight loss and lifestyle change program grounded in five components: nutrition, physical activity, behavior modification, small group support and personal lifestyle change.
- ▶ **Stepping On** - a 7-week (one 2-hour session per week) falls prevention program conducted by trained facilitators and specially designed for adult learners.

Corporate Wellness Flyer

INDIVIDUAL & GROUP WELLNESS SERVICES

Personalized and group-based services to support ongoing health and well-being

Health and Wellness Challenges **\$250/challenge**
Maximum of four (4) challenges per year. This includes challenge creation and a one-hour onsite kickoff visit to help staff with check-in and/or material distribution. Ongoing check-ins and challenge promotion are up to the corporate partner with virtual support provided.

Body Composition Analysis **\$50/hour**
Includes a body measurement and a one-on-one consultation to review results with each participant.

LifeSteps Weight Management Program **\$150/participant**
Minimum of five (5) and maximum of fifteen (15) participants. Includes an individual assessment and group sessions led by a trained, weight loss health professional to help you manage your weight.

Cholesterol LDX **\$10/participant**
Includes a glucose and cholesterol measurement and a one-on-one consultation to review results with each participant.

ReFresh **\$100/month**
Two (2) onsite sessions per month. Each session will last 15-20 minutes and is designed to be a quick stretch break for participants to get blood flowing. Resistance bands or other equipment is the responsibility of the corporate partner.

Health Coaching **\$150/participant**
Max of five (5) participants per month. Each participant will meet one-on-one with a certified health coach to discuss goals, area of improvement, and help to develop strategies to achieve those goals. Initial sessions will be 30-45 minutes, and all follow-up sessions will be 15-20 minutes.



BIOMETRIC SCREENING & DIAGNOSTIC SERVICES

Clinical screenings that provide deeper insight into health status and risk factors

Laboratory testing **\$15-60 per test/participant**
Pricing varies based on the selected test and the number of employees screened. Call for available tests.

■ **Lipid Panel** **\$35/participant**
A screening test for hyperlipidemia—a risk factor for coronary artery disease and stroke. This profile includes total cholesterol, HDL, LDL and triglycerides.

Health Screening Package **\$60/participant**
Includes Wellness Panel, Body Composition Analysis and blood pressure screenings. Minimum of 10 participants.

Electrocardiogram (EKG) **\$35/participant**
An EKG is a screening test to monitor the electrical activity of the heart and help detect various heart conditions. The test must be completed at Wayne HealthCare.

Vascular Screening Package **\$80/participant**
This three-part screening includes an abdominal aorta vascular and carotid vascular ultrasounds and a peripheral arterial disease screen. The test must be completed at Wayne HealthCare.

EMPLOYER DIRECT CARE & WORKPLACE HEALTH

Tailored solutions to support employee health, productivity, and access to care

Employer Direct Care (EDC) provides a direct relationship between the patient and provider without an insurance company in the middle. For a low monthly fee, all office visits, and membership services are covered. There are no copays, deductibles or out-of-pocket expenses. The EDC fee is dependent upon a negotiated contract.

- Services include:
- Primary care
 - Occupational health
 - Preventative medicine
 - Minor conditions (stitches, wart removal, etc.)
 - Generic prescription dispensing
 - Drug & alcohol testing
 - DOT physicals
 - Workers' compensation
 - Health coaching & education
 - Lifestyle management
 - Pre-employment physicals
 - Chronic disease management
 - Virtual visits



SCAN TO LEARN MORE



Supporting local employers and their employees with accessible screenings, education, and wellness services that promote early detection, reduce risk, and support long-term health and performance.

HEALTH EDUCATION & PREVENTION

Practical resources and guidance to support informed, healthy living

Health Presentations **Free**
Variety of topics. Must be at least 1 hr.

Health and Wellness Tips **\$50/month**
Customized weekly electronic messages delivered in a ready-to-share format for your employees.

Health Risk Assessments **\$50/hour**
Includes assessment distribution and a consultation (available in one-on-one or group settings) to review results for each participant.

WELLNESS SCREENINGS & COMMUNITY SERVICES

Convenient, no-cost screenings and outreach designed to identify health risks early

Booths and Services **Free**
Screenings and educational services are provided at no cost to the community and are designed to identify individuals who may benefit from follow-up care with their healthcare provider. Services vary based on staff availability and may include:

- Heel scans
- Blood pressure
- Simple spirometry
- DermaScan
- Body composition
- Information on services and conditions

Wellness Van **Varies**
The mobile wellness van has the ability to come to your location and provide services outside, weather permitting. Services include, but are not limited to:

- Health education
- Blood pressure
- DermaScan
- Cholestech LDX



WAYNE HEALTHCARE
CORPORATE WELLNESS

For more information, contact
Robyn Feitshans at 937-569-6504 or
robyn.feitshans@waynehealthcare.org

INVEST IN THE HEALTH OF YOUR WORKFORCE



835 Switzer Street | Greenville, OH 45331
WayneHealthCare.org



Five-Step Framework for Corporate Wellness Expansion

- ▶ Step 1: Discover- Listen First, Then Lead
- ▶ Step 2: Devise Customized Wellness Plan
- ▶ Step 3: Design- Create a Branded Wellness Experience
- ▶ Step 4: Deploy- Launch and Integrate Services Strategically
- ▶ Step 5: Drive- Sustain Momentum and Protect the Brand

Step 1: Discover- Listen First, Then Lead

- ▶ Onsite assessment
 - ▶ Understand culture
 - ▶ Physical space
 - ▶ Employer and employee needs
 - ▶ Explore organizational goals, strategies
- ▶ Educate internal team



Step 2: Devise Customized Wellness Plan

- ▶ Define employer challenges
 - ▶ Absenteeism, insurance coverage gaps
 - ▶ Address the health of employees to reduce absenteeism and increase productivity and overall employee health
- ▶ Create plan to support and improve employee health and overall, well-being and productivity
 - ▶ Structure of organization
 - ▶ Break flow and shift schedules
 - ▶ Current wellness team and availability of supporting individuals
 - ▶ Services and educational topics that were feasible to take to the organization, including providers and equipment
 - ▶ Select time frames that worked for WHC and employer that also accommodated all shifts

Corporate Workplace Wellness

▶ Six for Six Model

▶ Example Topics:

- ▶ Do You Know Your Numbers?
- ▶ Energize Your Shift: Nutrition Advice for Optimal Health
- ▶ Take a Breath: Spirometry Screening for Respiratory Wellness
- ▶ The Journey to Better Health: Tracking Changes in Blood Pressure and Weight



Step 3: Design- Create a Branded Wellness Experience

- ▶ Develop a consistent theme and cadence for onsite wellness services
 - ▶ Reinforce trust, enhance visibility and normalize preventive care engagement
 - ▶ Monthly sessions: relevant topics
 - ▶ Branded materials, co-developed with employer
- ▶ Refined communication strategies under unified messaging
 - ▶ “Exceedingly Well” “Close to Home”
- ▶ Rolled out tailored menu of wellness services, coordinated with employer workflow and staffing realities
 - ▶ Created promotional toolkits: flyers, print ads, and digital content aligned with company’s communication platforms

Workplace Wellness



WORKPLACE
WELLNESS
Event



Do You Know Your Numbers?

Join us for a **FREE workplace wellness event** featuring blood pressure and weight management presented by Robyn Feitshans, Wellness Coordinator.

Wednesday, January 17

First & Third Shifts
6:00 - 8:00 am

Second Shift
4:00 - 6:00 pm

Beauty Systems Group
Large Conference Room

Participants will:

- Get a free blood pressure check
- Learn blood pressure basics
- Learn ways to decrease blood pressure
- Receive weight management tips



Questions? Please contact Robyn Feitshans at
937.569.6504 or Robyn.Feitshans@WayneHealthCare.org



Wellness Van



Step 4: Deploy- Launch and Integrate Services Strategically

- ▶ Internal meetings to align tactics with hospital-wide strategic goals across departments
- ▶ Mapped services to priority health concerns
 - ▶ Cardiovascular health
 - ▶ Women's Health
 - ▶ Obesity/Diabetes
 - ▶ Mental Health
- ▶ Embedded flexibility into the launch plan to ensure services could evolve based on participation trends and operational feedback
- ▶ Utilize employee feedback and survey data to continually refine program delivery
 - ▶ Post-session surveys (Engagement, areas for improvement)
- ▶ Shared qualitative and quantitative metrics to demonstrate early outcomes
 - ▶ Self-reported behavior change and improved morale
 - ▶ Presented aggregated results to company leadership to reinforce program value

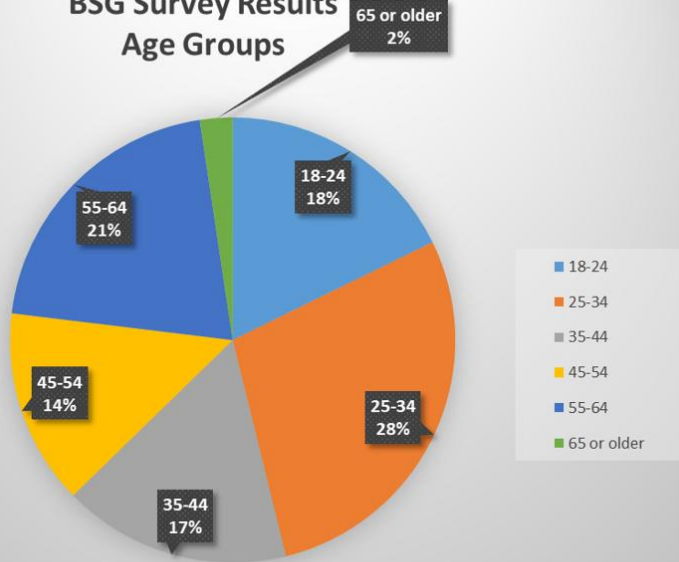
Employee Testimonials

- ▶ “I don’t follow with a provider at the moment; I don’t have insurance right now. I’m sure I have high blood pressure, everyone in my family does.”- female participant
- ▶ “I’m down 10 lbs. from the first time you guys came out in January. I’m not eating out as much as I was.”- female participant
- ▶ “I didn’t know I had high blood pressure”- 20-year-old man
 - ▶ Followed up with PCP and now has controlled blood pressure

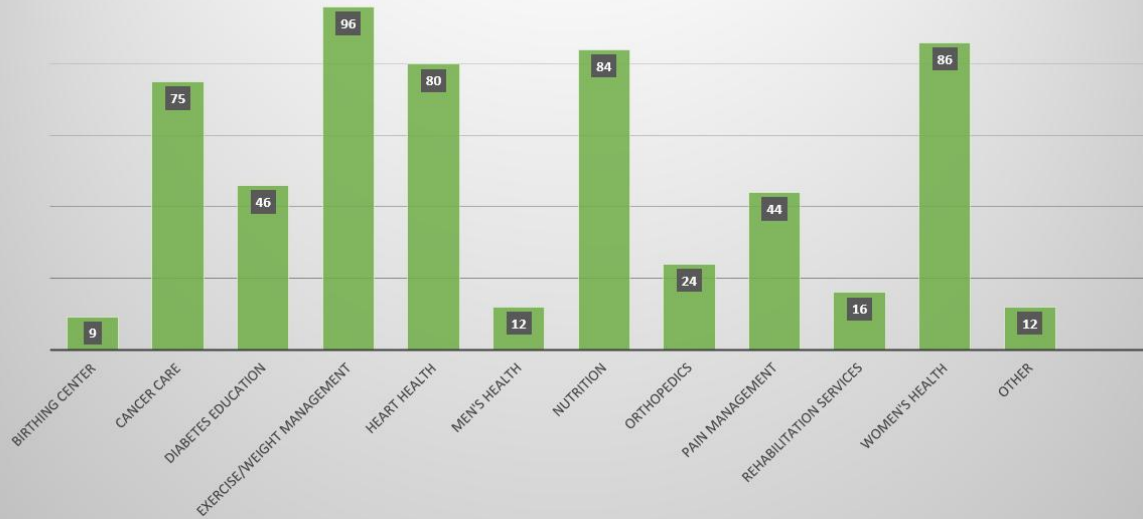


Data Snapshot

BSG Survey Results Age Groups



BSG Survey Results Wellness Topics of Interest



Step 5: Drive- Sustain Momentum and Protect the Brand

- ▶ Reinforce the wellness program as a long-term culture-building initiative rather than a one-time campaign
 - ▶ Revisit goals maintain alignment and refine objectives
 - ▶ Continued integration into organizational culture through leadership buy-in and internal champions
- ▶ Maintain brand integrity by consistently delivering high-quality services aligned with Wayne HealthCare's mission
 - ▶ Community outreach and corporate wellness are embedded in the hospital's strategic plan and grant priorities
 - ▶ Recent critical access designation enabled access to funding for expanded staffing, certifications and program offerings
- ▶ Support partner organizations in scaling efforts internally and advocating for wellness investment at the corporate level
 - ▶ HR director served as catalyst, bringing successful pilot outcomes to national attention
 - ▶ Reinforced the importance of sustained wellness investment as a driver of workforce health and resilience.

Leveraging Community & Hospital Assets

- ▶ Community and public health partnerships advance population health goals
- ▶ Foundation investment enables scale, sustainability, and innovation
- ▶ Marketing drives access, engagement, and health literacy
- ▶ Wellness center functions as a community-based care extension
- ▶ Cross-functional leadership ensures alignment and accountability

Whole-Person Oriented Strategy

“When we invest in the whole-person, mind, body, and purpose, we do more than build healthier employees. We build stronger teams, stronger organizations, and stronger communities.”

Questions?

Thank You!



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