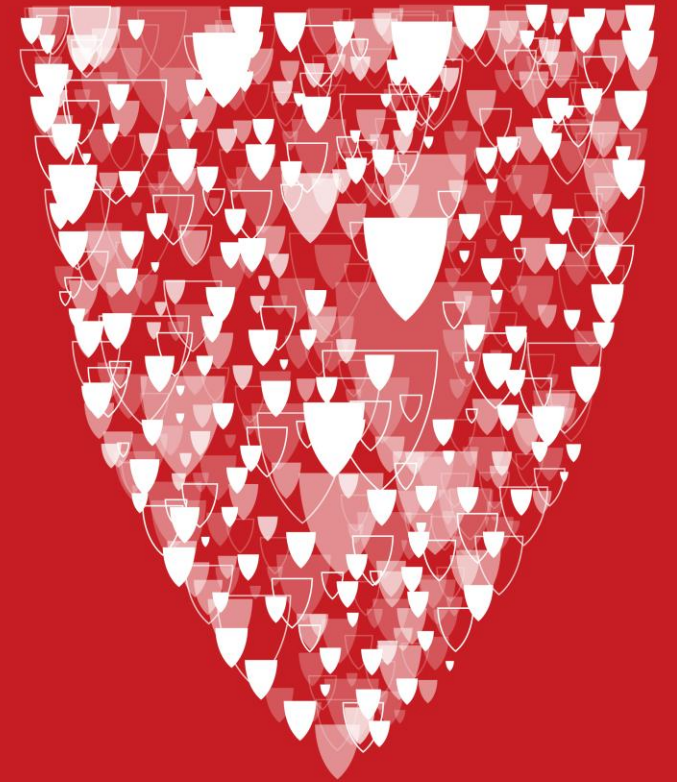
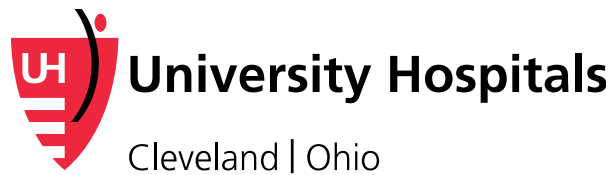


# Growing a Culture of Employee Well-Being from Top Down and Bottom Up

OHA Annual Conference 2025; Employee Well-Being Track  
May 19, 2025



# Speakers



**Jessica M. Jurcak, MS, MPH, RD, LD**

Manager, Whole Health & Well-Being Operations  
University Hospitals Population Health



**Allie Chasko, MA**

Administration and Communications Coordinator  
University Hospitals Connor Whole Health

# Disclaimers

Neither speaker has real or perceived conflicts of interest that relate to this presentation.

# Learning/Behavioral Outcomes

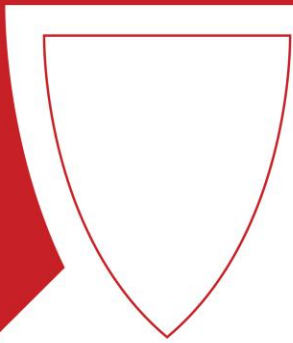


1. Participants will be able to describe how front-line healthcare employees can contribute to system-wide well-being culture growth.
2. Participants will identify two actions healthcare leaders can take to promote well-being among their employees.

# University Hospitals Health System



- Serving Cleveland & Northeast Ohio
- 1.5M Patients annually
- 21 Medical Centers (including 5 joint ventures)
- 50+ Health Centers
- 32,000 Employees
- GOLD Level status for the Healthy Business Council of Ohio's Healthy Worksite Recognition program for 3 years



# **Bottom-Up Approaches to Cultivate Employee Well-Being**

# UH Well-Being Ambassadors Program

## Overview:

- Because they are closely connected to their co-workers, WBAs are best able to support and motivate colleagues to achieve healthier lifestyles and improved quality of life
- Key function as a liaison between their departments and UH well-being opportunities
- Serve in a volunteer/non-paid role at UH

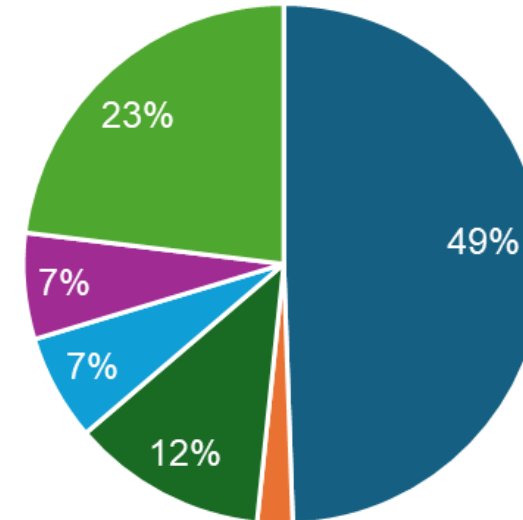
## Duties:

- Pledge a 1-year [renewable] commitment to the role
- Attend monthly Zoom meetings
- Participate in well-being programs (role models) and encourage colleagues to participate
- Brainstorm and build novel activities for colleagues
- Share regular well-being communications with colleagues

# UH Well-Being Ambassadors Program

- As of January 2025, 91 WBAs on the roster
- Represent 32 different entities
- 4% night/evening shift
- Additional 23,549 touchpoints for well-being (35% reporting)
- Example quotes of activities and success stories

WBA Area of Practice

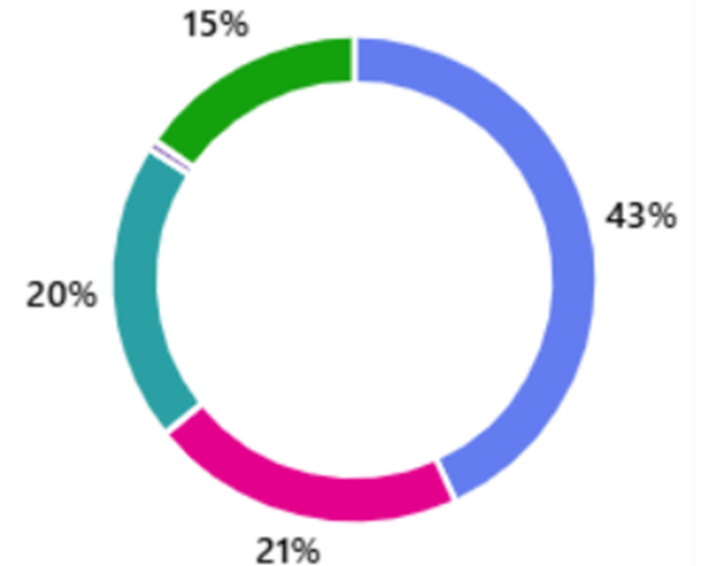


- Administrative & Professional Services
- Allied Health
- Leadership
- Advanced Practice
- Clinical Care Support
- Nursing

# UH Well-Being Ambassadors Program

What did you do this past month for your role as a UH Well-Being Ambassador?

● Shared email messages about well-being programs/services	248
● Led or assisted with a well-being activity that is not a part of my day-to-day UH job position	121
● Walked a colleague through the Healthy UH platform	114
● Nothing this month!	4
● Other	88



# UH Well-Being Ambassadors Program



*"The nurse managers especially thanked me for leading the time together and told me about how they were going to do some of the activities with their teams!"*

*"A handful of my coworkers have now incorporated Tai Chi into their weekly workouts after my Tai Chi presentation and class."*



*"One of my coworkers tried 3 new fruits/vegetables that they had never tried before. Now they plan to add into their meal plan."*

*"One co-worker shared that her back and neck pain was alleviated [after discussion and practice of chair stretches]."*

# UH Well-Being Ambassadors Program



## Takeaways:

1. Low resources
  - Personnel
  - Financial
2. Meaningful impact
  - Social connections
  - Engagement
3. Empowering
  - New ideas
  - Adds value

# UH Appreciates Program

- Platform for giving and receiving recognition for high-quality compassionate patient care and other exceptional contributions
- Recognizes caregivers for a job well done
- Thanks caregivers for their efforts
- Celebrates birthdays, service anniversaries, and other milestones



# UH Appreciates Platform

**Expression E-Cards:** Everyday messages for UH caregivers to share with each other—holiday greetings, life events, birthdays, anniversaries, and more  
(E-card)

**High-5s:** Peer-to-peer recognition for a job well done in the categories of: [Core Values](#), Speak-Up Culture, Quality, Patient/Customer Experience, or Well-being  
(UH Appreciates Points)

**Bravos:** Leader-to-direct report recognition for a job well done in the categories of: [Core Values](#), Speak-Up Culture, Quality, Patient/Customer Experience, or Well-being  
(UH Appreciates Points)

**Kindness Matters:** Opportunity to recognize caregivers who exemplify compassion, emphasize the capacity for kindness in everyone, and demonstrate our UH Values in action  
(E-card and UH Appreciates Points)

**Welcome:** Opportunity for UH to offer congratulations and recognition to UH caregivers on their first day and 1-year anniversary  
(E-Card and UH Appreciates Points)

**UH Service Anniversaries:** Eligible caregivers recognized annually and every five years  
(E-card; certificate and UH Appreciates Points)

**Retirement:** Recognizing caregivers for their service upon their retirement  
(merchandise selection based on years of service)

**Birthdays:** Recognizes caregivers on their special day  
(E-card)

# UH Appreciates Program

- **84% of employees are registered** users in the system (best practice levels)
- **2024: 3.3M recognition moments overall**
  - 93% of employees received some level of recognition
  - 50% of employees sent some type of recognition
  - Leaders averaged more than 500 recognitions per day
- **Monthly Averages:**
  - 1.5K E-cards sent
  - 7K High-5s sent
  - 13K Bravos sent



QUALITY  
**High-5**

Continuous commitment to safe, reliable, superior care.



PATIENT/CUSTOMER  
EXPERIENCE  
**Bravo**

Creating positive environments in service for others.



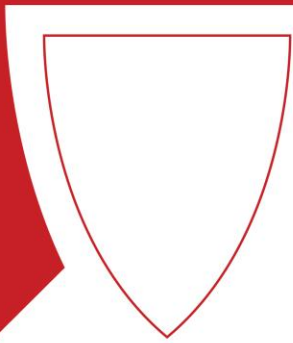
# UH Appreciates Program



## **Takeaways:**


1. Positive Culture
2. Caregiver Engagement
3. Purpose & Belonging


*When we feel appreciated and valued, we create better environments for care, positively impact patients, and enhance our own experiences.*




# **Top Down & Bottom Up *Co-Designed* Approach to Support Employee Well-Being**


# UH4YOU Daily Self-Care Email


 Short daily (M-F) message that delivers well-being inspiration and information

 Started in April 2020 in response to COVID-19 and the increased need for caregiver support

 Purpose: To provide practical resources to support caregivers' well-being in an easy-to-digest format

 Three components: (1) Resource of the Day, (2) Self-Care Tip of the Day, (3) Mood Booster of the Day

 Post-pandemic, UH4YOU continues to be a go-to source of well-being information for caregivers and an opportunity for UH leaders and departments to share important opportunities, events, reminders, and more.

 UH4YOU regularly shares content from: Employee Well-Being Committee, Healthy UH, Organizational Development & Learning, Research, Total Rewards, and so much more!

# UH4YOU By the Numbers

## UH4YOU Open Rates (2021-2025)

Year	Average Unique Opens	Average % Open	Messages Sent
2025	23,012	56.70%	78*
2024	24,074	60.30%	256
2023	24,398	60.50%	255
2022	22,479	65.40%	273
2021	21,723	62.30%	231

- First message: 5/8/20
- Emails since inception: 1,245\*
- Average unique opens: 23,137
- Average open rate: 61%

*\*As of 4/22/25*

# UH4YOU Daily Self-Care Email

Sports, arts, & holiday discounts

New open enrollment benefits

Browns invitation to photo shoot

Total Rewards benefits

Free fitness center access

Benefits enrollment 411

Virtual Relaxation Room

Leadership development

My UH Appreciates

New Caregiver Support Program

Fuel Well Be Well

Kindness Matters

- Most engaging content in 2024
- Engagement measured when content offers opportunity for clicks
- Common themes:
  - Free
  - Local
  - Easy to access
  - Beneficial to personal well-being

# UH4YOU Daily Self-Care Email

## Takeaways:

1. Low resources
  - Personnel
  - Financial
2. Meaningful impact
  - Engagement
  - Support
3. Large reach
  - System-wide
  - Variety of content



Can't open links? Get updated information on your phone with the [MyUHApp](#), available for Apple and Android.

We're in this together. Let us help you.

April 16, 2025  
YOUR RESOURCE OF THE DAY



### UH Health Talk | Diabetes & Stress Management

Wednesday, April 16, 2025 | 12:00-1:00 p.m.  
[Register here](#)

Presenters: Betul Hatipoglu, MD; Melissa Fitzgerald, M.Ed. This free webinar, presented by University Hospitals, is designed for individuals living with diabetes. It explores how stress affects diabetes management, particularly blood sugar levels. Participants will learn stress-reducing techniques and practical tips to improve their overall health and diabetes care. The session includes a Q&A segment.



### UH Health Talk | How to Keep Your Back Healthy at Work and Home

Wednesday, April 16, 2025 | 6:00-7:00 p.m.  
[Register here](#)

Presenter: Ryan Tessean, PT, CIDN

Join us for a free webinar presented by University Hospitals Rehabilitation Services. Learn about how to keep a healthy back at home and work.

Research suggests that back injuries affect 80 percent of the adult population. However, being

mindful of simple principles of biomechanics can significantly decrease the rate and severity of back injury. Join Ryan Tessean, PT, CIDN, to learn practical injury prevention techniques that may be used at work and at home. In addition, Ryan will discuss the biomechanics of everyday tasks such as yard work, lifting and the ergonomics of workstation positioning.

## SELF-CARE TIP OF THE DAY

THE TIME  
IS  
*now*

### Caring for Yourself and the Environment

*In recognition of Earth Month, this week's tips offer some inspirational quotes about environmentalism and the work we must do to secure a sustainable future.*

"Anything else you're interested in is not going to happen if you can't breathe the air and drink the water. Don't sit this one out. Do something. You are by accident of fate alive at an absolutely critical moment in the history of our planet."  
—Carl Sagan, American astronomer, planetary scientist, cosmologist, astrophysicist, astrobiologist, author, Cornell professor, and science communicator

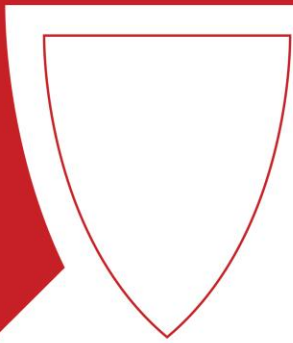
## MOOD BOOSTER

Yesterday is but today's  
memory, and tomorrow is  
today's dream.

### Quote of the Day: National Arab American Heritage Month

*In recognition of National Arab American Heritage Month, this month's Quotes of the Day honor the Arab American community and celebrate Arab culture.*

"Yesterday is but today's memory, and tomorrow is today's dream." —Kahlil Gibran

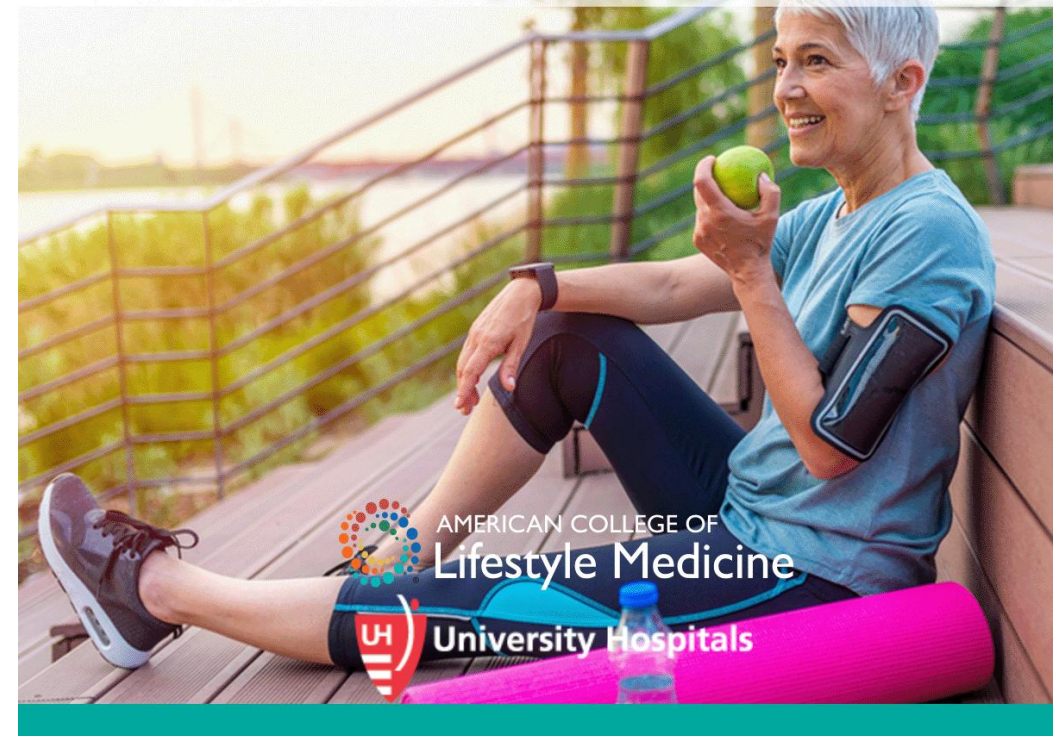


# **Top-Down Approaches to Promote Well-Being Among Employees**

# Lifestyle Medicine Continuing Education

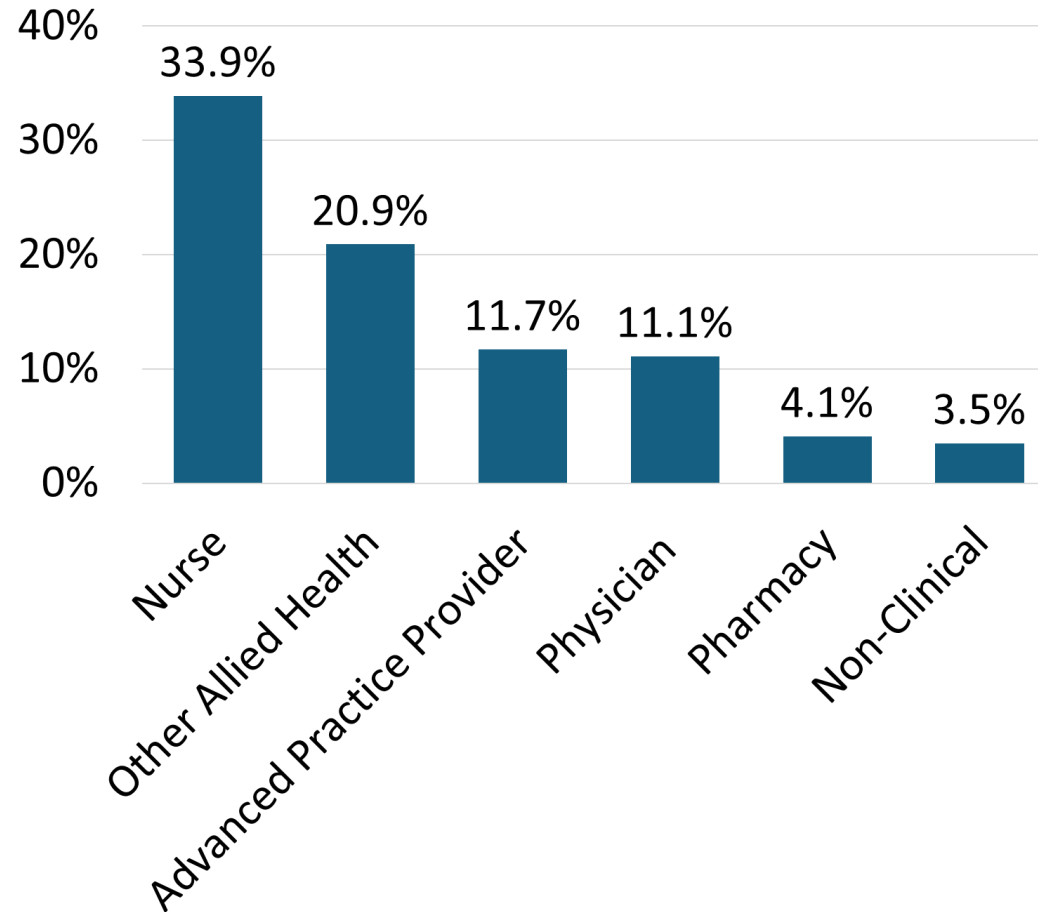
- White House Conference on Hunger, Nutrition, and Health, September 2022 led to ACLM offering healthcare providers 5.5 continuing education units around Lifestyle Medicine and Food as Medicine
- Online, on-demand modules sharing evidence and practical strategies for personal and professional care
- UH is a member of ACLM Health Systems Council
- Distribution Strategies:
  - Targeted ALL healthcare employees
  - Comprehensive communication strategy
  - Integrated into employee well-being program
  - Leadership promotion/encouragement (nursing, nutrition, etc.)
  - Collection of feedback for ongoing promotion

## Lifestyle Medicine & Food As Medicine **ESSENTIALS** Course Bundle



# Lifestyle Medicine Continuing Education

- **Enrollment:**
  - Nov 2022-March 2025: 2,250 UH enrollees
- **Completion:**
  - 511 (23%) full completion via ACLM reporting
  - 435 submitted feedback after course completion for UH wellness points
  - 77.5% reported working in a clinical entity location



# Lifestyle Medicine Continuing Education

## Please share your most important takeaway from the Essentials Bundle Course?

Themes of Responses:

1. Importance of lifestyle to prevent and treat chronic disease
2. Strong indication that lifestyle matters

*“I learned that the root causes of chronic disease can be treated and even cured with lifestyle changes and especially a real food diet approach.”*

– APRN

*“Diet is the greatest lifestyle change you can do to improve health and possibly put some disease states in remission.”*

– RN

## How will the information from this training impact your personal well-being and/or your professional care?

Themes of Responses:

1. Motivation and strategies for improving nutrition intake
2. Feeling empowered to recommend small changes and plant-based diets to patients

*“I was expecting to learn more information on how to support and educate my patients, but I felt I learned just as much if not more to adapt and implement into my own personal life. Good reminders to make sure I take care of myself in order to care for my patients and those I surround myself with at home and work.”*

– Expressive Therapist

*“This gave a concrete message for a place to start with patients. It will help me in counseling my patients on healthier diet options.”*

– OB/GYN MD

# Lifestyle Medicine Continuing Education



Lifestyle Medicine and Food as Medicine Essentials

**Free 5.5 Hours CME/CE**

**Enroll Now** 



## Takeaways:

1. Bundle wellness-related professional development into wellness initiatives
2. Find key leaders to support and communicate
3. Don't assume who will or will not be interested

# UH Well-Being Moment Initiative

- Opportunity for teams to focus their intention on each other, their purpose, and their well-being
- Invitation for team leaders to hold a few moments of space at the start of team huddles/meetings to recognize each other's humanity and empower each other to bring their whole selves to the workplace
- Supports the team's individual and collective needs for a culture of trust, belonging, teamwork, and sense of well-being
- Just a few minutes and a simple intention can make a difference!



# UH Well-Being Moment Initiative



Intention Setting



Guided Meditation Minute



Authentic Check-Ins



Quotes and Recognition



Share the Good



Body Awareness



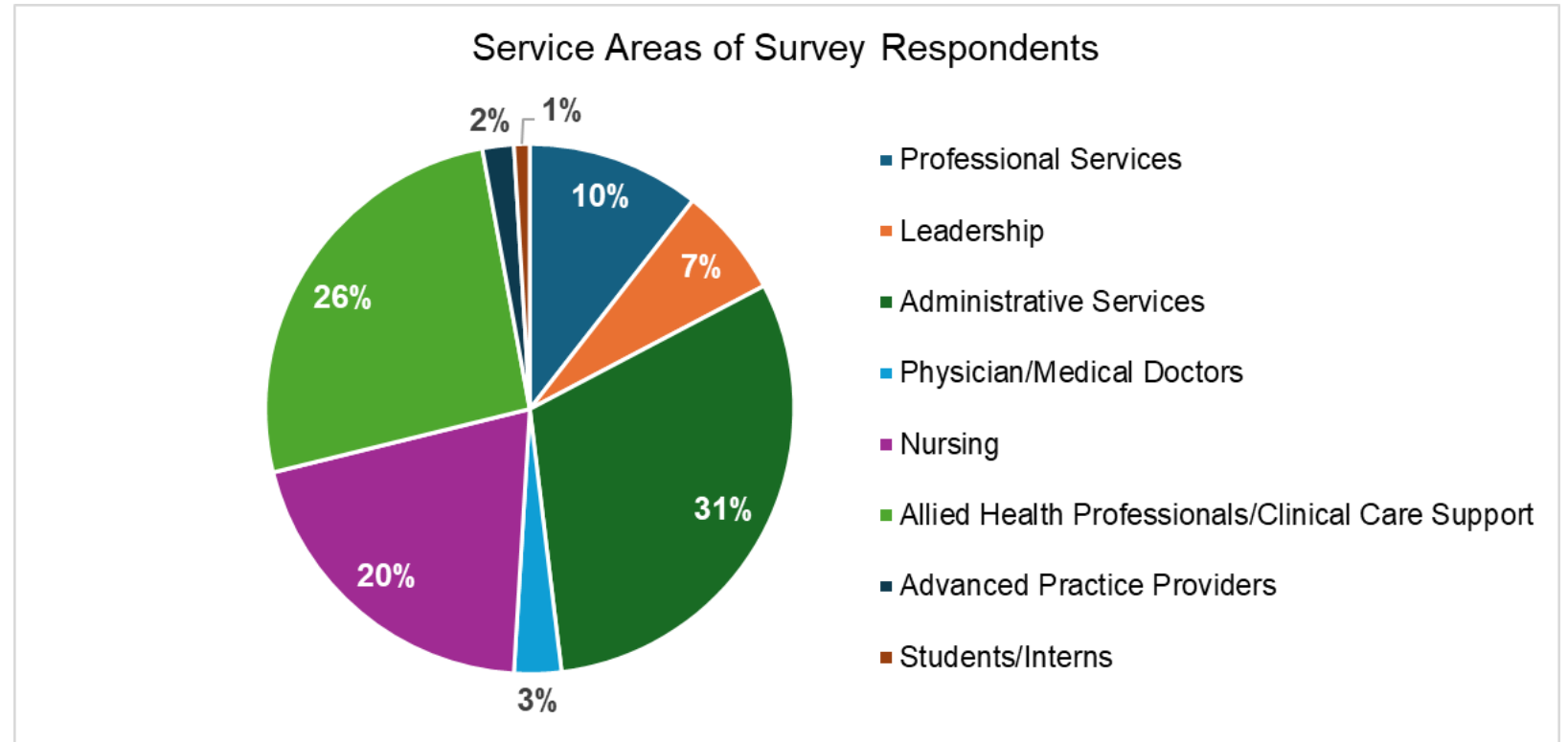
Silent Connections



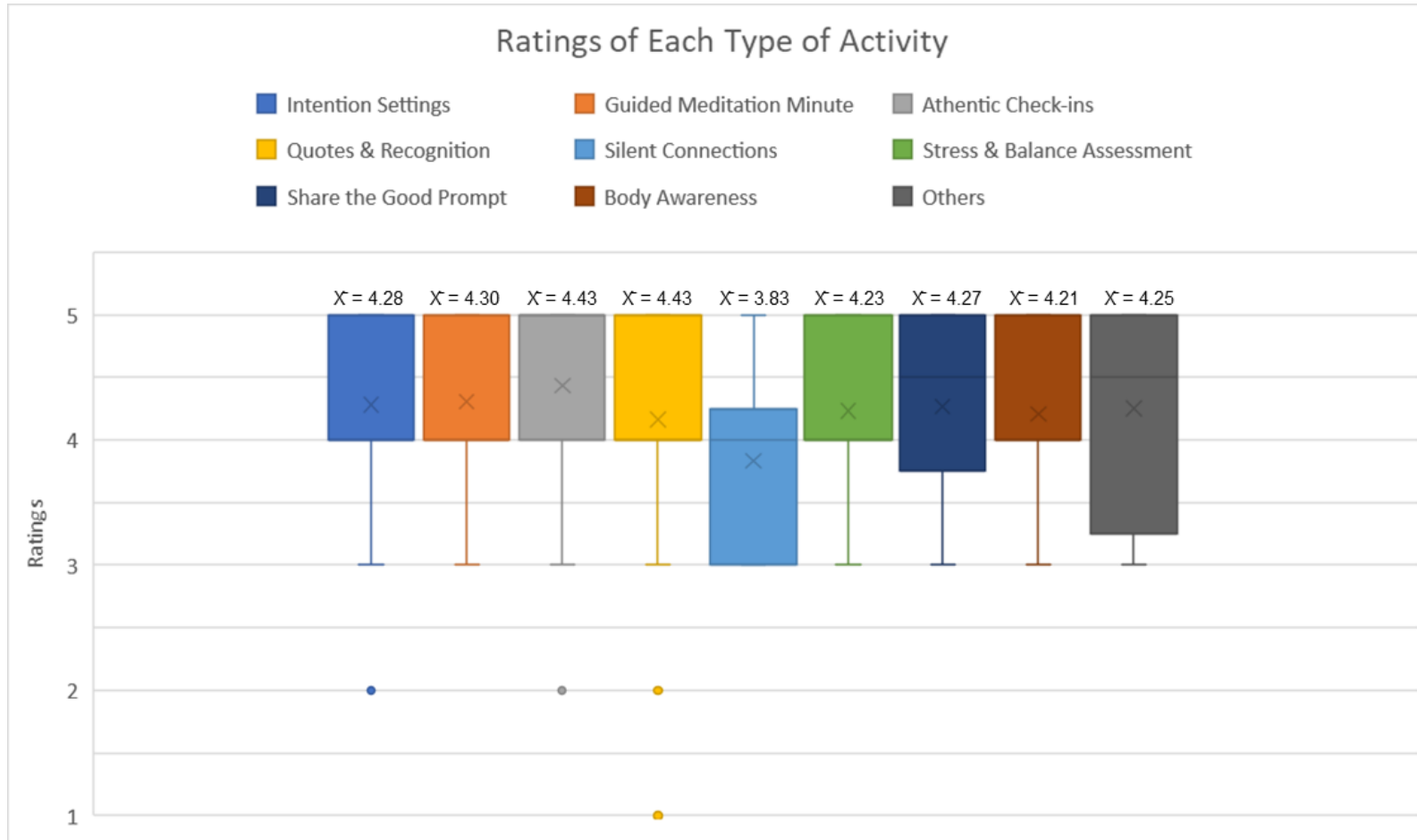
Stress and Balance Assessment

# UH Well-Being Moment Initiative

- Initiative Launch & Uptake Evaluation:
  - 10-minute training video incentivized through wellness platform for one month
  - Follow-up survey two months later
- Training video participants: 2,660 UH employees
- Convenience sample survey: 104 respondents



# UH Well-Being Moment



Total Well-Being Moments completed: 104

- Average: 9.5
- Mode: 5
- Range: 1-37

Type most often completed:

1. Guided Meditation
2. Quotes/Recognition
3. Intention Setting

# UH Well-Being Moment Initiative

## Team Benefits Perceived

**70%** reported positive benefit or team effect:

- De-stressing
- Increased energy
- More engaged
- Connected
- Focused
- Increased trust

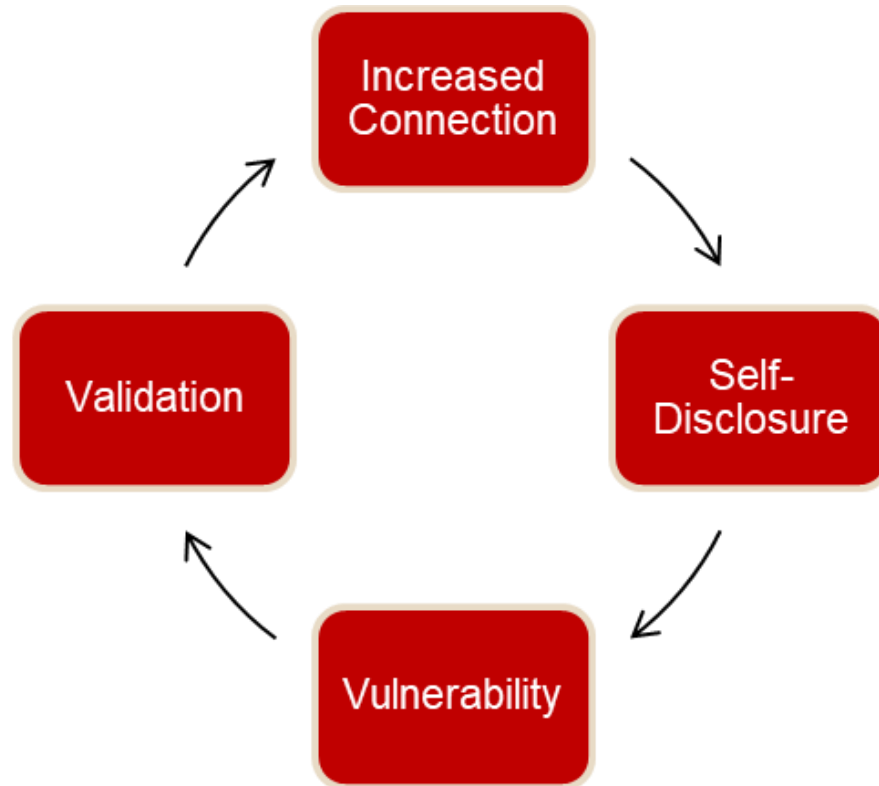
## Challenges Noted

**15%** indicated experiencing implementation challenges\*:

- Time during meetings
- Participant hesitation
- Discomfort with silence
- Lack of full team engagement

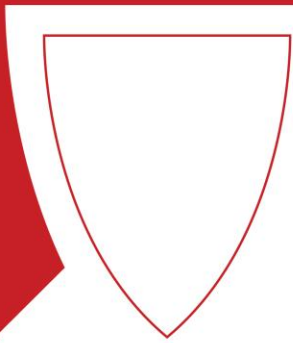
\*Most noted that with time and regular practice, comfort and engagement would likely increase.

# UH Well-Being Moment Initiative



## Takeaways:

1. Short, sweet, & impactful
2. Integration into team flow
3. Variety of activities to meet the team's need of the moment



## Final Thoughts

*"When people are financially invested, they want a return.  
When people are emotionally invested, they want to contribute."*

*- Simon Sinek*

# Q&A

**Thank you!**

**Jessica M. Jurcak, MS, MPH, RD, LD**

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