

CASE STUDY

RedBrick Health on-site coaches net greater participation at children's hospital

CLIENT SUMMARY

- > Children's hospital
- > 9,119 non-union enrolled employees
- > Hospital's care network serves patients at 50+ locations

KEY CHALLENGES

- > Busy, stressful work environment
- > Greatest health risks: Lack of exercise, stress, overweight/obese
- > Majority have shared workstations

LESSONS LEARNED

Personalize. Offer health coaching and wellness services on site that are fully integrated with other online and phone coaching programs

Collaborate. Close coordination between benefits team and RedBrick strengthens program

Leadership. Executives lead by example and generate greater staff involvement

Consistency. Clear, simple, annual steps aid understanding and participation

CHOP sees drop in health risk factors

The Children's Hospital of Philadelphia (CHOP), with more than 9,000 medical plan-enrolled employees, has been a RedBrick Health client for two years. In addition to RedBrick's full suite of online and phone programs, the services delivered by two on-site RedBrick health coaches for its busy, on-the-go workforce set the groundwork to add a third on-site coach based on growing employee demand. "Like many healthcare industries, our employees were taking care of others and not taking care of themselves," explains Lauren Chestnut, CHOP wellness program manager. "Our RedBrick coaches are like the eyes and ears and the boots on the ground at all our locations. They're the reason RedBrick Health has become a household name at CHOP."

Along with the coaches' physical presence, incentives for activity completion have influenced participation in other RedBrick services. Employees who complete the RedBrick health assessment and health screening save \$30 per pay period on medical premiums. From May 1, 2014 through April 30, 2015, 75% of eligible employees completed these activities.

USE OF
ON-SITE COACHING
INCREASED **59%**
FROM 231 IN 2014 TO 367
AS OF AUGUST 2015

CONSUMERS COMPLETING
HEALTH ASSESSMENT
AND SCREENING **75%**
ENROLLED POPULATION
DURING 12-MONTH PERIOD
ENDING 4/30/15

"We're making progress creating an organizational culture that promotes wellness and accountability for personal health," says Chestnut. "Since being with RedBrick and having all the available tools through the RedBrick portal, we've seen a drop in risk factor percentages. We are starting to shift into the healthier ranges, and we're above RedBrick's book of business on many of the preventive care measures."

ON-SITE HEALTH COACHES DELIVER ARRAY OF SERVICES

On-site RedBrick health coaches are integral members of the CHOP wellness team. Employed by RedBrick and working at various hospital locations, Jan, Sandy and Kerri provide one-on-one coaching sessions, group coaching sessions, stop-by tables, department meeting presentations, and other wellness services requested by the client.



Jan Gottlieb has a master’s degree in public health and holds many certifications. She previously had a private coaching practice and served on the faculty at a medical school for 18 years.



Sandy Schultze is a Licensed registered nurse and National Society of Health Coaches certified health coach. Her experience includes cardio-pulmonary, disease and complex case management.



Kerri Shantz has a master’s degree in public health and bachelor’s in exercise physiology. She has 10+ years’ experience and is the recipient of coach excellence and innovation awards.

The Children’s Hospital of Philadelphia has enjoyed many success stories with RedBrick, including the following:

PARTICIPANT	HEALTH CONDITIONS	GOALS	REDBRICK SERVICES USED	RESULTS
 <p>Winston Age 50</p>	High cholesterol and overweight	Improve diet and exercise and lose weight	On-site health coaching, Journeys digital coaching, activity tracking, challenges	Lost 21 pounds, lowered cholesterol and triglycerides
 <p>Dianna Age 53</p>	Stress caused by work demands and parents’ health issues	Regain control from recent events, reduce stress and lose weight	On-site health coaching	Lowered blood pressure, changed diet, reduced stress and is losing weight
 <p>Angelique Age 48</p>	Multiple Myeloma, chemotherapy, stem cell transplant	Mindful eating, get more active, lose excess weight	On-site health coaching, synced Fitbit to RedBrick, Journeys digital coaching	Lost 47 pounds, A1C dropped to normal range, cancer has stabilized
 <p>Matt Age 46</p>	Elevated blood pressure and cholesterol, history of surgeries	Regular exercise, weight lifting, improve sleep, reduce stress	On-site health coaching, Journeys digital coaching, challenges, synced Fitbit to RedBrick	Commitment to physical activity, better work-life balance and stress management techniques

Want to take your program to the next level?
Interested in a demo? Let’s talk. Email us at info@redbrickhealth.com or call us at **855-776-5515**.