Advancing Integration in a Medical Fitness Center
Michael Hyek, PhD

Advancing Integration
- OhioHealth & McConnell Heart Health Center
- McConnell Heart Health Center Integration
- OhioHealth System Integration Partnerships
  - OhioHealth Foundation
  - OhioHealth Employer Services Division
  - OhioHealth Benefits Division (OhioHealthy)
  - YMCA

OhioHealth Overview
WHO WE ARE & WHAT WE DO
WE are a faith-based, not-for-profit healthcare system.

Mission
To improve the health of those we serve.
Focus Areas
- Primary and secondary prevention
- Integrated approach
- Extending the continuum of care

OhioHealth McConnell Heart Health Center
Integrated Medical Fitness Center
Opened in 1998
130,000 square feet

John and Peggy McConnell
Original building (105,000 sq ft)
Peggy’s Path (2004)
Spine, Sport and Joint Center (2005)
Big Red’s Lodges (2009)
Clinical Programs
Cardiac-Focused
Clinical Programs
Orthopedic-Focused
Retail Programs

Clinical Care – Cardiac Focus
- Cardiac & Pulmonary Rehabilitation
- Lipid Clinic
- OhioHealth Medical Weight Management
- OhioHealth Surgical Weight Management
- Diabetes and Nutrition Counseling

Clinical Care - Orthopedic Focus
- Non-surgical Care of Orthopedic Conditions
- Evolving Biologic Orthopedics
- Electrodiagnostics and Musculoskeletal Ultrasound
- Bone Health Program

Official Team Physicians for the Columbus Blue Jackets

Community-Focused Retail Programs
Fitness Membership
4,500 members
Group Fitness Classes
Aquatic and land-based classes
Personalized Services
Personal training, massage, Pilates, swimming lessons, babysitting
Big Red’s Lodges
Overnight accommodations including access to the fitness center
MHHC Café
Healthy eating experience, on-site catering, program collaboration
Clinical Retail Programs
CWP; Delay the Disease; MS Wellness; Stroke Wellness; Bone Health & Wellness; EH&W
Corporate Wellness
On site wellness programs & services; tobacco cessation; lunch & learns; on-site fitness center management

Associate Skill Mix
- Clinical Exercise Physiologists
- Exercise Physiologists
- Registered Dietitians
- Psychologists
- Registered Nurses
- Physicians
- Wellness Coach
- Aquatic Specialists
- Physical Therapists
- Pharmacists
- Administrative Professionals

Integration
Integration = ‘shared space’

- Groups work and think in silos
- Use goals and metrics based on their own performance
- Successes and opportunities unknown to other departments
- Few handoffs and little to no added value for the consumer

Delivery of Care

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<th>Metric 1</th>
<th>Metric 2</th>
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Integration = Enhanced Guest Experience

- Removal of silos
- Shared goals and performance metrics
- Successes and opportunities are shared with other departments
- Handoffs occur automatically to maximize value for the consumer

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How do we create an ‘Enhanced Guest Experience’?

- Removal of operational silos
- Shared resources
- Shared performance metric goals
- Shared successes

Organizational Structure

Senior Leader

Director

Manager

Team Leader

CP Rehab; Wh. Mang; CV Svcs

Physical Therapy & SSJC

BRL; Cafes; Support Svcs

Fitness Center
**How do we create a ‘Value-Added Guest Experience’?**

- Removal of operational silos
- Shared resources
- Shared performance metric goals
- Shared successes

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**Shared Performance Metric Goal**

**Financials**
- Gross Revenue >$
- Direct Expenses <$

**Customer Service:**
- Press Ganey Overall ≥ 98%
- Medical Practice ≥ 98%
- Clinical 2 of 3 areas ≥ 80th %ile
- Likelihood of Recommending MHHC: ≥ 90%

**Quality of Worklife:**
- Associate Engagement Score

**Clinical Quality:**
- Clinical Indicators at goal 3 of 3
- Fitness Membership Retention – Rolling 12 mo average 80%

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**System Integration Partnerships**

- OhioHealth Foundation
- OhioHealth Employer Services Division
- OhioHealth Benefits Division (OhioHealthy)
- YMCA

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OhioHealth Foundation
OhioHealth Foundation

- Philanthropic division of the organization
- Funds programs that support our mission to improve the health of those we serve
- Scientific research: treatments and technology
- Health education & wellness programs; disease management programs for those suffering with chronic diseases

OhioHealth Foundation Programs

- Delay the Disease
- Cancer Wellness
- Stroke Wellness
- MS Wellness
- Bone Health & Wellness

OhioHealth Employer Services

- Liaison to employers seeking healthcare services
- > 3,000 Employer relationships in Central OH
- Services include:
  - Health assessments & screenings
  - Fitness programs/services
  - Educational lectures
  - Flu shots
  - Mobile Mammography
  - On site wellness clinics
  - On site fitness centers

OhioHealth Benefits Division

- Medical/dental/vision plan
- HAS/FSA
- Retirement plans
- Time Away Pay
- Wellness/lifestyle programs
YMCA Partnership

- YMCA of Central Ohio ~ 12 locations
- Regional partners cover majority of common zip codes
- Heat map: overlap of approx 90% of OhioHealth associates
- Existing partnerships:
  - Diabetes Prevention Program
  - New employee physicals/drug testing
  - Primary care market
  - Fitness Rewards Program
  - Wellness on Wheels
  - Expansion of clinical retail programs (e.g. Bone Health & Wellness)

Expanded Thinking

- Integration = Enhanced Guest Experience
- Eliminate silos
- Shares resource, successes & performance metrics
- Advance your integration
  - SEEK internal/external partnerships
  - Find your 'Foundation', 'Employer Services', etc
  - Be the solution for a need
  - Build relationships