



VIZIENT CONNECTIONS SUMMIT

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Commitment to Wellbeing Elevates Employee Engagement, Fuels Financial Performance

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Learning Objectives



- Outline the characteristics of a successful employee wellbeing program.
- Describe the benefits of a long-term, holistic wellbeing program.



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About our System

Baptist Memorial Health Care

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- 24 hospitals
- 1 freestanding ER
- 4,000+ licensed beds
- 136,000 discharges
- 575,000 emergency visits

- 470+ heart transplants
- 88,457 surgeries
- 13,890 deliveries

- 5,200+ providers
 - 600 + employed
 - 2.3M visits
- 21,000+ employees
- 5,400+ nurses

\$500+ million
in community benefit and
uncompensated care



2017: Need for Health and Wellbeing

Baptist Memorial Health Care

- 18,000 employees
- 26,000 lives in the health plan
- Health spend over \$186.0M per year
- Fragmented: wellness program and primary care medical home separate
- Significant costs of chronic disease
- High rates of permanent disability
- Significant work time off due to illness
- Wellness program contract up for renewal

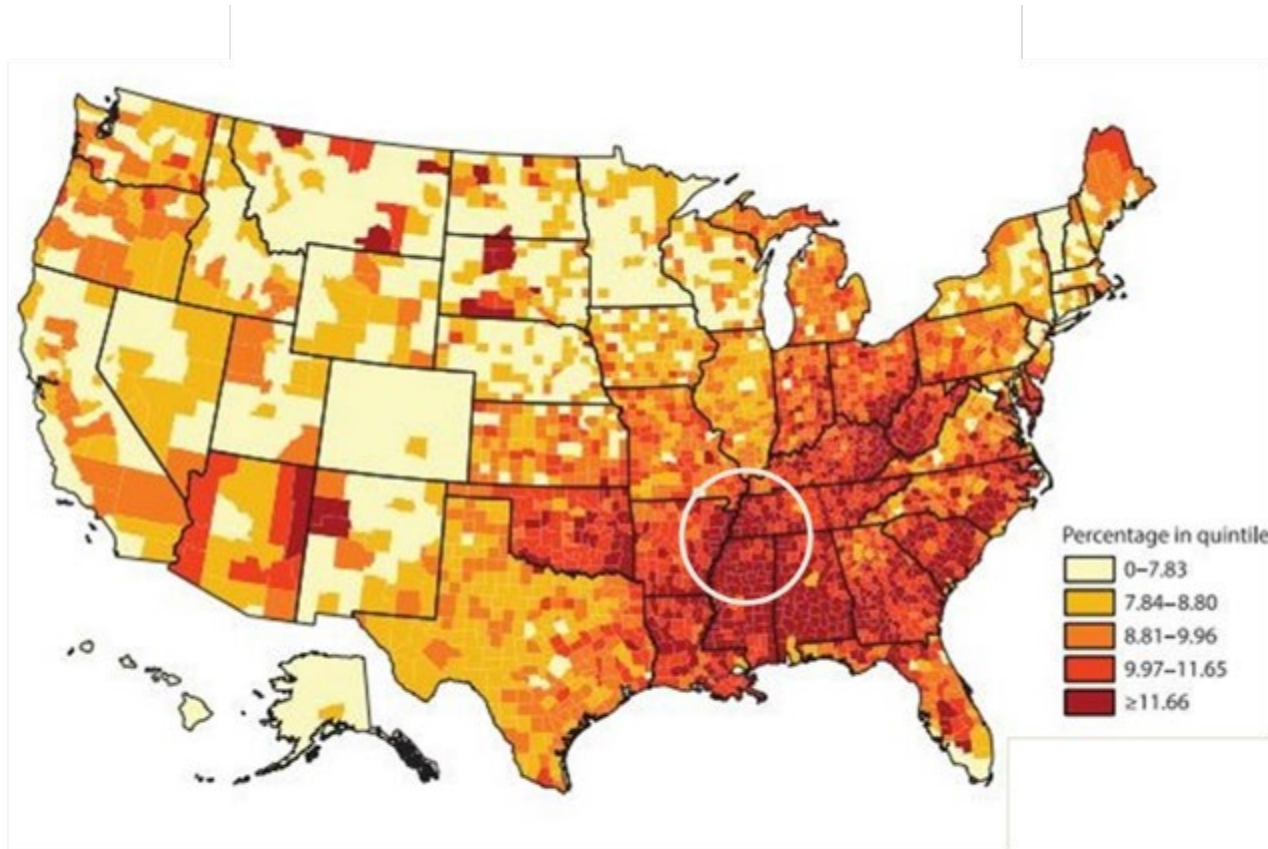


**Is it time for a
game-changing
approach?**

**Prompted us to request a grant
from our Baptist Foundation,
Grant of \$1M awarded. The
Program launched in 2018.**

Mid-South Health Challenges

Diagnosed Diabetes Prevalence

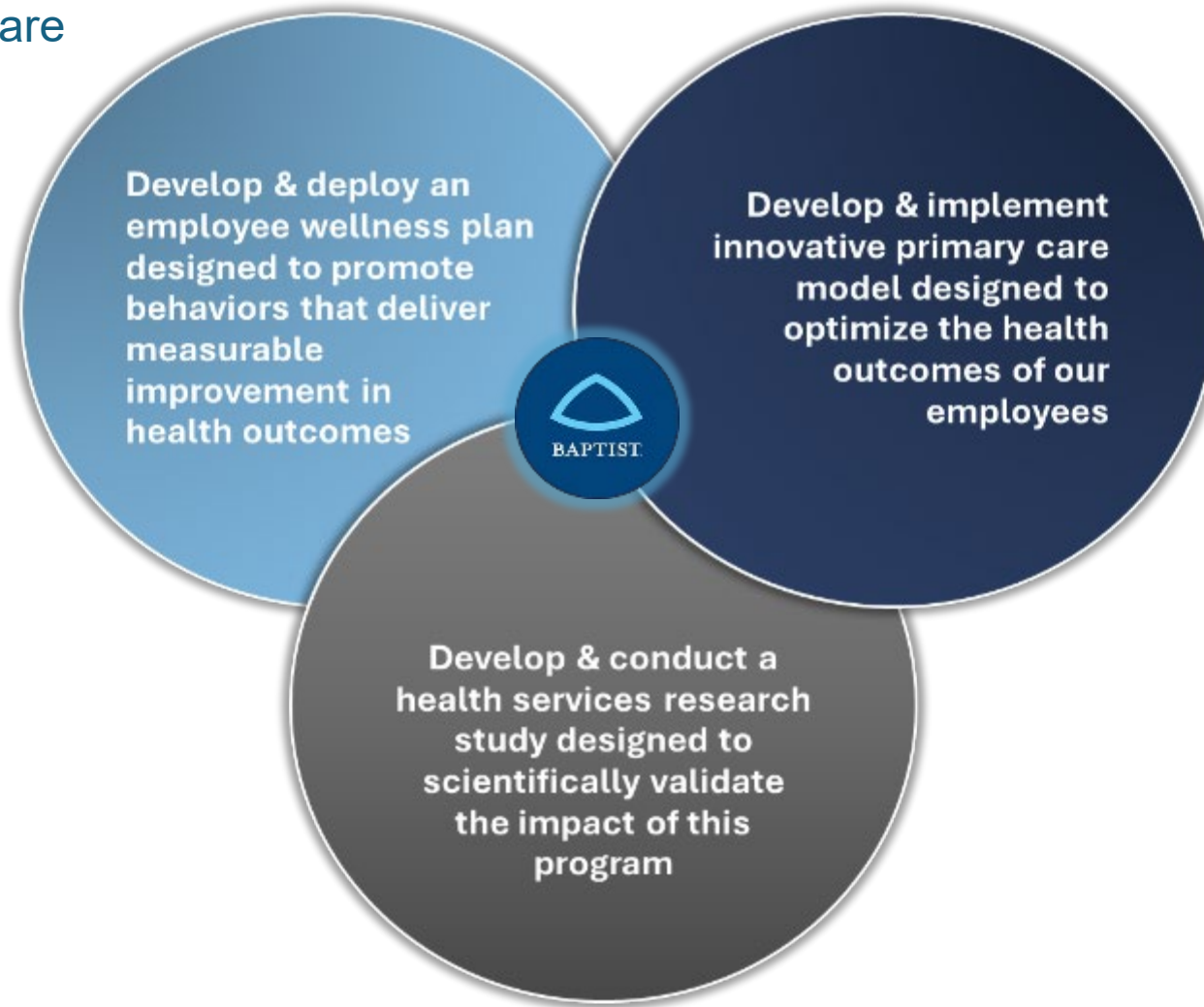


“The Mid-South has higher rates of disability and death from heart attack, stroke, cancer, kidney failure, and arthritis than anywhere else in the nation.”

Source: UT Health Science Center & CDC

3-Program Aims

Baptist Memorial Health Care



BestHealth

The Why, What & Goals of the Approach



WHY

BestHealth is Baptist's holistic wellbeing platform offering health plan participants programs and activities to promote positive health behaviors.

WHAT

Our goal is to improve health status and outcomes by reinforcing the importance of a healthy lifestyle and benefits of making healthy choices.

GOALS

Focus placed on the prevention, early detection, and management of chronic diseases through health screenings, personalized goal setting, ongoing education, coaching, and care coordination with primary care providers.

Evidence-based Approach to Wellbeing

BestHealth by Baptist

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Whole System Approach

Whole system intervention based on CDC guidance moves the organization to a culture of health



Cohort Interventions

Use population health analysis to stratify the population into risk-based cohorts for intervention design



Person Centered

HRA & biometric screenings tailor programs to engage each person with incentives for better health



HRA: Health Risk Assessment

Annual Wellness Visits

BestHealth Integrates with the Baptist Medical Group

BestHealth Annual Wellness Visit (AWV) rate for its employees (88%) significantly reduces costs.

Members with two straight years of AWVs have 9.4% lower costs than those without!

Employees without 2 consecutive AWV's, were shown to have:

- 🚶 **4X higher** inpatient care costs
- 🚶 **220% higher** total admits/1,000
- 🚶 **Twice as many** 30-day readmits
- 🚶 **15% lower** cancer screening rates



BestHealth Offerings

BestHealth by Baptist

- 🏃 **Go Healthy! Weight Management Program**
- 🏃 **Diabetes Value Based Program**
- 🏃 **Nutrition Support and Education**
- 🏃 **Tobacco Cessation Program**
- 🏃 **BestYou in partnership with Concern/EAP**
- 🏃 **BestFit Exercise Program Design**
- 🏃 **Hypertension Mastery course**
- 🏃 **Healthy Mom, Healthy Baby**



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BESTHealth

**Healthy Mom,
Healthy Baby!**

2018 to 2023: Population Health Status

Baptist Memorial Health Care



Clinical Measures	Baseline			Follow-up			Relative Change ²
	Participants with Condition	Eligible Participants ¹	%	Participants with Condition	Eligible Participants ¹	%	
Metabolic syndrome ³	1626	4472	36%	967	4472	22%	-41%
Overweight (BMI 25 - 29.9 kg/m ²)	1229	4472	27%	1250	4472	28%	2%
Obese (BMI ≥ 30 kg/m ²)	2297	4472	51%	2183	4472	49%	-5%
Large waist measurement (males > 40", females > 35")	2574	4472	58%	2247	4472	50%	-13%
Prehypertensive (120/80 - 139/89 mmHg)	1977	4472	44%	1710	4472	38%	-14%
Hypertensive (≥ 140/90 mmHg)	1210	4472	27%	529	4472	12%	-56%
Total cholesterol ≥ 200 mg/dL	1542	4472	34%	1454	4472	33%	-6%
HDL < 40 mg/dL	459	4472	10%	491	4472	11%	7%
LDL ≥ 130 mg/dL	934	4403	21%	993	4458	22%	5%
LDL ≥ ATP III-suggested goal	767	4403	17%	881	4458	20%	13%
Triglycerides ≥ 150 mg/dL	1034	4472	23%	712	4472	16%	-31%
Undiagnosed diabetic (glucose ≥ 126 mg/dL) or (HbA1c ≥ 6.5%)	169	4056	4%	75	4279	2%	-58%
Prediabetic (glucose 100 - 125 mg/dL) or (HbA1c 5.7 - 6.4 %)	1591	4056	39%	911	4279	21%	-46%



From 2018 to 2023, Baptist employees saw reduced metabolic syndrome (41%), hypertension (56%), and undiagnosed diabetes/prediabetes (58%/46%).

Projected Cost Savings

Baptist Memorial Health Care

Projected five-year cost analysis indicates a reduction in the cost of \$3,188,440 of future chronic disease onset, showing financial benefits alongside health improvements.

Decreases largely due to...

- 🏃 management of glucose (53%)
- 🏃 blood pressure (42%)
- 🏃 weight (22%)

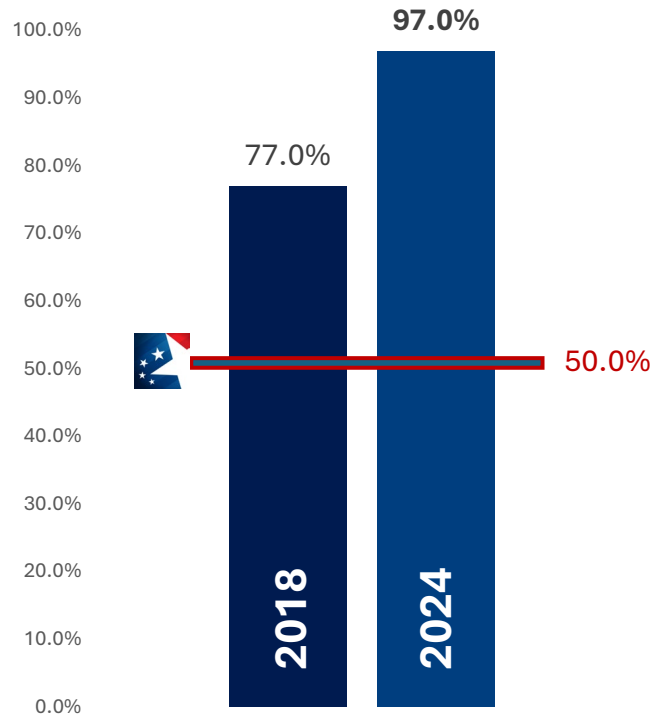


History of Driving Engagement

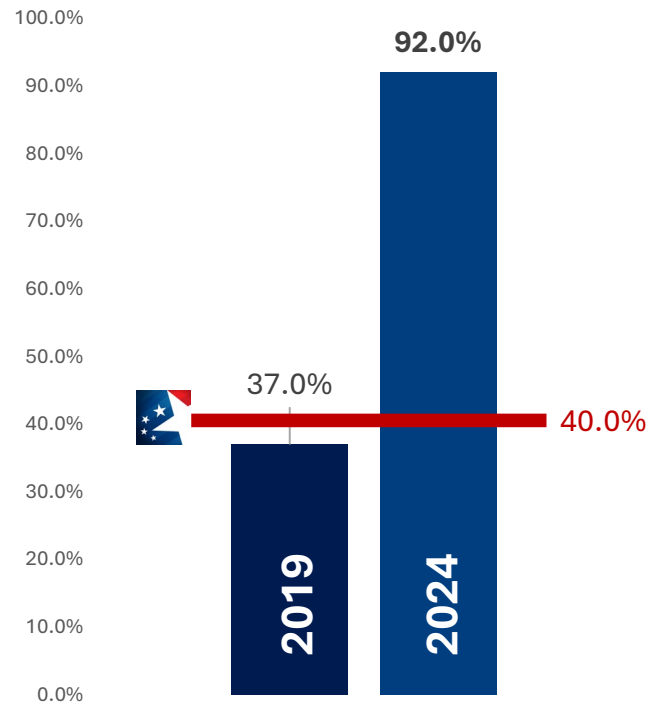
BestHealth by Baptist



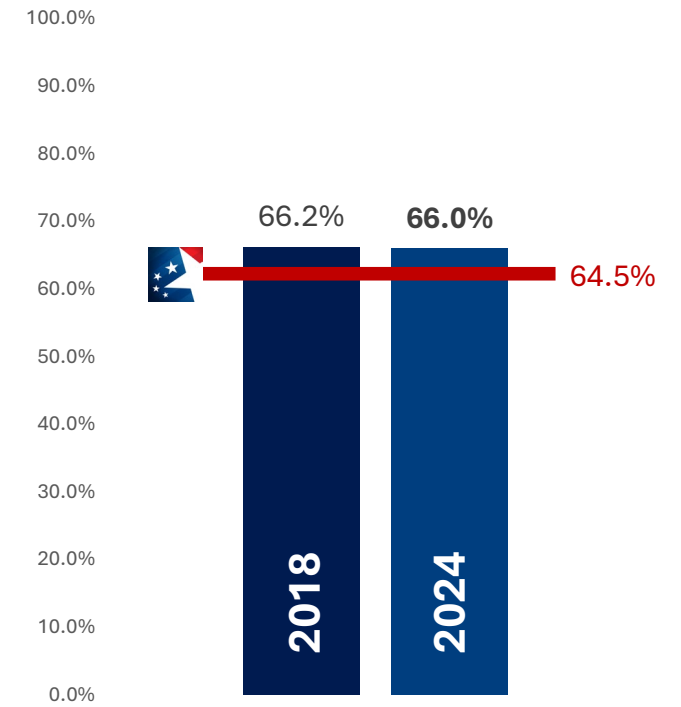
HRA Participation



AWV Completion

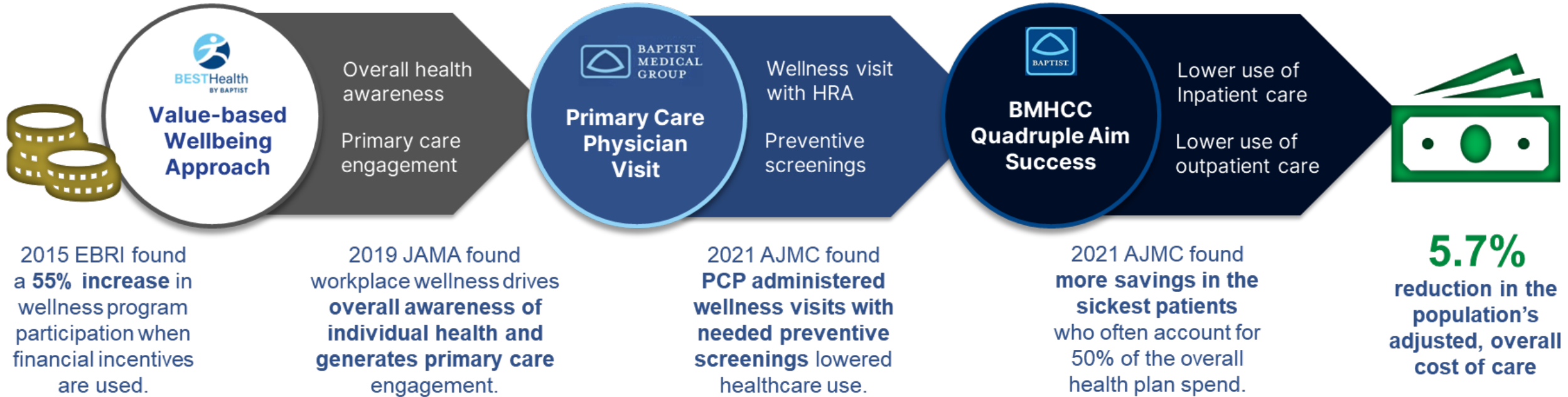


Ready to Change



Personalizing the Journey

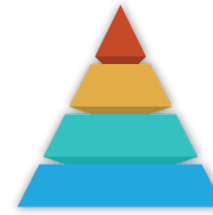
BestHealth Integrates with the Baptist Medical Group



HRA: Health Risk Assessment; BMHCC: Baptist Memorial Health Care Corporation; EBRI: Employee Benefit Research Institute; JAMA: Journal of the American Medical Association; AJMC: The American Journal of Managed Care; PCP: Primary Care Physician.

What Does Wellbeing Mean?

Stratifying Risk within your Population



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2.65 Risk Score

Avg. Cost - \$32.7K

A 58-year-old male with diabetes, hypertension, and chronic kidney disease, recently hospitalized for heart failure exacerbation. He is non-compliant with medications, has mobility issues, and moderate depression, leading to high healthcare utilization and complex care needs.



1.25 Risk Score

Avg. Cost - \$7.2K

A 50-year-old female with prediabetes and borderline hypertension, showing early signs of metabolic syndrome. She has occasional joint pain, follows up with primary care, and is at risk of progression without lifestyle changes and preventive interventions.



1.10 Risk Score

Avg. Cost - \$3.1K

A 42-year-old male with mild hypertension, controlled through lifestyle adjustments and occasional medication. He attends annual wellness visits, has no hospitalizations, and engages in moderate physical activity, keeping healthcare utilization relatively low.



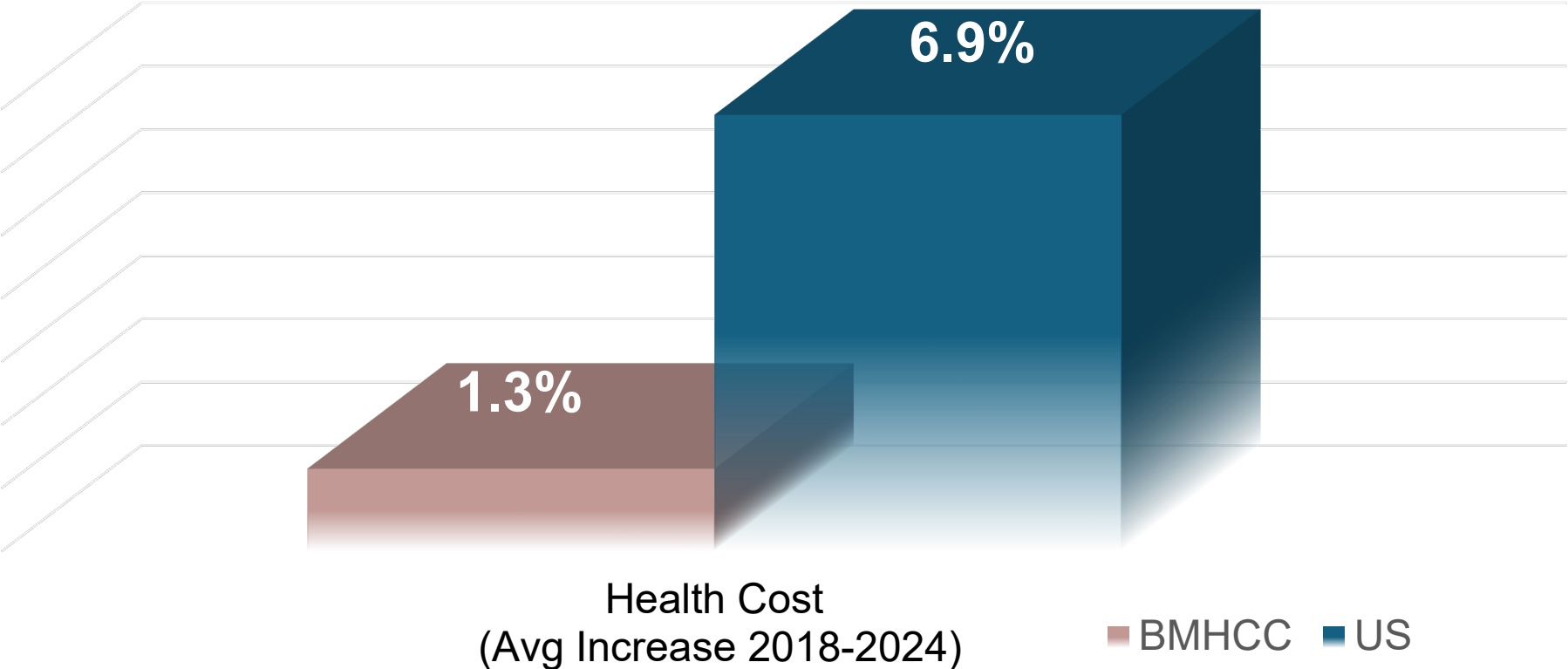
0.5 Risk Score

Avg. Cost - \$1.5K

A 30-year-old female with no chronic conditions, a healthy BMI, and no history of hospitalizations. She attends routine check-ups, exercises regularly, and maintains a balanced diet, with minimal healthcare utilization.

Our Financial Success

Baptist Memorial Health Care



Lessons Learned



- **Primary Care is central to prevention and wellbeing and lowers cost.**
- **Program can serve as a recruitment and retention tool.**

Key Takeaways

BestHealth by Baptist Approach



- **Top leadership must champion the program.**
- **As a health system, you do population health: Your employees are your most important population.**
- **Outcome based incentives drive ACTIVE ENGAGEMENT.**
- **Chronic conditions are the highest cost drivers –Create and connect your own best in class programs to drive optimal outcomes.**

It's a marathon, not a sprint. Start (or restart) & be consistent.

Questions?



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Appendix





BESTHealth
BY BAPTIST

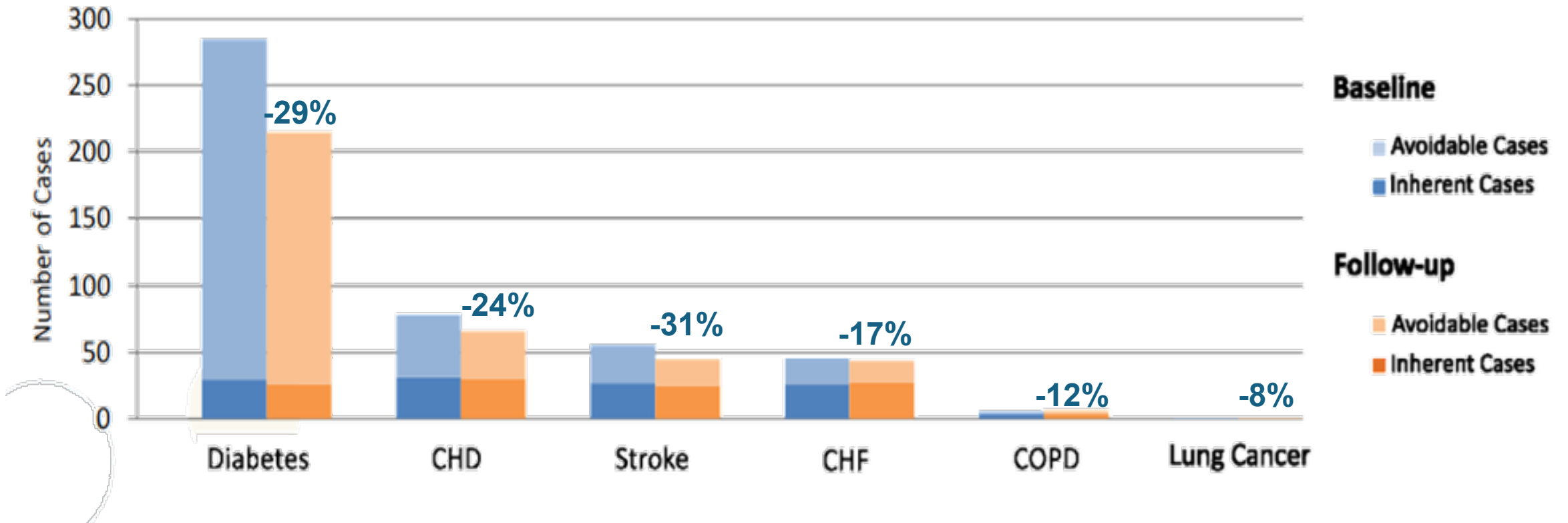


2018 to 2023: Reduced Avoidable Cases

Baptist Memorial Health Care



Since 2018, Significantly Reduced Avoidable Cases by Chronic Disease State

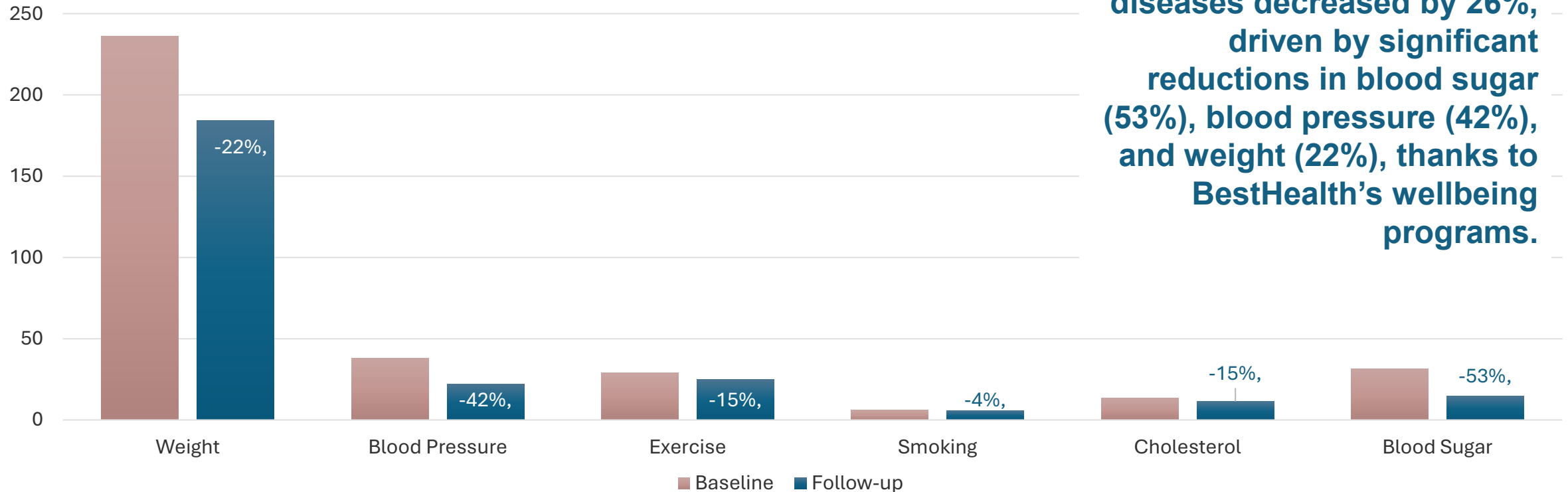


2018 to 2023: Risk Factors for Avoidable Disease



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Contribution of Risk Factors to Avoidable Disease Cases



From 2018 to 2023, avoidable diseases decreased by 26%, driven by significant reductions in blood sugar (53%), blood pressure (42%), and weight (22%), thanks to BestHealth's wellbeing programs.

2018 to 2023: Reduction in Disease Risk

Baptist Memorial Health Care

Significant portion of the population improved their risk categories, with 30.4% decreasing their risk classification.

Population Risk tracker score decreased from 71.0 to 67.0.



2018 to 2023: Clinical Measures

Baptist Memorial Health Care

Decreases in the prevalence of conditions like

- 🏃 metabolic syndrome
- 🏃 hypertension
- 🏃 glucose management
- 🏃 obesity

highlight the effectiveness of wellness programs and interventions.



“Never thought I would be this excited to send my records. I know you wanted just my A1C, but I was tickled over my Glucose. Your group is wonderful! I actually believe you all are saving my life to live longer. I have very young grandsons, and I want to watch them grow up. The previous path I was on, would not have gotten me where I am today. I really appreciate you all!”





BESTHealth
BY BAPTIST

BestHealth is a comprehensive, voluntary, health and wellbeing program provided by the Baptist Memorial Health Care Corporation to give the tools and support needed to live your healthiest life.

BestHealth

Baptist Memorial Health Care

BestHealth is Baptist's holistic wellbeing platform offering health plan participants programs and activities to promote positive health behaviors.

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When It All Comes Together

BestHealth by Baptist



9

Chronic Conditions

Common Variable Immune Disorder,
Afib, BPH, Chronic Low Back Pain,
Polycystic Kidney Disease, Anemia,
Sleep Apnea, Gangrene of left knee,
Major Depressive Disorder

>\$600,000

Cost at Program Inception

Plan's Highest Cost Claimant

Cost for the last 24 months \$509,621

63-year-old Male

"I don't want to hear any case management mumbo jumbo. I will take your assistance with my medications, but I am fine otherwise"

Through successful intervention and transition of medications to specialty pharmacy, a relationship was developed. Member agreed for Anchor Nurse (AN) to call in and check up on him.

Member now calls AN for all healthcare concerns. AN interacts with member at least 2-3 times monthly providing education & resources for condition management.



>55%

Cost Reduction

over the last 12 months

\$273,141 (a decrease of over 55%)

Interactions

- High-Cost Medication management
- Infection prevention
- Pre & Post Op Education

“I had high blood pressure, and all of my bloodwork was in the high range. I joined the Diabetes program in 2021. Not only was the support and education critical for me, but the fact that the program paid for all of my diabetes medication and testing supplies was phenomenal. The money I save with the help of this program is the equivalent of a monetary monthly bonus! With the help of this program and coaching by Holly, my A1C is now 5.3!”

I have taken the Go Healthy and Go Healthy Plus classes, both with Patrick. I take them yearly to refresh the good habits they teach. I have lost approximately 50 pounds, my blood pressure is now within normal range, and all of my bloodwork is now in the normal range as well. I had a fitness plan tailored for me with the BestFit program, also with Patrick's help. I will participate in the Hypertension program to learn more about keeping my blood pressure under control. I cannot say enough about the benefits of these programs and how they have helped in improving my health!

In 2024, I focused on better managing my diabetes by joining Best Health. Ariel Vincent-Doe led informative classes, but Melissa Bateman's one-on-one calls were invaluable. She helped with my medications and the Dexcom G7, despite Type 2 diabetes not typically using it. Melissa tailored my plan weekly, reducing my A1C from 9.9 in January (a level unchanged since 2019) to 8.1. My doctor was thrilled, and my husband's healthier habits lowered his A1C by nearly a point. Inspired by my progress, my daughter and coworker joined the journey. This program has been life-changing, and Melissa deserves recognition for her outstanding support.

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“So thankful Baptist offers the diabetes management program, it is such a HUGE benefit having my medications and supplies paid for and to have help from a nurse in managing my condition. I would not want to work anywhere else!”

