

"We stand out and succeed in the competitive corporate wellness world by utilizing the Relevate health and wellness and clinical content as our primary way to engage consumers. Our results prove our success. We have grown from 4 clients to over 50 and our revenue will exceed over \$300,000 this year."

~ Mark Richards, Vice President of Public Relations and Marketing, Indiana Regional Medical Center



SITUATION

Indiana Regional Medical Center

Indiana Regional Medical Center (IRMC) is a 162-bed, not-for-profit hospital with over 1,500 employees, located in Indiana, Pennsylvania. IRMC has utilized Relevate's consumer engagement strategy, content platform, and strategic services to support marketing, community outreach, and service line growth since 2008. With a growing corporate wellness program, IRMC sought to expand this partnership to support the development of ever-engaging wellness materials to bolster the rising demand for their corporate wellness services-demonstrating that this revenue center could deliver financial returns and improve the health status of engaged employees.



SOLUTION

Indiana Regional Medical Center is a true health partner to the community and has created its Corporate Wellness program to be a population health strategy as well as a revenue-generating service line. Utilizing Relevate materials, IRMC created a way to stand out and thrive as a competitive and successful corporate wellness provider for major employers throughout the USA while supporting their own employee wellness programming. IRMC utilized Relevate's health and wellness topics to create their Corporate Wellness offerings and Relevate's clinical focus platforms to host engaging and meaningful events to attract participants and produce results (financial and health-wise), and other Relevate content and creative materials to engage with new corporate clients to grow their business.



SUCCESS

The Relevate partnership around the development of the Corporate Wellness Program has allowed for major growth, cost savings and positive financial and health results for IRMC. In 2015, the IRMC Corporate Wellness program began with 4 clients and 4 staff members. Today the program is engaged with over 50 clients and has a staff of 8. 2018 FY revenue is expected to exceed \$300,000, and an estimated cost savings of 1 FTE or \$48,000 has been demonstrated using Relevate tools, strategic guidance and support.

Proven results include:

- Internal: IRMC
 - Decreased the overall rate of participating employees who smoke from 8.9% to 7.1%
 - Improved the overall employees who are frequently physically active from 36.2% to 41.7%
 - The estimated cost savings for IRMC is \$113,584
- External: Working with a large local employer, the company
 - Decreased the overall employees total overweight/obesity rate (based on BMI) from 72.5% to 71.8%
 - Improved the overall employee total cholesterol levels (employees who fell into the category of "desirable level") from 60.8% to 72.0%
 - The estimated cost savings for the local employer is \$958,850

**Local employer has premiums tied to participant in their wellness program*