



SITUATION

Lovelace Women's Hospital

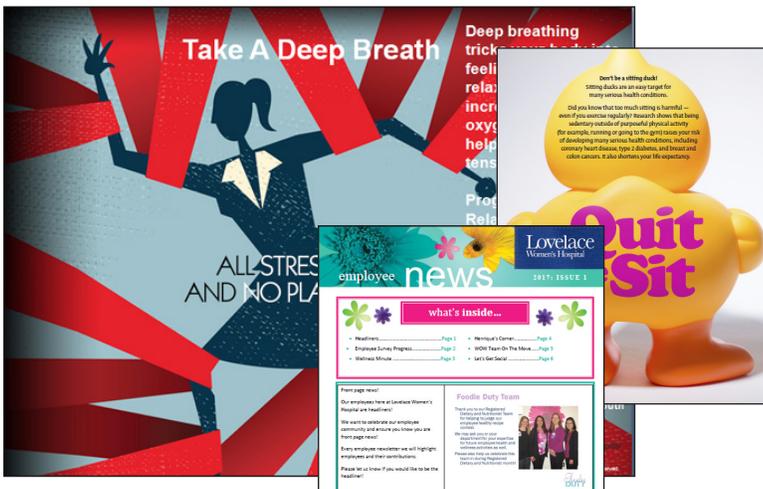
Lovelace Women's Hospital (LWH) is a 112-bed hospital located in Albuquerque, New Mexico. Their goal was to develop an employee wellness program for their 874 member staff, with measurable results that would also increase employee engagement and retention of staff.



SOLUTION

Facing a few constraints, this new program had to remain budget neutral, achieve measurable success metrics, and navigate different employee communication channels. LWH utilized Relevate's consultation and Essentials content to create a multi-channel employee wellness communication campaign. They modeled this campaign after the 20-year success they'd seen with their Spirit community outreach programs.

Creating a detailed editorial calendar, and using a different theme each month, they unveiled this content out to their employees through staff meetings, employee newsletter, e-mail blasts, and communication boards. Their team created an active Facebook group for employees and credentialed providers, to engage staff in real time including monthly wellness challenges. They were also able to respond to real-time and immediate needs of their employees, like addressing elevated stress levels during their EMR transition. They rolled out a campaign with Relevate's "All Stressed Up and No Place to Go" and "It's time for me", offering employees chair massages, walking breaks, tips for eating well and deep breathing exercises.



SUCCESS

- Social media campaign resulted in a 268% increase in interactions in one month
- Improvement in measured health metrics through Bravo Wellness
 - 7,251 employee pounds lost during the year between health screenings
 - 222 participants that lost at least 10 pounds
 - 83 employees lost more than 20 pounds
 - 71% of hypertensive employees no longer at high-risk
 - 43 participants quit smoking
 - 227 participants eliminated at least one chronic high-risk factor

"The Spirit materials exceeded any employee health and wellness tools or campaigns that I had researched. The professional bright images and information about health, wellness and good living are engaging upon first glance and beyond."

– Celeste Miller, Human Resources Recruiter/Community Events

4270 Ivy Pointe Boulevard, Suite 220
Cincinnati, OH 45245
513.864.8900
connect@relevat ehg.com
relevat ehg.com