

A Practical Look at Clinics – Past, Present and Future

Presented By:

Julie Ross

Health & Productivity Consultant

The First Company Clinics

Along with Company Stores and Housing, Mining and Manufacturing Companies offered medical services to employees in World War II era to keep productivity high.



The 2nd Company Clinics

Interest in onsite clinics surged in the 2000s. This 2nd generation of onsite clinics focused on primary care for employees. Main goal – to shift expensive medical services to the less expensive onsite clinic.



3rd Generation Clinics Now Emerging

Next Generation clinics provide end-to-end stewardship of workforce health, with integrated health risk assessment, evidence based prevention and employee wellness programs. They are positioned as “Medical Homes”



3rd Generation is more integrated

- Expanded services focused on chronic disease management
- Full integration with existing corporate wellness initiatives
- “Big Data” approach for real-time response predictive health analytics

A Clinic Can Be A Wellness Hub

- Employee health services (acute and prevention)
- Physicals and biometrics
- Flu shots and other immunizations
- Massage and Physical therapy
- Health Coaching
- Disease Management
- Incentive Management

A Clinic Can Be A Wellness Hub

- Educational Classes and or webinars (fitness, tobacco cessation, nutrition, general health education, etc.)
- Challenges (individual and group)
- Health fairs
- Sports teams
- Weight loss programs

Modern
Clinic Design



One Size Fits ONE!

Successful
Clinics
Keep
Engagement
High



**The
Clinic
Control
Cycle**





Survey (for engagement)

vs.

Survey (for what to implement)

Designing Your Clinic Vision and Plan

- ✓ **Where** would you like to be in 12 months?
 - What does that mean for 6 months from now... 3 months... 1 month... next week... tomorrow?
 - How to move past “Status Quo Bias”
- ✓ **Who** needs to be involved?
 - Internally (recruit – don’t assume)
 - Externally (who fits your needs and culture)
- ✓ **How** - Does budget match vision? (incentive plans)

Leveraging your time and attention...

- Track current “wellness time budget”
 - Where invested (where is time currently spent by you/others)?
 - What’s working well and what needs to change?
 - Why those aspects?
 - Total hours spent = ??? Cost (\$\$ and Life Balance)

Leveraging your time and attention...

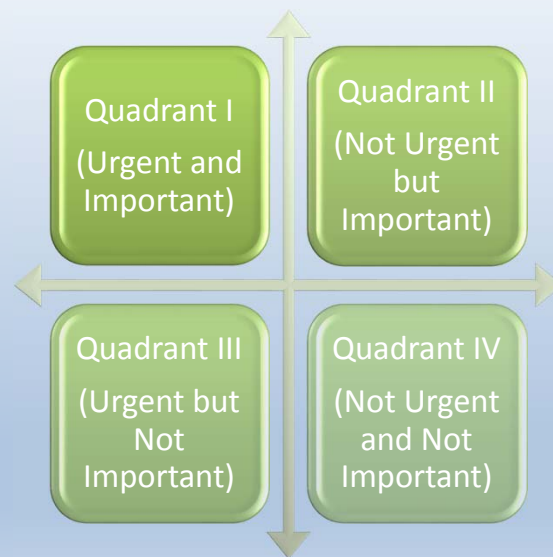
- Assess your own strengths/passions (and that of team)
 - Right person in role produces better results in less time
 - Who are you missing? (ie, logistics, motivators, marketers...)
 - Walking the talk as a team? (Wellness often caught vs. taught)

Leveraging your time and attention...

☐ Options

- Systems changes? (ie, Team Challenges)
- Vendor off-loading? Readily available reports?
- Adjustment in partner expectations?

The Worst Choice – Do nothing



Questions?

Julie Ross

Health & Productivity Consultant

Gregory & Appel

jross@gregoryappel.com