

**Early Adopter Partners**

Fairbury Public Library

Fairbury Public Schools

# Case Study

## Hospital partners with technology provider to engage and connect with community for better health

### Abstract

Jefferson Community, Health & Life, based in Fairbury, Neb., embraced a new model of care in 2017 as part of an organization-wide commitment to health. Central to the new model were integrated health and life services aimed at inspiring people to make healthier lifestyle decisions. In collaboration with software vendor MEDHOST, Jefferson Community Health & Life launched My Wellness Dashboard, a web-based platform that enables the hospital to better connect with members of its community through a variety of health management tools. Consumers can use the free dashboard to receive personalized health care content and track data from fitness and medical devices. Patients can access personal medical records through a connected patient portal.

The organization raised awareness of the new tool through promotions at a number of events, including corporate contests for local businesses. Early adopter partners Fairbury Public Library and Fairbury Public Schools participated in the contest, helping to bring the tool into the community by way of the workforce. Within six months of launch, 194

people signed up for the dashboard, and 108 signed up for the patient portal.

### Opportunity

When Jefferson Community Health & Life was in the process of rebranding in 2016, executives saw an opportunity to deliver on the organization's new commitment to providing integrated health and life services to all residents of Jefferson County, Neb. The organization, which operates a hospital, a primary care clinic and a long-term care facility, looked for a solution that would span patients' interactions with the hospital as well as their personal health and wellness activities. The goal: incorporate innovative technology into the care model that enables the hospital to better connect with and engage consumers in their health. By providing health tools and information when and where consumers need it, Jefferson Community Health & Life is better equipped to support local residents in the shared goal of healthy living.

In 2017, the organization partnered with its longtime software vendor, MEDHOST, to offer My Wellness Dashboard, an

### **My Wellness Dashboard: An Illustration of Patient Connectivity for Better Health**

Allison, a 33-year-old mother of two young children, has been dealing with a level of stress that is interfering with her daily life. In addition to speaking with her physician, she registers for YourCareEverywhere, where she takes a stress trigger assessment and reads articles about stress and anxiety. She learns that several symptoms she's been experiencing – sleep problems and upset stomach – could be caused by stress, and that 30 minutes of exercise each day might help. She purchases a wearable fitness device to track her daily physical activity, and links it to My Wellness Dashboard so she can set goals and check her progress. Allison also uses the mobile app to access personalized content and get tips to identify stress triggers. At her next visit with her physician, she reports feeling more in control of her stress.

**“Thanks to My Wellness Dashboard, everyone in our community can have easy access to the information they need to manage their health and reach their wellness goals.”**

**– Chad Jurgens, CEO  
Jefferson Community  
Health & Life**

online platform for users to manage their health and wellness. In addition to the website, the dashboard's mobile app allows Jefferson Community Health & Life to engage with consumers in their daily lives – outside of health care facilities. Leaders formed an internal committee to raise awareness of My Wellness Dashboard in the community. The committee comprises staff from the hospital's public relations, IT, health information services, nursing and other departments.

### **Partnership Approach**

Leaders from Jefferson Community Health & Life and MEDHOST held regular meetings to plan the release of My Wellness Dashboard to residents of Fairbury and surrounding communities. The tool, part of MEDHOST's YourCareEverywhere health and wellness website, is offered at no charge to end users. It enables registered users to access personalized health care content and track data from wearable fitness devices and medical devices such as a glucometer. Jefferson Community Health & Life hospital patients and those who receive outpatient lab services can interact with their personal medical records through a secure patient portal. Patients can access lab results, track immunizations, and view current health issues, medications and allergies.

To partner with area employers as a way to raise awareness of the online tool, the internal committee created a corporate contest: Participating businesses encouraged employees to complete a diabetes risk assessment and register for My Wellness Dashboard. The business with the greatest percentage of employees who completed both requirements won a Keurig coffee maker for the breakroom. Fairbury Public Library and Fairbury Public Schools served as early adopter partners in the promotion, participating in the contest and raising awareness of the tool in the community. The Fairbury Chamber of Commerce played an important role in launching the contest, inviting local businesses with a letter, email and flyer. The committee also promoted the dashboard at local events, including Health & Life Day (a special, community-wide celebration of the hospital's new brand and commitment to health) as well as the Women's Health Fair and the county fair.

### **Key Steps**

- Early 2017 – Jefferson Community Health & Life rebranding efforts include a shift to a fully integrated care model, connecting health care with community-based life services.
- Early 2017 – Jefferson Community Health & Life partners with MEDHOST to offer My Wellness Dashboard service to all community members free of charge.
- April 2017 – Jefferson Community Health & Life launches new website featuring My Wellness Dashboard.
- May 2017 – Community members register for My Wellness Dashboard at Health & Life Day.
- September 2017 – The Fairbury Chamber of Commerce joins forces with the hospital to invite local businesses to participate in a contest promoting the dashboard to their employees. The company with the greatest number of employees who complete a diabetes risk assessment and sign up for the dashboard wins a prize.
- September 2017 – Jefferson Community Health & Life staff promote dashboard at Women's Health Fair.

- Ongoing – Internal committee meets to review new features of the portal and discuss new ways to partner with local businesses to raise awareness of the dashboard.

## Results

Within the first six months, 194 people signed up for My Wellness Dashboard, and 108 signed up for the patient portal. Participation from the early adopter partners accounted for 21 percent of dashboard registrations in that time frame: 38 of 168 public school employees participated, totaling 22.6 percent of the organization’s workforce, while all five library employees – 100 percent of its workforce – took part. Due to this disparity in company size, Jefferson Community Health & Life created a large business category and a small business category, with prizes going to top scorers in each category to continuously motivate all local businesses to participate. The hospital also offered the corporate contest internally, increasing the number of hospital employees using the dashboard by more than 10 percent.

To continuously encourage new registrations, the organization’s staff prepared a campaign to promote the diabetes risk assessment in November during National Diabetes Month, as well as provide information about the disease to participating companies.

## Lessons Learned

**Simplify steps:** The corporate contest required participants to fill out an online form, complete the diabetes risk assessment (which asked for information that might not be readily known to the participant, such as waist circumference), and sign up for My Wellness Dashboard. The system required users to select Jefferson Community Health & Life as their preferred facility to be eligible – a step some participants skipped. Leadership says a simpler, more streamlined process would improve the contest and participant engagement.

**Accommodate special situations:** Leaders of one business were interested in the corporate contest, but they didn’t offer computer access to employees or communicate with them electronically. Jefferson Community Health & Life continues to look for ways to connect with businesses and facilitate participation in ways that meet a broader set of needs and preferences.

## Community Partners

Jefferson Community Health & Life operates a 17-bed, acute care critical access hospital in Fairbury, Neb. It offers inpatient and outpatient services, as well as primary care, long-term care, fitness facilities and home health services.

MEDHOST provides market-leading enterprise, departmental and health care engagement solutions to more than 1,000 health care facilities. The company’s integrated product portfolio includes intuitive, cloud-based clinical, financial and operational solutions, as well as hosting, outsourcing, marketing and consulting services.

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## About Bryan Health

Bryan Health is a Nebraska-governed, nonprofit health system that cares for patients, educates tomorrow’s health care providers, motivates our community with fitness and health programs, and collaborates to continually improve how we serve others.

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