



Living Well in a Post-Pandemic World:

Adapting Wellness Programming to Support Our Employees

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Hebrew SeniorLife



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Agenda

Overview of the HSL Organization

Introduction to LiveWELL Program's Three Tiers

Program Transitions Amidst Pandemic Pressures

Key Programs and Growth Through Technology

Program Highlights and Successes

Hebrew SeniorLife

Redefining
the experience of aging.

For more than a century, Hebrew SeniorLife, a Harvard Medical School affiliate, has helped seniors experience and enjoy their best possible lives.



- 6 sites across the greater Boston area
- Vibrant senior communities that include independent living, assisted living, and long term care
- A full spectrum of personalized, holistic health care services including home care and hospice care
- Influential research that continually advances the quality of life for seniors and informs public decision-making
- Multidisciplinary teaching programs that help grow the ranks of geriatric care specialists
- Hebrew SeniorLife is the only senior care organization affiliated with Harvard Medical School and we are home to the only long-term chronic care teaching hospital in the United States
- With more than 2,600 employees, Hebrew SeniorLife is one of the 40 largest employers in Massachusetts and has been recognized by the Boston Globe as a 2021 “Top Place to Work”
- Honored as one of the Healthiest Employers of Massachusetts in 2020

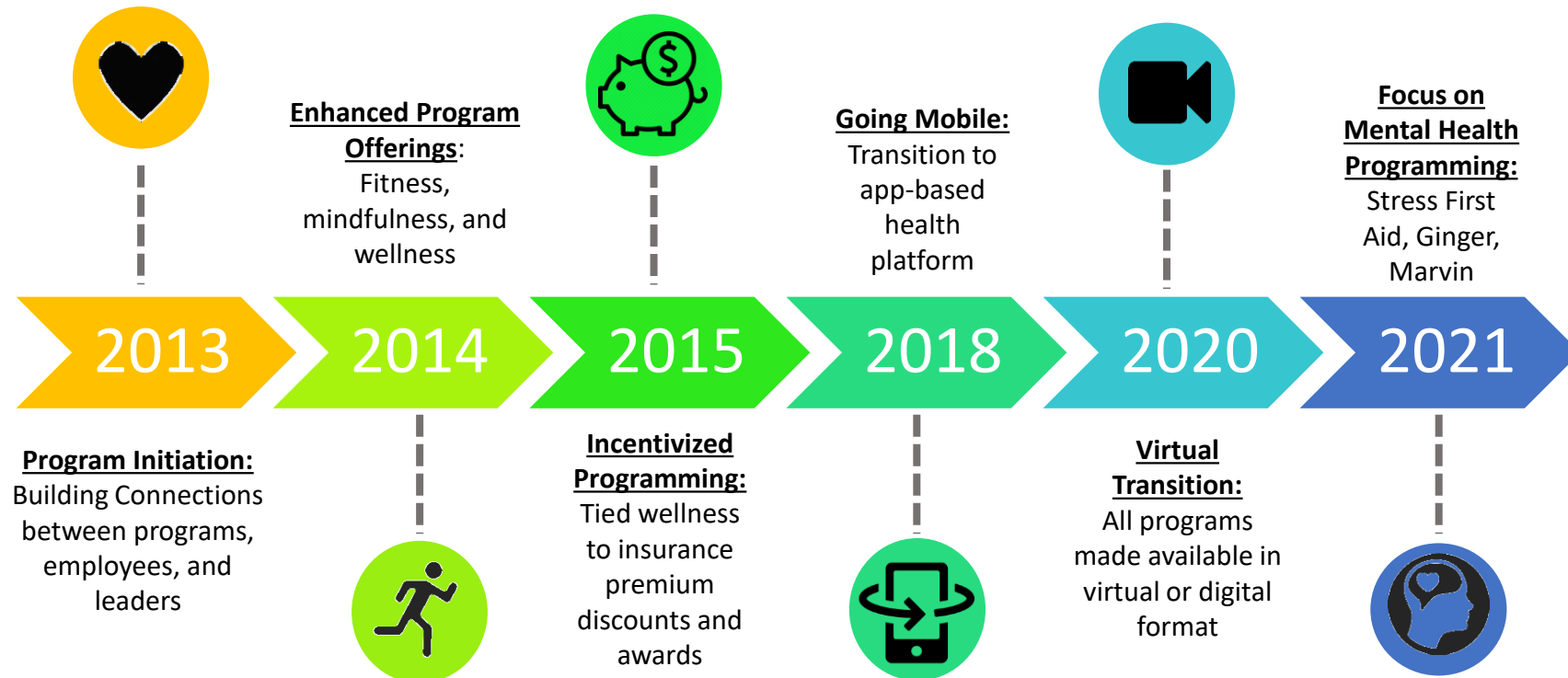


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A Roadmap to Success: Developing HSL LiveWELL



HSL LiveWELL: A Three -Tiered Program



Wellness



Mental
Health
Support



Incentives
& Premium
Discounts



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Program Impact

Primary Program Goals

Creating a Culture of Care
Employee Engagement
Employee Education
Employee Retention
Employee Recruitment

Secondary Financial Gains

Premium Reductions
Decreased Cost of
Employee Turnover
Decreased Absenteeism

A program focused on
people first and **VOI**, allows
us to achieve the
secondary benefit of
financial **ROI**

Pandemic Push to Digital Platform

Before

In-Person Classes
On-Site Wellness
Education
In-Person Coaching
Hard Copy Manuals
Posted
Flyers/Announcements

After

Virtual Fitness Classes
Wellness Webinars
App-Based Coaching
Digital Tool Kits
Video Emails
App-Based
Programming



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Virgin Pulse – Incentive-Based Wellness Platform



THE DETAILS

- Between January 1 and December 15, 2021, **ALL EMPLOYEES** will have the opportunity to earn points by participating in online, onsite and at home wellness activities.
- These activities are tracked through the **Virgin Pulse** platform and will provide you the opportunity to win cash prizes
- In addition, **HSL Health Insurance Members** who qualify will pay lower health insurance premiums in the next plan year.

PRIZES AND INCENTIVES

ALL EMPLOYEES who reach these points will receive a \$25 gift card each quarter!

3,000 points by 3/31: \$25 gift card

6,000 points by 6/30: \$25 gift card

9,000 points by 9/30: \$25 gift card

12,000 points by 12/15: \$25 gift card

HSL Health Insurance Members
12,000 points by 12/15: Save \$390 on health insurance premiums

577
Participants

HSL
Engagement
Rate: 53.7%

VP Benchmark
Engagement
Rate: 30%



Not a member yet? Don't miss out on all the fun!
Get the mobile app or go to join.virginpulse.com/HSLlivewell



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Ginger

Support for life's challenges.
Anytime, anywhere.

Hebrew SeniorLife provides confidential mental health care through the Ginger app to all employees and their dependents age 18 and older. You have unlimited access to coaching via text-based chats and self-care activities at no cost to you. Video-based therapy and psychiatry services are available, with coverage based on your health plan.



GET STARTED NOW.

Download the Ginger App!

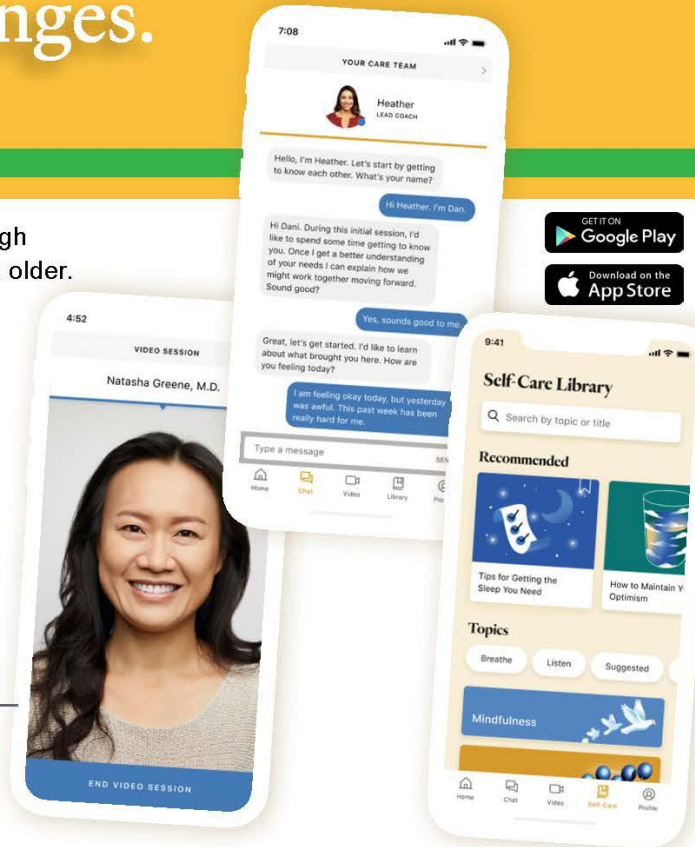
In the app, tap "Get Started," and then tap "Verify with Name, DOB, Zip". **Submit your name, date of birth, and the zip code where you live.** Follow the instructions sent to your inbox and you're set!

ginger
24/7 EMOTIONAL SUPPORT
FOR HSL EMPLOYEES

HSL
Live**WELL**

ginger.com | [@carebyginger](https://twitter.com/carebyginger)

hebrewseniorlife.org



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136 all sign ups

13 dependent
sign-ups

HSL Engagement
Rate: 61%

Ginger Benchmark
Engagement Rate:
15%-30%

Average Coach
Rating: 4.92

Average Clinical
Rating: 4.95



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Stress First Aid – Employee Stress Support Program

Developed
for U.S.
Military

Practical
Peer-to-Peer
Support
Model

Creates
Common
Language

Pro-active
Stress
Intervention

Reduces
Mental
Health
Stigma

Teaches
Interventions
for Chronic
and Acute
Stress

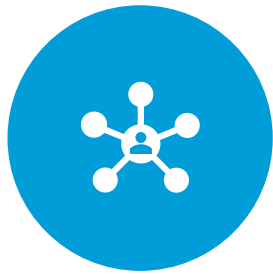


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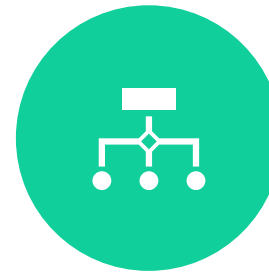
Stress First Aid Rollout



STRESS FIRST AID RESPONDERS
MATCHED WITH TEAMS



STRESS FIRST AID RESPONDERS
INTRODUCTORY MEETING WITH
SITE/DEPARTMENT LEADERS



SITE/DEPARTMENT NEEDS
TRIAGED



ROLL OUT OF LAYERED
INSTRUCTIONAL AND
EXPERIENTIAL WORKSHOPS



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Key Factors to Success

