

Prescribing Wellness: Practitioner Steps for Patient Success

Webinar Questions Answered by Beryl Krinsky, MBA, MS, RDN, LDN

- What are your thoughts on the Rainbow Evaluation?

I am not familiar with this type of evaluation. For more information about this method, please visit the NCBI: <https://www.ncbi.nlm.nih.gov/books/NBK223146/>

- What would you say is the best way to gain participant buy in? Especially now during these trying times.

First, start out with a story of a person or group who is very similar to the person or group who may be skeptical. Share with them how you have worked with a person/group very similar, and this person/group gained success by following X. And share how confident that you are that by following X, this person/group will gain similar success!

- Each person is unique, so how do you cater the needs of 50+ employees and keep them engaged

Always begin with a wellness interest survey before starting events. A best practice is to do the survey each year. Add in a small incentive or prize for completing the survey. Additionally, look at population health trends (if available) and learn more about the group/company culture. Start diverse wellness programming, and track 1) attendance, 2) feedback, and 3) questions. Mid-way through the first year, look at data from programs and either 1) continue with current plan or 2) pivot and update based on employee engagement and feedback. If individual coaching is included within the plan, we can offer highly customized experiences for each coaching participant. If we are not doing individual coaching, we generally take a holistic approach to wellness and cover many of the wellness pillars within the programming. If possible, chair or participate in a wellness committee. And offer some type of prize or incentive for participation throughout the year.

- She mentioned health outcomes, but what financial outcomes can she report, especially short-term, since employees don't stay 10-20 years anymore?

You can track financial outcomes – that are connected to health and productivity outcomes – after 12 – 36 months of wellness programming. Financial outcomes can include health insurance premiums, workers compensation claims and data, the number of days employees are absent from work (quantify the average cost for a missed day of work), and the number of employees who have quit tobacco (quantify the average cost that a tobacco user costs the employer).