



# HealthKentucky<sup>2017</sup>

A Report on Medical Research, Innovation, Life Sciences, Facilities and Healthcare Providers

A Special Advertising Report Published by

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## CONTENTS

### Health Care Updates

- 2** KentuckyOne Health
- 4** Morning Pointe Senior Living
- 6** Norton Healthcare
- 8** Spalding University

### Wellness Updates

- 10** Early Intervention Is a Good Investment
- 13** 5 Warning Signs of Suffering
- 14** What are the Workplace Wellness Strategies of Behavioral Health Executives?
- 16** Why Running is So Good for Your Brain
- 17** Mental Health Issues – and Their Cost to Your Business – Don't Take the Day Off



Dick Kelly

### From The Publisher

*Health Kentucky* is an annual statewide publication that presents an overview of key elements the commonwealth's healthcare sector, with a focus on important research, technology and innovation in the life sciences, and the economic impact of medical services on Kentucky. It focuses on major healthcare realignment and strategic

alliances designed to provide enhanced service to a larger number of patients. Included are reports about medical services providers, hospitals, telehealth, the regionalization of services and commercialization initiatives.

With increased focus on wellness, especially for today's executives, *Health Kentucky* includes a series of features on stress reduction, the value of regular exercise, weight control, diet and even "superfoods" with anti-aging properties.

The increasing priority on population healthcare is rapidly changing the scope and quality of medical services in the state, and providing a higher quality of life for all Kentuckians.

– Dick Kelly

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The Lane Report

# National Leader in Award-Winning Care

## TOP 100 IN STROKE CARE

**There is peace of mind** in living in a community where the best care is so close to home, especially when time is so critical. That's why the team at Saint Joseph Hospital is particularly proud of its Heathgrades designation as one of America's 100 Best Hospitals™ for Stroke Care in 2017.

The award puts Saint Joseph Hospital among the top 5 percent of nearly 4,500 hospitals nationwide for treatment of stroke and is Kentucky's only hospital to be recognized as in the top 100.

The American Heart Association also noted the excellence in stroke care at Saint Joseph Hospital with its Get With The Guidelines®-Stroke Gold Plus Quality Achievement Award.

Of course KentuckyOne Health provides the full spectrum of cardiovascular care, whether treatment is needed for a common or complex problem.

But while our team has the expertise, it's important for everyone to understand how to save lives. When it comes to stroke recognizing the symptoms FAST is critical.



It has been a busy and exciting last 12 months for Jewish Hospital Heart and Vascular Care. New accreditations, awards, milestones and performing innovative procedures continue to support Jewish Hospital's legacy as a leader in heart care.

In November 2016, Jewish Hospital became the first hospital in Kentucky to receive full Chest Pain Center with Primary PCI (percutaneous coronary intervention) and Resuscitation accreditation from the Society of Cardiovascular Patient Care. At the time of receipt, Jewish Hospital was one of 42 accredited facilities in the country providing high-level heart attack and heart failure care.



Last fall, Jewish Hospital began offering a new stroke prevention procedure called WATCHMAN, an alternative to long-term blood thinners for some people with atrial fibrillation. It is a minimally invasive procedure that allows many patients to return home the day after.

Jewish Hospital has surpassed one important heart milestone already in 2017, with another

**New accreditations, awards, milestones and performing innovative procedures continue to support Jewish Hospital's legacy as a leader in heart care.**

expected to occur later in the year. The Minimally Invasive Heart Valve Team performed its 500th transcatheter aortic valve replacement (TAVR) in July, and the Advanced Heart Failure Team anticipates completing its 500th heart transplant later this year. U.S. News and World Report recognized Jewish Hospital and Saint Joseph London as a high performing hospital in the treatment of heart failure. This recognition was based on patient survival rate, nurse staffing, volume and other data.



**American Heart Association  
American Stroke Association  
CERTIFIED**  
Meets standards for  
**Primary Stroke Center**

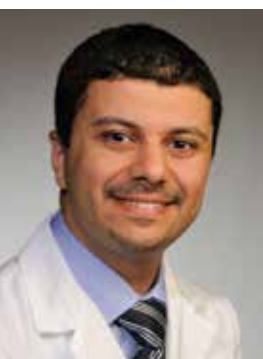


# KentuckyOne Cancer Care Addresses KY's #1 Cancer

**Kentucky has a problem with lung cancer**, unfortunately leading the nation the number of cases. That's why KentuckyOne Cancer Care has ramped up access points for early detection using low-dose CT scanning equipment.

Across the state, KentuckyOne Health has **20** Lung Cancer Alliance Screening Centers of Excellence, more than any other health care provider.

Low-dose CT is an important tool in early detection, as well as in reducing deaths from lung cancer. While a chest X-ray may have served as the previous method for detection, this new technology employs a low-dose of radiation to make a series of very detailed pictures of the lungs, scanning the body in a spiral path, giving doctors an incredible amount of detail and allowing them to see even the smallest cancer growth.



Mahmoud Moammar, MD

"Evidence shows that people who receive a screening have a lower chance of dying from lung cancer," said Mahmoud Moammar, MD, KentuckyOne Health Pulmonology Associates. "Lung cancer screening is similar to a mammogram to detect breast cancer or having a colon cancer screening to prevent colon cancer. Early detection is a proven strategy for fighting lung cancer, and this tool is helping save lives."

According to the National Comprehensive Cancer Network, the five-year survival rates for lung cancer are 16.6 percent, due in part to the fact that most patients have advanced stage lung cancer at initial diagnosis. Data shows that using low-dose CT is four times more likely to pick up a mass than a traditional chest X-ray, allowing for earlier detection and a better chance at survival.

In December 2013, the United States Preventive Services Task Force recommended screening of adults aged 55 to 80 years who have a 30 pack-year smoking history and currently smoke or have quit within the past 15 years.

Low-dose CT is recommended for adults ages 55 to 74 years old who currently smoke, have a 30 pack-year smoking history or who have quit the habit within the last 15 years. Pack-years are calculated by multiplying the number of packs of cigarettes smoked per day by the number of years the person smoked.

Quitting smoking will always be the most important thing smokers can do for their health, this new technology is an additional tool being used to help the detect lung cancer early and save lives.

**To schedule a screening at one of our many locations across the state call 1-844-220-7685.**

## KentuckyOne Health Lung Cancer Screening Locations



### Louisville / Surrounding Counties

Flaget Memorial Hospital  
Jewish Hospital  
Jewish Hospital Shelbyville  
Medical Centers Jewish East, Northeast, South, Southwest  
Sts Mary & Elizabeth Hospital

### Lexington and Central / Eastern Counties

Bluegrass Regional Imaging – Fountain Court  
Bluegrass Regional Imaging – KentuckyOne Health Office Park  
KentuckyOne Health Imaging – London  
KentuckyOne Health Imaging – Richmond  
KentuckyOne Health Imaging – Winchester  
Saint Joseph Berea  
Saint Joseph East  
Saint Joseph Hospital  
Saint Joseph Jessamine  
Saint Joseph London  
Saint Joseph Martin  
Saint Joseph Mount Sterling

# Caring for the Commonwealth

**A 20-YEAR LEGACY AND A COMMITMENT TO QUALITY CARE INSPIRES MORNING POINTE SENIOR LIVING TO CONTINUE ITS EXPANSION IN KENTUCKY.**



The Lamplight at Morning Pointe  
Alzheimer's Center of Excellence, Louisville

In 1996, Greg Vital and Franklin Farrow founded Morning Pointe Senior Living with little more than a business plan and a mission to provide quality senior care. Twenty years later, the Chattanooga, TN-based healthcare entrepreneurs are opening new doors in Louisville and Russell, Kentucky marking eleven communities in the Bluegrass State, centering the company's approach on more choices for residents and families.

"The way we do senior living today isn't how we will do it tomorrow," says Greg Vital, president and CEO of Morning Pointe. "Our Baby Boomer generation is one that requires new, innovative approaches that more closely meet their needs."

## Celebrating Choice in Senior Living

According to The State of Aging 2015 Report of the Institute of Aging, by 2030, the older adult population is projected to increase to one-fourth of the commonwealth's total population. This growing demographic comes with a set of unique needs to aging care, with Alzheimer's memory care at the forefront of concerns for older adults, caregivers and families. In 2016, more than 69,000 Kentuckians aged 65 and older were diagnosed

with Alzheimer's disease, according to the Alzheimer's Association; in 2025, this number is expected to increase by nearly 25 percent.

Morning Pointe's latest expansion addresses the growing 60+ population, with two new freestanding Alzheimer's Center of Excellence communities in Russell and Louisville providing more choices for senior living and memory care in addition to quality services that prioritize safety, accessibility, independence and The Meaningful Day™, personal and purposeful memory care programming. The new Lantern in Russell addresses a broad spectrum of memory-related conditions, while the new Lamplight program in Louisville provides "early memory care" options for families navigating a recent health diagnosis. Both also feature SimpleC™ memory care technology fostering positive memories and stimulating engagement.



Franklin Farrow, chief operating officer of Morning Pointe Senior Living, and Greg Vital, president and CEO of Morning Pointe Senior Living

## Building Bridges in the Bluegrass

Since opening its first community in Kentucky more than 10 years ago, Morning Pointe's commitment to Alzheimer's memory care has gone beyond the doors of its senior living communities. Morning Pointe has partnered with healthcare providers,



University of Kentucky Nursing Students at Morning Pointe

as well as universities and nonprofits across the commonwealth. Through its long-standing relationship with the University of Kentucky's Sanders-Brown Center on Aging, Morning Pointe supports research initiatives and connecting expert care providers with a statewide mission to advance aging care and provide support resources for families.

Morning Pointe is also building bench strength across the Southeast as it stimulates a robust workforce equipped to address the complex and growing needs of older adults. The senior healthcare provider is opening gateways to the future for area nursing students practicing in the field of geriatric care through the Morning Pointe Foundation's two new scholarship programs at Ashland Community and Technical College and Bluegrass Community and Technical College.

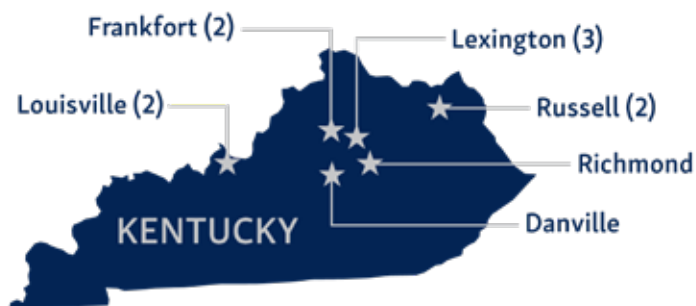
"A long life is often met with a need for more care choices," says Vital. "We see this as an opportunity to help seniors age comfortably while stimulating a vibrant workforce that is dedicated to providing quality care."

## A Culture of Compassion

In 2017, in honor of Morning Pointe's 20<sup>th</sup> anniversary, its senior campuses launched the "Make Your Mark" campaign – a yearlong volunteerism initiative to give back 20,000 hours of service. Inspiring the project was the unique generosity of Morning Pointe residents and



Morning Pointe of Louisville residents visit Churchill Downs



associates who use their talents and skills to make a difference in the lives of others.

"These random acts of kindness demonstrated by our seniors, leadership, volunteers, associates and partners are a true embodiment of what Morning Pointe is all about," says Vital. "This commitment to serving others can be witnessed in every aspect of our organization, and this is something to be proud of."



Morning Pointe of Lexington, Sanders-Brown Center on Aging host roundtable featuring Dr. Ronan Murphy

As Morning Pointe tailors its quality care services to the shifting needs of seniors across Kentucky, some things will remain the same – a compassionate, faith-based culture that puts residents, employees and community first.

"What unites us all is our mission and a commitment to compassion with a Judeo-Christian spirit," says Mandy Taylor, RN, Mercer County resident and Kentucky regional vice president of operations. "For us, it is a blessing to have the opportunity to celebrate the lives of seniors every single day."





# Norton Healthcare Expanding Cancer Services

**Norton Cancer Institute, the largest cancer program in the Louisville area,** serves more than 4,000 newly diagnosed adult cancer patients each year. However, program leaders are focusing not only on the disease, but also on the individual lives it affects.

“We hope to ease a cancer diagnosis for patients and their families,” said Russell F. Cox, president and chief executive officer of Norton Healthcare. “With so many lives touched directly and indirectly by cancer, we know there is a great need for this care not just locally, but throughout Kentucky and our surrounding region.”

Today, Norton Cancer Institute provides care at multiple locations. Current facilities include a downtown cancer center, which offers radiation therapy and multidisciplinary clinics; a radiation center housed on the Norton Healthcare – St. Matthews campus; nine oncology practices throughout Louisville, Southern Indiana, Shelbyville and Shepherdsville; and numerous other services in Louisville and Southern Indiana.

## NORTON CANCER INSTITUTE GROWING TO ADDRESS OUR COMMUNITY’S NEEDS

In October 2018, Norton Cancer Institute will open a new 48,591-square-foot comprehensive center in northeastern Jefferson County.

“The Brownsboro location will bring all the oncology subspecialties and services covered by Norton Cancer Institute together for the first time in one location,” said Joseph M. Flynn, D.O., MPH, FACP, executive director and physician-in-chief of Norton Cancer Institute. “The use of innovative design and advanced technologies will provide highly personalized services and care based on each person’s needs.”

Norton Cancer Institute – Brownsboro will offer radiation oncology, medical oncology and infusion therapy in one location. Other specialties

at the facility will include hematology, gynecologic oncology, neuro-oncology, orthopedic oncology and surgical oncology.

Features of Norton Cancer Institute – Brownsboro will include:

- Norton Cancer Institute’s newest Prompt Care Clinic, which provides urgent care for the institute’s patients to help them avoid emergency department visits between regularly scheduled appointments.
- Streamlined registration and pre-registration through mobile apps and self-check-in kiosks.
- The combined use of natural daylight and 100 percent LED lighting to support a more natural, less clinical feel.
- White/pink noise and music in key locations, along with special ceiling tiles and recycled denim insulation to dampen noise and enhance acoustics.
- Amenities such as personal technology charging stations, central nourishment stations, wireless internet access, a meditation room, a healing garden and a bistro.







At a ceremony to announce Norton Cancer Institute – Brownsboro, Norton Healthcare leaders, government officials, community supporters and cancer survivors left handprints and words of hope in concrete to symbolize building a foundation for comprehensive cancer care. The symbolic piece will become part of the new center's meditation garden.

## New Partnership to Battle Childhood Cancer

As the community awaits the opening of the Brownsboro center, exciting news in pediatric cancer care also merits celebration. Norton Healthcare and the University of Louisville announced the formation of Norton Children's Cancer Institute in April 2017.



Owen's Room is a youth-focused lounge area in the new cancer care unit for adolescents and young adults at Norton Children's Hospital.

Combining the efforts of Norton Cancer Institute and Norton Children's Hospital, in affiliation with the University of Louisville, Norton Children's Cancer Institute will improve access to care and offer additional services for children and their families fighting cancer. This includes new programs for treating rare tumors and benign blood disorders, such as sickle cell

anemia, as well as an enhanced program for bone marrow transplants.

In addition to offering new types of care, Norton Children's Cancer Institute has three primary goals: 1) Increase the number of clinical trials offered to patients and gain access to new therapies in their earliest stages; 2) develop additional groundbreaking research and advanced technology; and 3) recruit additional hematology/oncology specialists and medical students to improve patients' access to care.

"This is our chance for Louisville to become nationally recognized in the world of pediatric cancer research and gain access to the most cutting-edge clinical trials," Dr. Flynn said. "We see this affiliation as an opportunity to combine our resources and expertise to give kids the best treatment there is."

The University of Louisville provides physician support for Norton Children's Cancer Institute. Norton Healthcare has committed \$1 million to UofL per year for pediatric oncology research and physician recruitment, in addition to providing leadership and support staff for the institute.

Within Norton Children's Cancer Institute, inpatients will continue to be cared for at the Addison Jo Blair Cancer Care Center in Norton Children's Hospital. For outpatients, the institute will occupy the fourth floor of the University of Louisville's new 170,000-square-foot pediatric medical office building at 401 E. Chestnut St.

The facility, which is still under construction, is expected to be completed in July 2018.

With more than 8,000 pediatric cancer visits each year, Norton Children's Hospital is home to the country's oldest children's oncology program, continually accredited by the American College of Surgeons' Commission on Cancer since 1959.

## New Unit for Teens, Young Adults

Teens and young adults with cancer often fall into a gap between the typical care model for children and the model for adults. Cancer specialists know that patients between ages 15 and 39 — generally defined as AYA (adolescent and young adult) patients — have unique care needs that can go unmet.

Some of those needs are physical. Others may be social, emotional, psychological and spiritual. Age-appropriate resources and support are critical when it comes to meeting these needs and taking on cancer. That is why Norton Children's Hospital dedicated a new unit specially designed for AYA cancer patients on June 29, 2017.

The AYA cancer unit is a 2,000-square-foot space separated from the larger cancer care unit. It includes dedicated patient rooms, quiet space for private individual time and a lounge area for social interaction among patients and visitors.

"This unit reflects our commitment to care not just for the body, but the person within," Dr. Flynn said. "Learning you have cancer is life-changing. We are here to meet the needs of adolescents and young adults who are facing a life-changing journey. We will be with them every step of the way."

# Personal Care

**WHILE ONLINE NURSING GRAD PROGRAMS ARE ABUNDANT, SPALDING STILL STANDS OUT FOR FACE-TO-FACE, TRADITIONAL CLASSROOM AND SIMULATION LAB LEARNING**

**As Spalding University** adjunct lecturer Collan Darnall taught a recent nursing procedures lab for master's students, he was demonstrating points about treating lacerations that required careful explanation.

He taught the five students in the classroom how to prep and clean different cuts. He explained the options of numbing medications and their dosages. He reviewed methods for suturing.

The students asked quick questions throughout, and Darnall answered them immediately. If they needed him to repeat something, he did so, including making an occasional joke that made the students chuckle and stay engaged.

And when the students practiced suturing on pieces of soft leather, Darnall walked around the classroom to check how everyone was doing.

The teacher-student interactions in the Spalding lab that day accentuated the benefits of a traditional classroom setting for nurse-practitioner students.

In an age when online nursing programs are ubiquitous, Spalding's master of science in nursing (MSN) is a program still rooted in the face-to-face approach to teaching, and Spalding's future nurse practitioners say that makes all the difference.

"It's face-to-face where I can ask the instructor questions and get answers right away instead of waiting for days for someone to answer online,"



Spalding MSN student Sabina Sisic said. "That was my thing. That was the reason I came to Spalding. I like the hands-on, and I like to hear in person. You don't actually get to hear (instructors') personal stories or personal experiences online."

MSN student Danielle Lunsford said those face-to-face relationships mean students at the downtown Louisville campus are "held accountable" by the instructors who have gotten to know them so well.

"I know that any of the faculty (at Spalding) can name any of these students, where they're working, what they want to do, what are their interests, where they struggle," said Darnall, a nurse practitioner who earned his bachelor's and master's degrees at Spalding. "... I don't think you get that connection with an online program, and it's partially a skills-based occupation, so you're really missing that part of it in a strictly online program."

The MSN students also said they were drawn to the convenience of Spalding's longtime practice of coordinating and placing students in their clinical preceptorships instead of the students having to find preceptors for themselves.

"That is huge," Sisic said. "We have full-time school, full-time work and full-time families."

## WHY A SPALDING MSN?

- More than 95 percent of Spalding MSN graduates pass their board certification on the first try—a pass rate greater than the national average.
- U.S. News & World Report ranks nurse practitioner No. 2 in The 100 Best Jobs of 2017.
- Employment of advanced practice nurse practitioners is predicted to grow 31 percent through 2024, according to the U.S. Bureau of Labor Statistics.
- Visit [Spalding.edu/nursing](http://Spalding.edu/nursing) for more information.





Spalding University graduate nursing students attend a multitude of simulated lab and lecture classes while pursuing their MSN.”

Katie Davis said Spalding’s MSN faculty offer a personal touch in helping students like her. For example, Spalding created a fall session of a lab course solely to accommodate the schedules of her and a few classmates. Davis doubted that a large university or an online-only program would have done the same.

Speaking of labs, Sisic said she likes that Spalding’s procedures courses, such as the suturing lab, are part of the standard on-campus

MSN curriculum. She said a friend of hers in a different nursing program had to pay several hundred dollars on top of her tuition to take a private procedures lab similar to the one Darnall was teaching at Spalding.

It’s all part of the culture of personal, face-to-face learning in Spalding’s historic nursing program.

“Spalding provides an opportunity to be in the classroom with highly experienced educators

and nurse practitioners to have your questions immediately answered,” said Pam King, who directs Spalding’s nursing graduate programs. “It’s a chance to work through case studies as a group with other expert nurses and to have the give-and-take of an interaction of helping you figure out how to see different patients and approach different health care problems.”

For more information, visit [Spalding.edu/Nursing](http://Spalding.edu/Nursing)

# Early Intervention Is a Good Investment

## MENTAL HEALTH BENEFITS GET YOUR COMPANY ITS MONEY'S WORTH FROM EMPLOYEES

By Tess Taylor, *TheBalance.com*

How does a mental health benefits package help both employees and your bottom line? It's been estimated one in five Americans deals with a medically diagnosed mental illness at some point in their adult life. The numbers of undiagnosed cases are probably a lot higher than that. But the impact mental illness has on workplaces is felt in a very real way – from loss of productivity levels, excessive tardiness and absenteeism, to actual loss of employees because of the often debilitating symptoms mental illness comes with.

### Mental illness costs everyone

Major mental illness costs the U.S. at least \$193 billion each year, just in lost earnings by sufferers, according to The National Institute of Mental Health. Untreated depression in the workforce costs companies \$44 billion in lost productivity, the Partnership for Workplace for Mental Health and the American Psychiatric Foundation advise.

When mental illness is left unmanaged, it can lead to a whole host of other workplace related risks, such as increased accidents, workers' compensation claims, disability, workplace violence, and even claims of harassment and discrimination – scenarios that have become ever so transparent in today's world.

It makes good business sense, then, to offer full mental health employee benefits to the workforce. Experts advise that early intervention is the key to reducing the costs and incidents of serious mental illness in employees.

So too, early intervention is shown to provide the best possible outcome for those who are experiencing any kind of mental illness. When mental illness is left untreated or undiagnosed, or when employees have limited access to treatment options, they do not get well on their own — and this can all hurt the bottom line of your business in the long run.

### Mental health protection is the law

Under the Affordable Care Act, as of 2014, all private and individual medical plans must offer at least the minimum coverage for mental health screenings,

substance use services, and preventative care. This requirement is also for medical plans purchased via state marketplaces.

Additionally, group benefit plans cannot deny coverage to anyone just because they have a history of mental illness. Protections required under MH-PAEA require plan administrators to treat mental illness without restrictions, much like the approval process for approving a surgical procedure. Medicare and Medicaid also provide basic coverages for mental health wellness and substance abuse treatment.



These laws help to protect mental health consumers from being discriminated against by health insurance providers and support those with limited incomes to pay for services, but there are still many stigmas to mental health so that some employees deny that they need help.

Even being on medication for a mental illness may be viewed as a problem by some, if the medication creates restrictions on the employee's ability to perform his or her job – for example, medications that cause drowsiness, preventing the use of certain equipment or driving company vehicles.

Other potential barriers to getting help include missing work for therapy appointments, or taking unpaid leave to complete a 90-day substance abuse treatment program.

Unless there is a good insurance plan in place to help defray the costs of quality mental health care and employers do their part to educate employees about their available benefits; many employees simply go without until they find themselves hospitalized for a major breakdown. Others may self-medicate with illicit drugs, alcohol and negative behaviors. In workplaces, undiagnosed and untreated mental illness shows itself in the way that individuals relate to co-workers and clients. It can tear teams and companies apart. It can cause normally wonderful employees to turn into toxic employees.

For these reasons and more, any business can benefit from providing generous group mental health benefits to its workforce.

Employers who value their employees and want to demonstrate this can easily furnish mental health benefits any time of the year, whether the health insurance plan includes this care or not.

Here are some ideas for getting a mental health benefit program in place and make sure that people have access to the services they need to stay well.

### Have an Employee Assistance Program

It is a good idea to get an employee assistance program lined up as soon as possible in your organization. This can cost pennies on the dollar for each employee, but the value is immense. EAPs provide direct access to confidential professionals who can assist employees with any area of concern that may be causing them distress – from work-related issues to family problems and mental illness. Employees can be directed to counseling sessions, or they may be eligible for short-term treatment; facilitated by the EAP team. Learn more about employee assistance programs here.

### Have a 24/7 nurse hotline

Another choice is to contract with the health insurance vendor to establish a 24/7 nurse hotline for employees and their family members. This can be a way to ensure that employees always have a lifeline



where they can get help when they need it the most. They can get health and medical questions answered to determine if follow-up care with a mental health care provider is warranted or if a visit to the emergency room is needed.

### **Ensure behavioral benefits included**

As mentioned above, the ACA requires insurance plans to offer a basic level of mental health coverage, but this can be limited somewhat. Employees who are used to high deductible health care plans may not see the value in using their insurance to pay for counseling sessions – instead reserving their medical dollars for major hospitalization or planned procedures. As an employer, find employee benefits that offer above-average mental health coverage and provide a health savings account to offset out of pocket costs when combined with HDHPs.

### **Communication should be shielded**

Employees may or may not be comfortable discussing their mental health challenges with a manager, or even members of their own family. That's



why every workplace should have at least one human resource professional who is trained in intervention coaching and has established open office hours for discussing such matters in private. Oftentimes, situations can be handled through a referral to a qualified mental health provider, or by mediating any issues through the EAP. Be well-versed in the mental health benefits that are available so that the employee can get the right help at the right time.

### **Discounts with area providers?**

Another very helpful and welcomed method of developing a workplace that's more supportive of employees facing mental health challenges is to work with area wellness vendors to discount their services. For example, long-term unmanaged stress can be a sign of depression, so having access to a massage therapist who can help reduce stress can be a great benefit. Proper diet and exercise are also important components of good mental health, so creating access to local fitness resources and nutrition counseling can be a great perk.

### **Education and resources onsite**

Perhaps the most critical addition to any employee benefits package where it relates to mental health is access to accurate and timely information. If an employee is facing a crisis, he or she may not understand how to access medical benefits, or who to call for help.

So too, every corporate library should include plenty of educational materials in the form of self-help books, benefits information sheets, and directories of local mental health and medical providers. Management can support the communication by bringing up the importance of good overall health and avoiding treating others differently because they may be dealing with a mental illness.

All employee benefit programs need to be designed around the total well-being of employees, from head to toe. Employees may not display signs of mental illness outwardly, but they may miss work frequently, seem irritable or just stop performing to their previous levels. Mental illness is a protected disability under workforce laws, so never single an employee like this out. Instead, provide access to self-service information and resources so that employees can seek out the help they need to lead full lives.

# PASSPORT



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## Employers want to help but lack information how

Employers are unsure how to help their employees with mental health issues, particularly because they are unsure of the number of workers who are affected, new research indicates.

In a Mental Health and Substance Abuse Benefits survey of 247 U.S. employers conducted by the International Foundation of Employee Benefit Plans, about 158 employers (64 percent) said they thought less than 30 percent of their workforce is affected by mental health or substance abuse issues.

About one quarter of employers did not guess and said they were unsure if their employees were affected at all.

Stigma plays a major role in the discussion of behavioral health problems, which include mental health and substance abuse issues, says Julie Stich, associate vice president of content at the IFEBP, an association serving the employee benefits and compensation industry.

“Addiction is not an easy problem for employers to tackle,” Stich said. “Employees who are struggling with substance abuse issues are often doing so in secret. They may fear that admitting a problem will cost them their job.”



## Utilizing the EAP

Despite this uncertainty, which leads to a lack of conversation around the topic, employers are relying on benefit options they already offer, particularly the employee assistance program.

More than nine in 10 employers (91 percent) offer an employee assistance program, which can help employees address these behavioral health problems, according to the survey.

Within their EAP, 91 percent of companies offer assessment or counseling, 87 percent offer mental health assistance or counseling, 79 percent offer access to a crisis hotline, and 62 percent offer legal assistance.

While an employee might suffer from one or more behavioral health conditions, not all are covered under an EAP.

Employers are likely to cover conditions such as depression (88 percent), alcohol addiction (86 percent) and such anxiety disorders as panic disorders and obsessive compulsive disorder (82 percent), according to the survey.

Despite the coverage, employees are largely unaware of the services they have at their disposal, says Mim Senft, president and CEO at Motivity Partnerships Inc., a company that helps employers develop wellness strategies. From 1 percent to 6 percent of employees use an employee assistance program, according to the study.

“Creating a better understanding and connection to the company’s EAP, as well as training the workforce to help identify at-risk individuals, is key to getting to employees before they become addicted,” Senft said. “If employers are serious about solving this issue, they need a strategy and proven solutions.”

## Employers offer other options

Without having a conversation with employees about their behavioral health concerns, employers might not be offering their population the right services.

Some employers offer wellness programs with a mental health or substance abuse component (38 percent) or a stress-management program (23 percent), according to the survey.

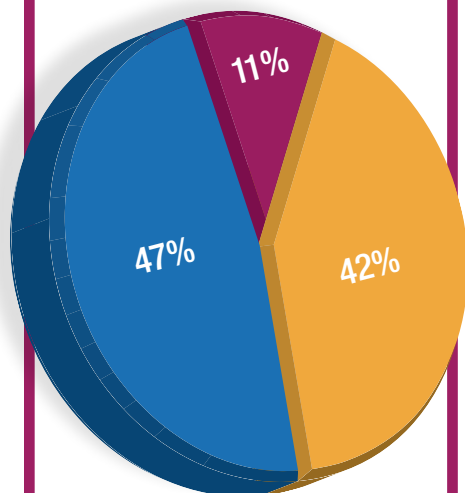
Similarly, the treatments for mental illnesses through these programs often include outpatient in-person treatment sessions with a medical professional or therapist (84 percent), prescription drug therapies (76 percent) and inpatient hospital or clinic treatment (69 percent), according to the survey.

Employers often want to help their employees but aren’t sure how, Stich says.

“I think they do care and they are concerned; they haven’t figured out a good way to know,” she said. “Or nobody is talking about it, so they don’t think it’s a pervasive issue.”

## Mental health awareness

More than half of employees say they don’t know if their company offers mental well-being programs or that no support is available



- No idea what employer offers
- No support or programs available
- Support and programs available

Source: Workplace Options



# 5 Warning Signs of Suffering

Nearly one in every five people or 42.5 million American adults, suffers from a diagnosable mental health condition, according to the U.S. Department of Health and Human Services. Half of all lifetime cases of mental disorders begin by age 14.

Often friends, neighbors, coworkers and even family members who are suffering emotionally don't recognize the symptoms or won't ask for help.

Check out these five signs that may mean that someone close to you is in emotional pain and may need help:

- **Their personality changes.** You may notice sudden or gradual changes in the way that someone typically behaves. He or she may behave in ways that don't seem to fit the person's values, or the person may just seem different.

- **They seem uncharacteristically angry, anxious, agitated or moody.** You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People

in more extreme situations like this may be unable to sleep or may explode in anger at minor problems.

- **They withdraw or isolate themselves from other people.** Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities they used to enjoy. In more severe cases the person may start failing to make it to work or school.

- **They stop taking care of themselves and may engage in risky behavior.** You may notice a change in the person's level of personal care or an act of poor judgment on his or her part.

- **They seem overcome with hopelessness and overwhelmed by their circum-**

**stances.** That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this position may say that the world would be a better place without them.



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# What are the Workplace Wellness Strategies of Behavioral Health Executives?

By Heather Cobb

*Sr. Director, Creative & Strategy, National Council for Behavioral Health*

Workplace wellness is a buzz phrase. But what does it mean? And why does it matter?

Believe it or not, workplace wellness has been around long before World War I. In 1880, the National Cash Register introduced twice-daily exercise breaks during the workday and built an employee gym. In the 1930s, Hershey Foods built its employ-

Here are some practices by companies in the behavioral health space:

SSTAR, a leader in addiction treatment and services, offers its employees nutrition, exercise and wellness programs such as Weight Watchers at work, nutritionist-led healthy eating groups, tobacco treatment and cessation groups, staff fitness

support its staff and this past year was honored with a 2016 Award of Excellence for enhancing their workforce development offerings. Relias' online platform gives employees a place to look over the employee handbook, find past HR incidents and watch videos of mandatory staff meetings and trainings. Leadership monitors individual staff members' training

progress, certifications, and employees track their progress and develop new skills through training. ATS COO Jaycie Ransom credits Relias for improving the organization's new staff orientation, as well.

Susan Blue, CEO and president of Community Services Group in Pennsylvania, touts the benefits of another online program called myStrength. The behavioral health treatment group currently offers employees a \$300 bonus for completing five out of seven items on a list that includes items like selecting a primary physician, watching financial planning webinars, participating in mental wellness programs, engaging in wellness challenges and getting a flu shot.

Poor mental or physical health can lead to lower productivity and more missed workdays. Wellness programs help combat common chronic diseases such as obesity, depression and hypertension, which can surge health-related expenses for employers and employees both.

In the digital age, employers have endless opportunities to improve their employees' health and overall wellbeing through online programs.

ees their own recreation center. In 1984, Boeing became one of the first large companies to ban smoking in the workplace. Although it wasn't referred to as "workplace wellness," employers have implemented plans to create happier, healthier employees for more than 100 years.

And it's come a long way – nationally and within a field where it is so very important: the mental health and addiction field.

challenges and staff-led yoga classes. A popular activity for staff members and clients is called "Walking with the CEO," a one-mile walking meeting with STARR CEO Nancy Paull. The organization also offers online training and development through Relias Learning, which includes many wellness offerings.

Addiction Treatment Services (ATS) in Traverse City, Mich., also relies heavily on Relias Learning to







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# Why Running is So Good for Your Brain

By Anna Ciulla

That running is good for cardiovascular health is now conventional wisdom. That running is good for the brain, on the other hand? It's not as well known.

Yet increasingly, there's a case to be made for running purely on the grounds that it is good for your mental health. Multiple studies have concluded that running:

- Decreases symptoms of depression
- Improves learning abilities
- Sharpens memory
- Slows cognitive decline
- Alleviates anxiety
- Improves sleep
- Increases creativity

In my field of substance-use treatment, still other studies have revealed that running can reduce drug and alcohol cravings and mitigate the brain damage from substance use. I see it as clinical director at Beach House Center for Recovery in Juno Beach, Fla., where we design, implement and supervise delivery of the latest evidence-based therapies for treating substance use disorders.

But why is running so good for your brain? That's the question framing the latest research into the link between running and mental health. Here's what we

now know, thanks to these recent findings:

• **Runner's brains show greater functional connectivity.** Last year, University of Arizona researchers studied the MRI scans of runners' brains and compared them with MRI scans of non-runners' brains. The runners exhibited greater connectivity between different regions of the brain, including within the frontal cortex that governs cognitive tasks like planning and decision-making. Strikingly, the researchers concluded that running affects the structure and function of the brain in ways similar to complex tasks like playing a musical instrument.

• **Running generates new neurons in the hippocampus region of the brain.** In a 2016 study of adult rats that were made to run at various intervals over a period of six weeks, researchers at the Academy of Finland observed that new neurons developed in the hippocampus — part of the brain's limbic system associated with motivation, emotion, learning, memory, and pleasure and reward, it also plays



a central role in mediating some of these higher brain functions. The rats that acquired the most new neurons in their hippocampus had run the longest distances.

• **Running at a young(er) age boosts neuronal activity in the hippocampus later in life.** In another recent study involving rats, young rats that were made to run on treadmills went on to show more neuronal activity in

their hippocampus as adults. They also exhibited better memory skills as a result. That discovery led researchers to conclude that running can build the brain's resilience to aging-related neurodegenerative disorders like Alzheimer's.

If there were any doubts that running is "the thinking person's sport," as expressed in an article in The New York Times, such findings should put them to rest. At the very least, they're one more reason to dust off those sneakers and go for a jog.

Source: from [mentalhealthfirstaid.org](http://mentalhealthfirstaid.org)

## 4 Companies that are Prioritizing Mental Health Programs

By [benefitnews.com](http://benefitnews.com)

Mental health and well-being programs have been on employers' radars for some time now, yet many companies are unaware of the number of employees who need help and how to offer them assistance.

Without sufficient access to mental health programs, employees are more likely to be less productive and take days off, which the Partnership for Workplace Mental Health estimates will cost employers about \$80 to \$100 billion in indirect costs. Overall, nearly one in five adults — 43.8 million people — in the United States has a mental health or addiction issue, according to the National Council on Behavioral Health.

Four global companies are tackling their mental

health programs and offering best practices, according to a new survey conducted by The Conference Board, a global business research firm, and these companies are.

### Barclays

Financial services company Barclays wanted to engage its 129,400 employees globally with storytelling to destigmatize mental health problems. The company launched its "This is Me" campaign, where employees shared elements of their personal life not exclusive to mental health problems. Since the video series launched in 2014, Barclays shared nearly 200 stories and garnered more than 60,000 visits to the web page.

"The organization is retaining talent as more employees successfully return to work after mental health-related leaves of absence," says Amanda Popiela, author of The Conference Board's "Mental Health and Well-being in the Workplace" report.

Twenty-two companies in the United Kingdom, the United States and South Africa used Barclays' model to create their own version of the campaign, which has reached nearly 400,000 employees, according to the report.

### Unilever

The consumer goods company known for brands like Dove and Lipton has taken a holistic approach to its well-



# Mental Health Issues – and Their Cost to Your Business – Don't Take the Day Off

By Danielle Poole  
*Communications Specialist, National Council for Behavioral Health*

Mental health issues don't stay at home. They don't take a vacation and they seldom take a day off. Untreated, mental health problems can translate into job performance issues, workplace accidents, staff turnover and absenteeism. Depression alone is estimated to cause 200 million lost workdays each year at a cost to employers upwards of \$44 billion, according to the Centers for Disease Control and Prevention.

To help employers and coworkers identify the warning signs of mental illness and substance abuse concerns, Aetna is working with the National Council for Behavioral Health to provide Mental Health First Aid in the workplace. Mental Health First Aid (MHFA) training gives people the tools they need to support a friend, family member and a coworker who may be in emotional pain.

The skills-based, in-person training program is available in two different packages: an 8-hour Mental Health First Aid Certification Program and a 4-hour Mental Health First Aid Course. An employer in-

terested in using the program does not have to have Aetna's Employee Assistance Program to sign up, since the program can also be purchased as its own option.

Linda Rosenberg, president & CEO, National Council for Behavioral Health, said the council "commends Aetna for supporting this important mental health initiative, which is an important step in helping to create healthier work environments."

Hyong Un, M.D., chief psychiatric officer for Aetna Behavioral Health, says Mental Health First Aid supports the effort to fight mental health stigma in the United States. By acknowledging the issue of mental health in the workplace, the training program gives employees the tools they need to quickly identify when a fellow coworker is having an issue.

Un noted the training is important for employees who otherwise wouldn't know how to handle a situation quickly and safely.

"The stigma of mental health often keeps people from speaking up when they have an issue," Un said.

"That same stigma can prevent others from speaking up on someone else's behalf. Training can help in both cases."

The program works to fill a void in today's workplaces, where there may be few tools to deal with mental health issues and situations. Citing a ripple effect, Un said that training like Mental Health First Aid creates a framework to help everyone in the workplace, even if not every employee actually goes through the training.

The program is listed in the Substance Abuse and Mental Health Services Administration's National Registry of Evidence-based Programs and Practices. All of the interventions listed in the registry have been independently assessed and rated for quality of research readiness for dissemination. The registry also includes a list of all Mental Health First Aid studies and academic reviews from around the world.

*\*Reprinted from Aetna Health Section.*

being program. The program has four tenets – physical, emotional, mental and purposeful – to make sure that its 170,000 global employees are receiving the care they need. About half of all U.K. line managers have attended a three-hour workshop to recognize signs of mental health distress, for example. Managers are not expected to fix the problem but rather direct employees to services like an employee assistance program, Popiela said.

In 2015, Unilever reported a return of \$11.19 for every \$1 spent in the well-being initiative due to an increase in employee engagement and productivity and a reduction in absenteeism.

## **RBS**

Although retail banking company RBS has focused on well-being over the past 15 years, it wasn't until 2014 that it dedicated time and resources to help its line man-

agers handle their teams' mental health. The company implemented its Determined To Lead program, which set clear and consistent expectations for how to lead employees. RBS also gives managers access to support tools to better support their employees. By early 2016, more than 15,000 managers were trained through this program to better serve 73,000 RBS employees globally.

In addition to the leadership program, RBS supports the Time To Change pledge – a mental health campaign in England that aims to reduce stigma and discrimination – and offers a targeted mental health awareness program to equip line managers with tools to identify, manager and support mental health issues in the workplace. The company also has a mental health toolkit available to employees to recognize mental health conditions and learn strategies to manage their well-being, according to the report.

## **Bupa UK**

This international healthcare group with 33,000 global employees has leveraged data and analytics to define the focus of its well-being program and track progress and effectiveness. Bupa UK uses its own app, Pupa Boost, to determine what its employees – and the general population – want from its wellness program: a way to address hydration, exercise, nutrition and sleep. Similarly, data can determine how employees think about their program and senior leadership in regards to mental health.

For Bupa UK, the research found that 68 percent of business leaders cited a "stiff upper lip attitude" at the executive level, which creates barriers for achieving a successful program, according to the report. Leadership buy-in, with visible participation, is the company's key to creating a legitimate program.



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