

Case Study: **Member Engagement**

Escambia County School District: Engaging Teachers, Bus Drivers, Classroom Aides, and Administrators in their Health

Background

The Escambia County School District (ECSD) is made up of more than 50 schools covering 876 square miles in and around Pensacola, Florida. In 2013, ECSD decided to get ahead of the upward and trending healthcare cost curve and open an onsite health center providing primary care and health coaching to its 7,578 employees plus their families. In 2017, health center services to offer DOT physicals to employees. One sticking point was figuring out how to engage such a large population, spread out over a broad swath of land. Considering the geographical hurdles, engagement was expected to be challenging.

Enter Marathon Health

Recognizing the school district's varying geography and demographics, Marathon Health and ECSD partnered to set up a communications and incentives program to drive engagement at the health center.

Emails to millennials and mailed welcome packets to baby boomers kept the employee population informed and engaged. Participation rates grew thanks to adjusted incentives and health center information displays on bulletin boards and in breakrooms.

A Winning Partnership

"Our healthcare spend trending rate is down 12 percent since opening the health center, which is unbelievable," said ECSD Risk Management Director Kevin Windham. "I am attributing a good part of that to what we're doing with engagement."

Windham said the school district believes it has the best vendor partner it could have in Marathon Health.

"Our health center is a jewel of a facility and we have a superior clinical staff and account management team," he said. "We use the health center as a recruitment and retention asset for us."



“I was so thankful that I was able to leave today with my prescriptions filled. In my initial visit for wellness several months ago, I was overwhelmed with the helpfulness, kindness, and knowledge of my provider.”

- ECSD Employee Satisfaction Survey -

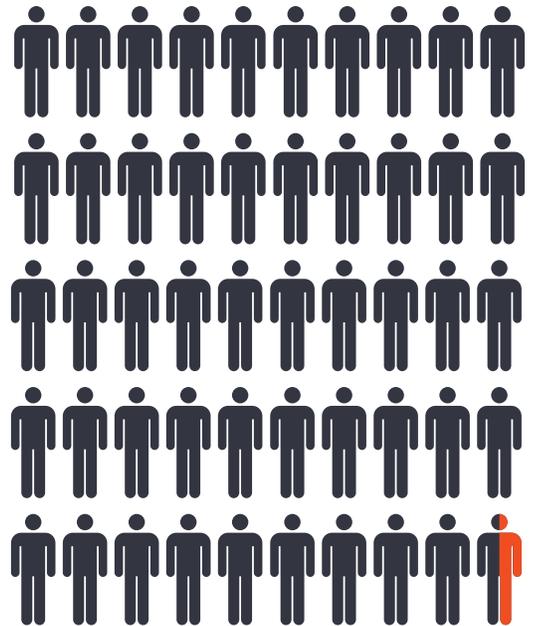
Results

Using the communications strategy Marathon Health devised, Escambia County Public Schools has been able to engage more than 60% of their target population. The Marathon Health Population Health 2.0 model has produced tangible results in other areas as well.

Since the ECSD Health Center's Opening

61%

of School District employees with high health risks made progress toward normal range.



The most recent annual survey indicated that more than 99% of employees were satisfied or very satisfied with their Marathon Health experience, and said that they would recommend the health center to their colleagues.