



April 19, 2018

Sandy Matz  
City of Appleton  
100 N. Appleton Street  
Appleton, Wisconsin 54911

Dear Sandy:

Based on our discussions with members of the Joint Operating Committee for the Connecting Care Clinic, a proposal was requested to add a Physical Therapist and Health Coach to the Connecting Care Clinic. Please consider this letter our proposal for these services.

### **Background**

- The City of Appleton is looking for ways to improve the health of their population as well as reduce health care spend.
- The claims for the City over the last several years are musculoskeletal related claims. Many of these services could be provided by a Physical Therapist.
- In order to meet the goal of the clinic to improve health, health coaching is needed to address the following opportunities identified in the Personal Health Assessment.
  - 34 participants ready to quit using tobacco
  - 61 participants with an elevated glucose
  - 607 participants indicated a readiness to change in at least one lifestyle related area.
  - 380 participants indicated they were thinking about a change in at least one lifestyle related area.
  - 126 participants at high risk for blood pressure

### **Services**

#### **Health Coach**

- Individual Health Coaching
  - Assists in setting short and long term goals
  - Addresses barriers to change
  - Documents plans
  - Assess readiness to change
  - Practices motivational interviewing techniques
  - Moves individuals through the change process
- Health coach resources
  - Presentations
  - Handouts
  - Programs
  - Incentive Challenges
  - Monthly Wellness Newsletter
  - Monthly Wellness Plan
  - Healthy Huddles & demonstrations



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- Cultural Change Resources
- Recipes
- Fitness classes
- Web resources and tools
- Group classes and programs for support and accountability
- Detailed data analysis
- Targeted outreach based on health risks and readiness to change
- Onsite support, education, resources and tools to help employees achieve lasting health improvement
- Moves individuals through the change process
- Risk stratification to identify and provide outreach
- Tailored programming based on health risks, employee interests, and readiness to change
- Participation on company's wellness committee
- Ongoing biometric measurements (blood pressure, weight, etc.)
- Proactive chronic condition care
- Integration of PHA data
- Facilitate compliance in management of condition
- Assist individuals in modifying lifestyle to improve or eliminate condition
- Face to face
- Group programs
- E-mail
- Texting

## Physical Therapy

- Individual visits
- Alleviate muscle or joint discomfort
- Migraines and back pain treatment
- Provide advice on fitness
- Early intervention and prevention
- Initial evaluations
- Follow-up treatments

## Economics/Investment

### Health Coach

- 46 weeks (schedule to be determined)
- Confidentiality as a third party
- Team member in a cohesive health team
- Provide and review company specific reporting packages on an on-going basis
- Medical tracking in EPIC (ThedaCare and its partners medical record)
- Medical liability coverage
- Access to multiple resources throughout ThedaCare and medical partners

	<u>Hourly Rate</u>	<u>Monthly Fee</u>	<u>City Portion (32%)</u>
<b>20 hours / week</b>	<b>\$55</b>	<b>\$4,767</b>	<b>\$1,525</b>
<b>40 hours / week</b>	<b>\$55</b>	<b>\$9,534</b>	<b>\$3,050</b>



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## Physical Therapist

- 46 weeks (schedule to be determined)
- Confidentiality as a third party
- Team member in a cohesive health team
- Provide and review company specific reporting packages on an on-going basis
- Medical tracking in EPIC (ThedaCare and its partners medical record)
- Medical liability coverage
- Access to multiple resources throughout ThedaCare and medical partners

	<u>Hourly Rate</u>	<u>Monthly Fee</u>	<u>City Portion (32%)</u>
<b>20 hours / week</b>	<b>\$80</b>	<b>\$6,934</b>	<b>\$2,219</b>
<b>40 hours / week</b>	<b>\$80</b>	<b>\$13,867</b>	<b>\$4,438</b>

## Estimated Costs of Equipment (50%)

- Equipment and Furniture **\$6,150**
- Construction to add doors **\$ 850**

*This Investment Proposal is valid for 60 days from the date of this proposal.*

## Timeline

The goal is to begin with a Health Coach 20 hours per week and a Physical Therapist 20 hours per week in September of 2018.

## Closing

Thank you for reviewing this Investment Proposal. ThedaCare At Work is eager to continue to build our partnership with the City of Appleton.

Sincerely,

Pam Berth  
ThedaCare At Work  
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[Pam.berth@thedacare.org](mailto:Pam.berth@thedacare.org)