

# Case Study: Member Engagement

## Escambia County School District: Engaging Teachers, Bus Drivers, Classroom Aids, 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 trending healthcare cost curve and open an onsite health center providing primary care and health coaching to its 5,369 employees plus their families. 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 program that covered all aspects of effective employee communications.**

Email messages were utilized for millennials, and for baby boomers, hard copy information in the form of welcome packages were sent to every employee's home. Posters and flyers were also distributed to employees and displayed on bulletin boards and in breakrooms.

### 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:

#### Prevalence Rates

School District employees are improving their health. Last year...

68%

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

#### Employee Satisfaction

The most recent annual survey indicated that more than 95% of employees were satisfied or very satisfied with their Marathon Health experience, and said they would recommend the health center to their colleagues.

95%





**“This comment sums up the Marathon Health mission:**

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)

## Savings

Since opening their health center in June 2014, the school district has seen a total net savings of \$25.9 million, **a 6:1 return on investment.**

**\$25.9**  
million

## 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 attribute 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,” he said. “We use the health center as a recruitment and retention asset for us.”