

brought to you by

**STANDREW
DEVELOPMENT
INC**

Touching Lives Through Knowledge Delivery Systems®



Wellness Link

WellnessSuite Digest

Our Vested Interest in Workplace Wellness

Colleen Doyle, MS, RD – Director, Nutrition & Physical Activity, American Cancer Society



Over 130 million of us work. We spend approximately three quarters of our day at the office. It's no wonder, then, that our workplace can play an important role in promoting and helping us maintain good health. That is what Workplace Wellness is all about – creating an environment that supports our ability to make and maintain healthful choices.

Let's take nutrition and physical activity as an example. Many of us would like to improve our eating and activity habits, but we face substantial barriers to doing so. We spend more time at the office, and with more households having multiple wage earners, we have less time to spend cooking healthy meals. This means increased consumption of foods outside our homes – frequently processed, fast foods, and snack foods. Longer commute times, increased reliance on cars for transportation, and less leisure time (in part due to more time spent at the office) add up to less time spent being physically active. The result? Sixty-four percent of adults are overweight, and heart disease, cancer and diabetes (all largely lifestyle-related) claim hundreds of thousands of lives every year.

So what is a workplace to do? As part of developing a comprehensive health promotion program, workplaces should consider three key areas: policy development, environmental changes, and benefits packages.

Policy Development

Progressive workplaces have successfully enacted formal policies that positively impact employees' choices thereby resulting in behavior change. For example, encouraging the workplace to always have healthy options in the

cafeteria, and discouraging the workplace from alarming the stairwells which prevents people from using the stairs.

Environmental Change

Developing policies is an important step, but in order to see success, it is also important to make changes in the workplace environment that will have a positive impact on employee health. Providing healthy options in vending machines, offering bagels at the coffee instead of doughnuts, placing signs in the workplace encouraging people to take the stairs instead of the elevator are all simple things that begin to change the environment to make it more supportive of healthy lifestyles.

Benefits Packages

Benefits packages may include employee incentives reinforcing healthy living. Insurance providers are often able to show evidence of their commitment to healthy lifestyles through the benefits they provide. For example, many programs give employees access to chronic disease screening and early detection benefits; access to smoking cessation programs; and access to weight management services. A system for regular communication on health and lifestyle-related topics by the provider with its members is needed.

Why a vested interest in Workplace Wellness? A workplace valuing the health and wellness of its employees is rewarded with increased morale, increased productivity, and an impact on its bottom line. That is what Workplace Wellness is all about.



A Message from St. Andrew's President



On September 19th I went to a party with about 6,000 other people down in Washington, D.C. It was an open invite affair having to do with cancer. Things were moving along pretty well when suddenly, at the pained prodding of my friend and partner, I found myself questioning how celebration and cancer can share center stage. Mingling among the party-goers were people wearing white sashes. About two thousand of them walked by tents, bands and revelry on the mall in the shadow of the capital building. They call themselves survivors.

I was reminded of an experience from my childhood when I walked into a delicatessen in Philadelphia to buy my mom some lunchmeat. The clerk was friendly enough but, what sticks in my mind to this day, is the vision of a number someone had tattooed on his wrist. Yep, he was a survivor, too, of perhaps the most brutal regime in the history of the world.

And, so it is with cancer. Where is the “celebration” when 4 out of 10 afflicted with the dreaded disease too frequently succumb to elongated and painful deaths? How can we rock to Cool and the Gang when the suffering hits many of us, family, friends and loved-ones? Then it hit me.

We weren't there partying to celebrate; we were there delivering a message. It's a message that no matter how much work it takes, or no matter how long it takes, we will not be denied a cure for cancer.

Right in the thick of this all was, of course, the American Cancer Society. I know of only one organization, unfortunately, whose stated and practiced goal is to put themselves out of business. Think about that. The last guy or girl out the door, be sure to turn out the lights. Game over, cure found, let's party.

The celebration rolled on throughout the day and suddenly I saw a great photo op. It was a group of people signing a bus that the American Cancer Society dispatched cross-country to drum up support for the Celebration on the Hill event.

Grabbing my camera, I held my breath, snapped several photos and went onward into the night. It wasn't until I got back to my office the following day when I closely looked at one photograph in particular and saw the two sashed women (*see photo on back cover*).

The women appeared very nondescript, both right-handed and middle-aged, one blonde, the other a brunette. Each wore one of those white sashes. They're shown intently and simultaneously scribing their message on the side of a bus parked in the heart of our great country along with a ton of other people all committed to the eradication of cancer as a disease right by their side.

I have no idea who they were or what they wrote. But, I know what they were. They were survivors and were having one heck of a good time. I did too.

Kind regards,

Francis McKee

October 2002

Health Facts: Hepatitis C Virus (HCV) Risk Factors...

- *Using illegal injection drugs, even once*
- *Having a transfusion or organ transplant before July 1992*
- *Having long-term hemodialysis*
- *Receiving clotting factor made prior to 1987*
- *Being injured by a needle or other sharp object that has infected blood on it*
- *Being born to an infected mother*

HCV is known as the silent epidemic. It often causes no symptoms until liver damage has occurred many years after infection.



Technically Speaking

Jim Kruper, CTO describes the benefit of real-time usage statistics

As a dispenser of important and useful wellness information, Wellness Link kiosks are a useful tool for educating the public; however, there needs to be a way to measure and validate how much information is conveyed to users.



St. Andrew's MEDIASstorm software automatically handles this requirement by recording into a usage log every page that a user views and the length of time they viewed the page. These usage statistics are uploaded nightly to the St. Andrew web server. The data are then made available for viewing by accessing the St. Andrew website. A logon and password is required.

The statistical data can be viewed for English or Spanish separately or both languages combined, so that usage differences between languages can be evaluated. The web-enabled software permits customers with multiple kiosks to look at individual kiosk statistics or overall statistics.

How is this information used? *One way is to determine the optimum location for a kiosk. For example, the traffic pattern around the kiosk may consist mostly of the same people day after day, and, after a certain period of time, the usage of the kiosk will fall, possibly severely, after everyone who wants information has already used WellnessLink. The usage statistics will immediately display the drop in usage and the kiosk can be moved to a new location.*

Another example relates to regional interests. A Wellness Link kiosk placed in the southern states may want to emphasize skin cancer information, and the usage stats will indicate relative to the other cancers whether skin cancer is being viewed enough. If not, steps can be taken to draw users to that information.

The usage statistics display in descending order based on number of visits. Data shown are the page name, number of visits, total time spent on the page, average time spent on the page and maximum time that a single visitor spent on a page. The sample screen below shows a typical usage profile:

	Visits	% of Total	Total Stay (Min)	Avg. Stay (Min)	Max Stay (Min)
Breast Cancer	183	3.20%	67.0	0.4	8.4
Prostate Cancer	118	2.10%	54.4	0.5	12.3
Lung Cancer	98	1.70%	53.0	0.5	7.5
Nutrition Information	95	1.70%	79.6	0.8	6.3
Cancer Prevention	91	1.60%	33.9	0.4	4
Colorectal Cancer	52	0.90%	40.8	0.8	9.6
Melanoma Cancer	52	0.09%	31.5	0.6	11.9

Attacking Hepatitis C – the Silent Killer

St. Andrew recently completed work on a health-related touch screen knowledge system featuring hepatitis C information.

Deaths from hepatitis C are expected to eclipse those attributable to AIDS by four-fold over the next decade.

The Pennsylvania Emergency Management Agency and The Institute for Healthy Communities accepted a challenge to educate emergency service workers on the perils of hepatitis C. These organizations chose St. Andrew Development to create and deploy a series of touch enabled kiosks to the emergency worker community in the Philadelphia area.



Since June, the hepatitis kiosks have been helping to not only educate these heroes and heroines about hepatitis but give them reasonable steps to take to get tested and, if infected, get treated.

Using information supplied by the American Liver Foundation, the hepatitis system presents information in an easy to access and understandable manner.

Meet St. Andrew's Marissa Collins

With an undergraduate degree in Psychology from West Virginia University and experience in the health and human services area, Marissa brings a depth of technical competence and human understanding to the St. Andrew team.



Marissa's skills are very diverse and representative of her mental athleticism. She performs functions ranging from appearing at health and hospital conventions to designing interfaces for health kiosks.

The favorite part of her job is interacting with clients who strive to bring valuable, life-saving knowledge to their constituents. According to Marissa, "Helping people has always been in my background from my days as

a lifeguard to working with children in organized and informal settings."

St. Andrew will occasionally profile select members of the company in the WellnessSuite Digest.

STANDREW DEVELOPMENT INC

140 ROOSEVELT AVENUE
SUITE 204
YORK, PA 17404

WellnessSuite Digest

Fall 2002/ Winter 2003

the semiannual newsletter of

St. Andrew Development, Inc.
140 Roosevelt Avenue, Suite 204
York, PA 17404
717.848.5818
www.StAndrew.com

Editor: Gina Kruper
GKruper@StAndrew.com

Inside this Issue...

- Workplace Wellness
- Celebration on the Hill
- Health Facts
Hepatitis C Virus Risk Factors
- Technically Speaking
Benefits of Usage Statistics
- Hepatitis C – the Silent Killer
- Meet Marissa Collins



Coming in our Next Issue...

- *WellnessSuiteMD* – an interactive health information portal for medical offices
- *Hepatitis C* – connecting with the “at-risk” community
- “*The user is NOT like me.*” Designing and deploying systems for use by Jane and John Q. Public from an informatics perspective
- *Grant Strategies* - Advancing winning ideas; what it takes and how to do it