Creating a Culture of Wellness: A Public Sector Perspective

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What is a Culture of Wellness and How Does it Apply to Medicaid?

- Difference between “programs” and “strategies”
- Moving beyond responding to crisis > creating a new culture
- Doing more than reducing symptoms.
- Embedding health promotion strategies in everything you do.
- Different challenge in public sector
- Other problems: poverty, homelessness, discrimination, nutrition, legal and financial issues.
- Need to be more comprehensive and creative in approaches
“Let me tell you a story...”

about a small county in Southwestern Pennsylvania called Greene County...
“Healthy Living, Healthy Choices”
Getting Started
Creating a Shared Vision

"To create an integrated, coordinated, community/family based service system to meet the health, educational and community needs of Greene County Residents"
Next, you need a place...

- The Open Arms Drop in Center
WalkWorks

A weekly walking group that makes the one mile walk through Waynesburg campus. This group is led by the walking coordinator Danny.
Dancing with Our Stars
Strong Bones

Carolyn Wissenbach, educator from the Penn State Extension Office, did a multi-week exercise routine that focused on building strong bones, promoting proper body awareness, positioning, flexibility, and posture.
Heart Healthy
Learning Sessions
Fishing With Friends
How We Started this Program...

• This program is not about spending more money
• But it is about using existing resources more creatively and effectively
• First, find a place!
• Next, establish a small workgroup.
• Transportation: very important in rural areas
• One motivated person!
• "Cheerleaders"
• One visionary account executive - Jill Piasecki

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