



**CHHC**

Colorado Healthy Hospital Compact

# **Using Price Differential to Promote Healthier Choices**

Hosted by Centura Health: St. Anthony Hospital

Thursday, February 19, 2015





# CHHC

Colorado Healthy Hospital Compact

## AGENDA

- 9:30-9:40 am Welcome
- 9:40-9:50 am What is the Colorado Health Hospital Compact ?
- 9:50-10:05 am Price Differential at St. Anthony Hospital
- 10:05-10:20 Price Differential Information and Results - LiveWell Colorado and Penrose Hospital
- 10:20-10:30 Questions

# Welcome



Jeff Brickman, FACHE, CEO of  
St. Anthony Hospital and  
president of Centura Health's  
Mountains North Denver  
Operating Group





# CHHC

Colorado Healthy Hospital Compact

## The Colorado Healthy Hospital Compact

The Colorado Healthy Hospital Compact (CHHC) is an agreement by hospitals that share a mission to protect and promote the health of hospital patients and their families, visitors and staff. Compact Partner Hospitals adopt measures designed to improve the quality of their nutrition environments.

Hospitals who join the the Compact commit to implementing at least one and up to four programs to achieve bronze, silver, gold or platinum status. The four programs are:

- Healthier Food Program - meet Compact nutrition guidelines
- Healthier Beverage Program - reduce sugar-sweetened beverages
- Marketing Program - promote and incentivizes the purchase of healthier foods and beverages
- Breast Feeding Policy and Support Program - implement healthy breastfeeding policies and practices



# CHHC

Colorado Healthy Hospital Compact

## **Partner Hospitals with recognition level:**

### **Centura Health**

- Avista Adventist Hospital- Silver
- Littleton Adventist Hospital- Silver
- St. Anthony Hospital- Bronze
- St. Anthony Summit Medical Center- Silver

**Children's Hospital Colorado - Gold**

**Denver Health Medical Center- Bronze**

**Lutheran Medical Center- Gold**

### **Partners:**

**Centura - St. Anthony North Hospital**

**Longmont United Hospital**

**Medical Center of Aurora**

**Sky Ridge Medical Center**

**University of Colorado Hospital**

**Yampa Valley Medical Center**



# CHHC

Colorado Healthy Hospital Compact

## Compact Benefits

Members of the Colorado Healthy Hospital Compact will be publicly recognized for their efforts by the State of Colorado as they achieve bronze, silver, gold or platinum status. Joining a peer network, hospitals will have access to the tools and resources they need to be successful, including assessment tools, technical assistance, evidence-based policies, and opportunities to collaborate with state and national experts on implementation and evaluation. Most importantly, Compact members will be recognized as leaders in the hospital community for improving worker, patient and visitor health and supporting Colorado's cross cutting and coordinated efforts to reduce obesity.

# St. Anthony Hospital



Centura Health®

# Time Line

## Year 2012

Provide Baseline data information within 120 days after MOU is signed on total dollar purchases for fruits and vegetables vs. total dollar purchases of all food for 2011.

## Year 2013

September 1, 2013

- 1.Evidence of displaying only health-promoting food options in all advertising/pictorials in cafeteria and general patient service menus.
- 2.Evidence of offering only health-promoting food options within five feet of all cash register stations.
- 3.Evidence of offering at least one children's wellness meal in the cafeteria and general pediatric patient menu.
- 4.Evidence of offering at least one wellness meal in the cafeteria and on general service patient menu
- 5.Evidence that 40% of entrees and side dishes in cafeteria and general patient service menus meet nutrient and food profiles.

## Year 2014

September 1, 2014

- Evidence of nutrition labeling with calories per serving for all items.
- Evidence of offering at least two wellness meals in the cafeteria and on general patient menus.
- Evidence that 50% of the entrees and side dishes in the cafeteria and general patient service menus meet nutrient and food profiles.

## Year 2015

September 1, 2015

- Evidence of offering at least 3 wellness meals in cafe and on all general service patient menus.**
- Evidence that 60% of entrees and side dishes in cafeteria and general patient service menus meet nutrient and food profiles.**
- Evidence of the total percentage of total food dollars for fruit and vegetables vs. other foods through a submission of procurement records showing the annual dollar purchases.**
- Evidence of the percentage of total dollar purchases for healthy beverages compared to all beverages through procurement records.**

Full Integration Point  
2016

By January 31, 2016  
removal of all  
fryers.





## Building Partnership for the Two Tier Discount Program

- Regularly met with a select group of St. Anthony Hospital administrators during both the exploratory and the implementation phases.
- Communicated consistently as the process developed.
- Sought input as hurdles were identified.
- Worked closely with marketing and administration on promotion talking points.
- Invited administration liaison to be present in the Café on “go live” day.



# Implementation

- Studied existing retail menus to identify qualifying items.
- Created additional qualifying menu items to round out each station's offerings.
- Debated scenarios for "challenging" areas:
  - Salad bar
  - Beverage Fountain
  - Baja station
- Thought through the process from the customer's perspective:
  - Ordering
  - Purchasing
- Identified limitations of POS system and created new discount buttons.
- Created process for "marking" qualifying items for cooks and cashiers:
  - "Mindful" stickers
- Created consistent signage for qualifying items.
- Began promoting change 3 weeks in advance:
  - Mass email from administration with talking points
  - Promotion signage in the Café with "Mindful" stickers
  - Café employees spread the word verbally to customers



## **In addition, the cafeteria will:**

- Ensure all items that meet the Partnership for a Healthier America nutritional guidelines will be clearly marked on café signage.
- Add new items that meet nutritional guidelines and taste great!
- Offer a minimum of one soup daily that meets the nutritional guidelines.
- Introduce items at the Baja station that meet the nutritional guidelines.
- Offer all salad bar items at the 25% discount.



## **Two tier associate discount program (started February 2, 2015):**

- Eligible items meeting the PHA nutritional guidelines will be discounted 25%.
- All other eligible items not meeting the PHA nutritional guidelines will be discounted 10%.

### **Measures of Success**

- Review total sales vs. healthy sales
- Comparison of previous vs. current sales
- Customer feedback

### **Challenges**

- POS system limitations
- Customer service vs. guideline limits
- Variety of healthy items



# LiveWell Colorado Springs and Penrose Hospital



LiveWell  
Colorado Springs



Centura Health®

# Pilot Project

 Goal: Promote delicious, affordable, and healthy foods in both cafeterias.

- Increase purchases of healthy foods
- Decrease purchases of traditional foods
- Stay revenue-neutral

 Major Components

- Pricing
- Marketing



# Pricing

## Paired Items

- Penrose Hospital
  - Traditional Burgers vs. Turkey Burgers
  - Traditional Hot Entrée vs. Healthy Hot Entrée
  - Traditional Grab-n-Go Salad vs. Healthy Salad
- St. Francis Medical Center
  - Traditional Burgers vs. Turkey Burgers
  - Traditional Pizza vs. Healthy Pizza
  - Traditional Grab-n-Go Salad vs. Healthy Salad

## Pricing

- 35% price difference between the paired items



# Marketing

- ✿ Advertising throughout hospital
- ✿ Letter from CEO to all staff
- ✿ Kick-off event
- ✿ Better Bites sticker on healthy items
- ✿ Educational signs at point-of-purchase
- ✿ Product placement





# Pilot Project Phases

Start Date	Phase	Length	Progress
1/1/11	• Formative Research	3 months	✓
4/1/11	• Planning	3 months	✓
7/1/11	• Baseline Data	3 months	✓
10/1/11	• Pilot Implementation	9 months	✓
7/1/12	• Evaluation/Planning	6 months	✓
1/1/13	• Maintenance	Ongoing	✘

# Data Collection

- ✿ Obtained weekly register sales data for healthy and traditional food items
- ✿ Conducted manual count to verify accuracy
- ✿ Aggregated data quarterly and reviewed to identify issues
- ✿ Conducted spot checks to identify issues
- ✿ Continuous communication regarding program implementation and data



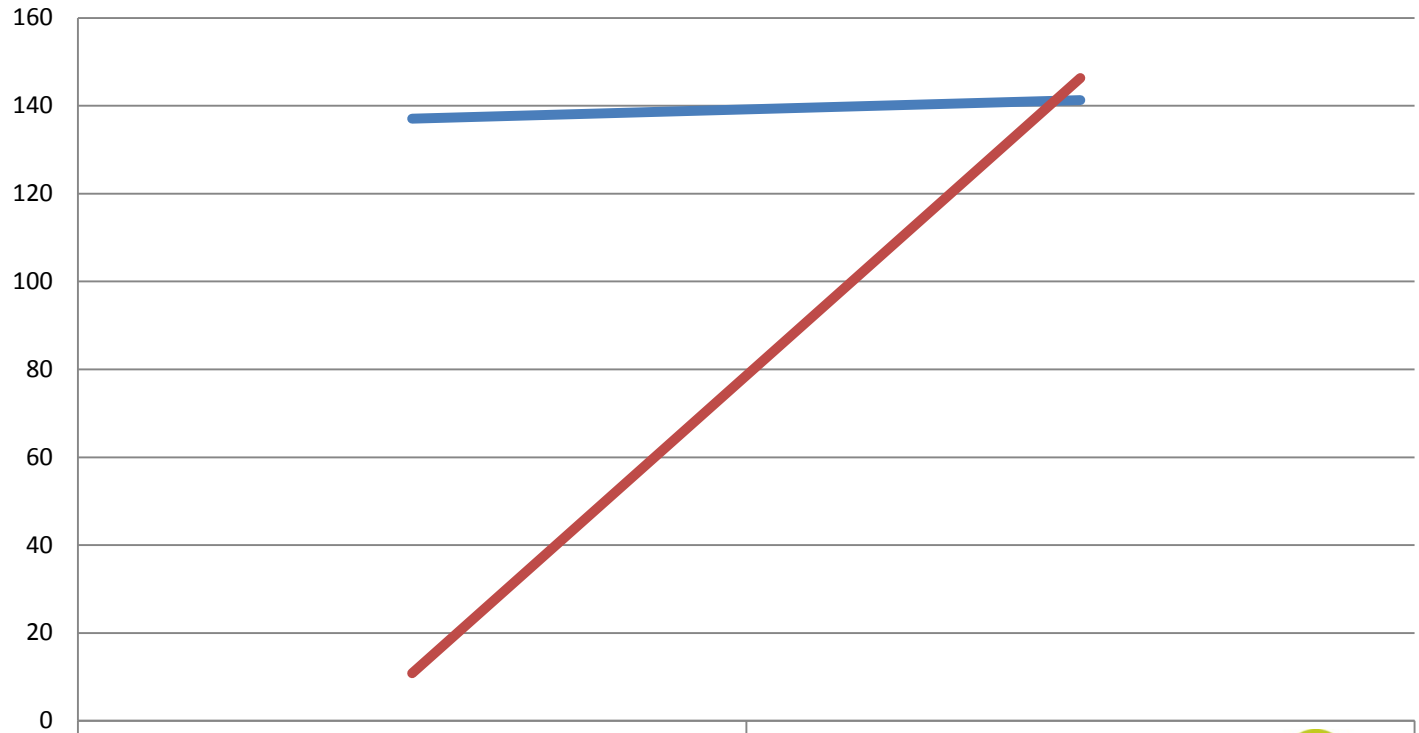
# Sales Data Results

## **PENROSE HOSPITAL**



# PH: Sales Data

## Burger Type by Program Phase



— Traditional Burgers

— Turkey Burgers

**Baseline**

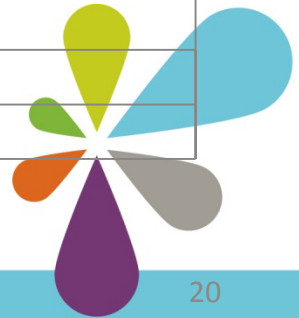
**137.08**

**Intervention**

**141.28**

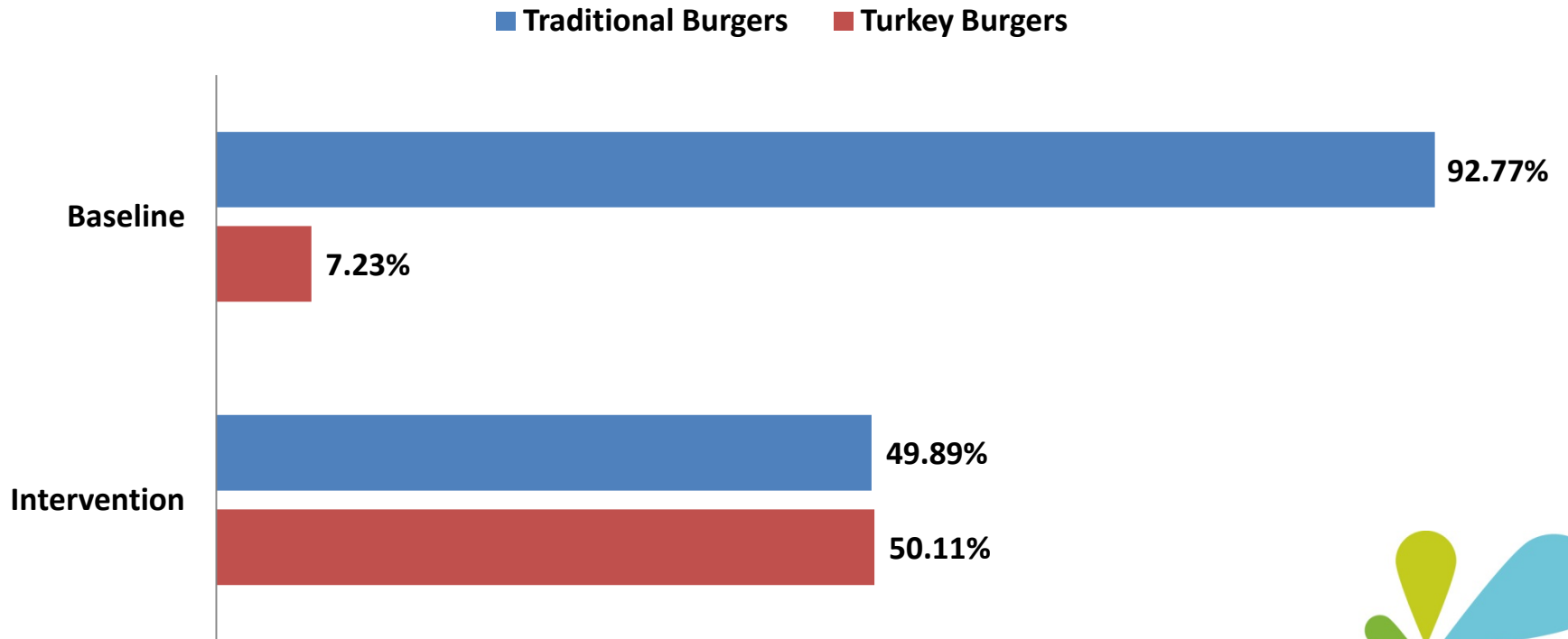
**10.85**

**146.36**



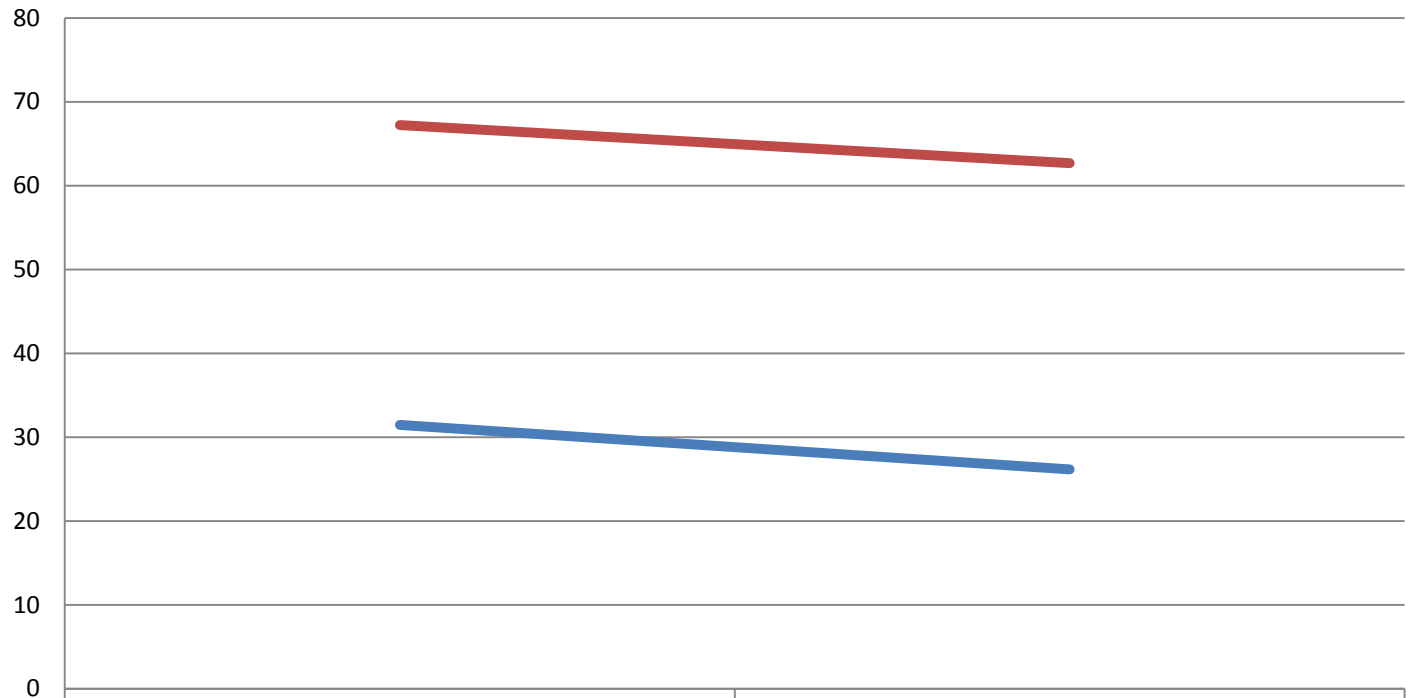
# PH: Sales Data

## Changes in Percentage of Total Burger Sales by Phase



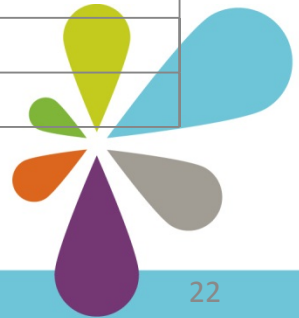
# PH: Sales Data

## Salad Type by Program Phase



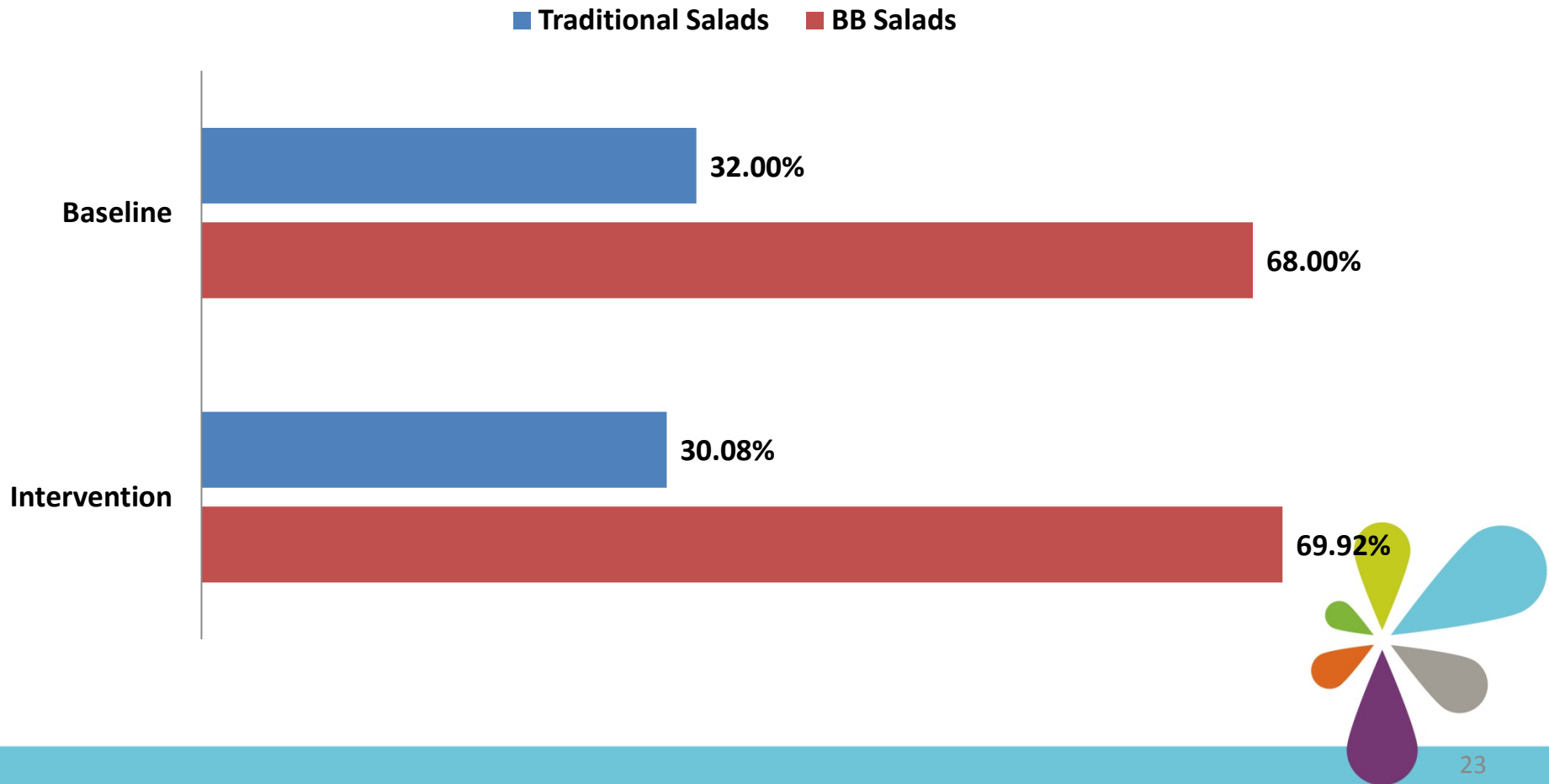
— Traditional Salads		
— BB Salads		

	Baseline	Intervention
	31.47	26.18
	67.23	62.69



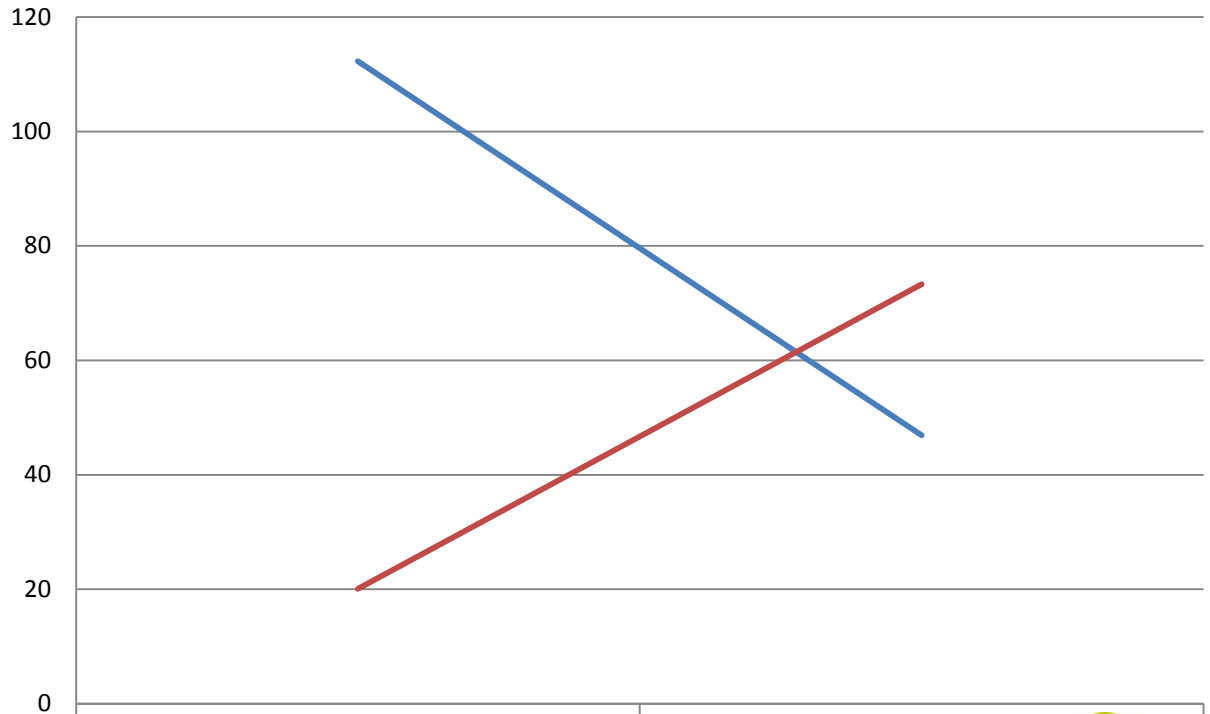
# PH: Sales Data

## Changes in Percentage of Total Salad Sales by Phase



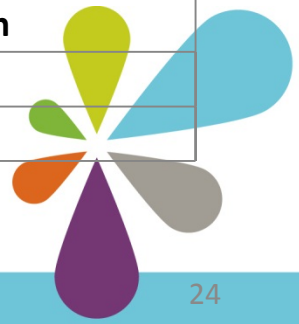
# PH: Sales Data

## Hot Entrée Type by Program Phase



— Traditional \$3.50/\$4.00 Entree
— Better Bites \$3.50/\$2.80 Entrees

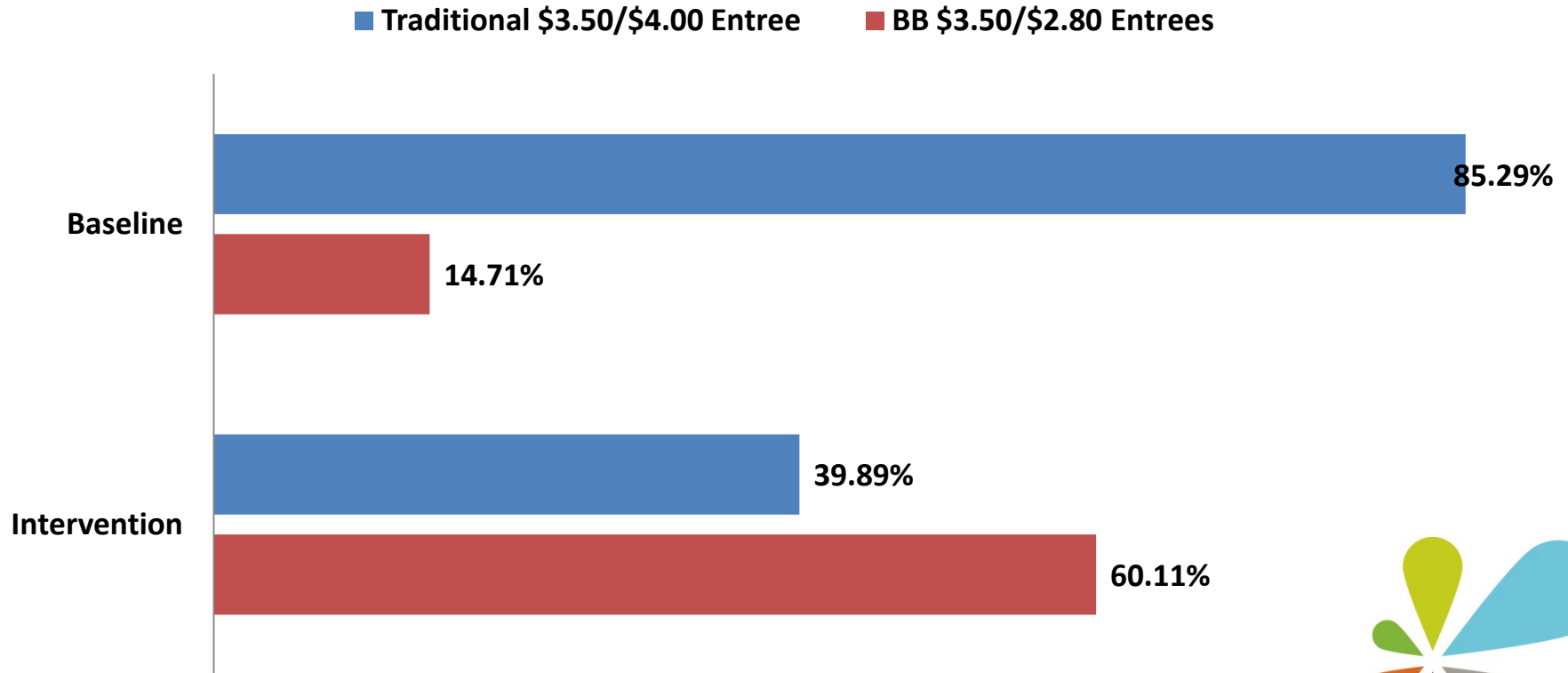
	Baseline	Intervention
	112.29	46.91
	20.08	73.33





# PH: Sales Data

## Changes in Percentage of Total Hot Entree Sales by Phase



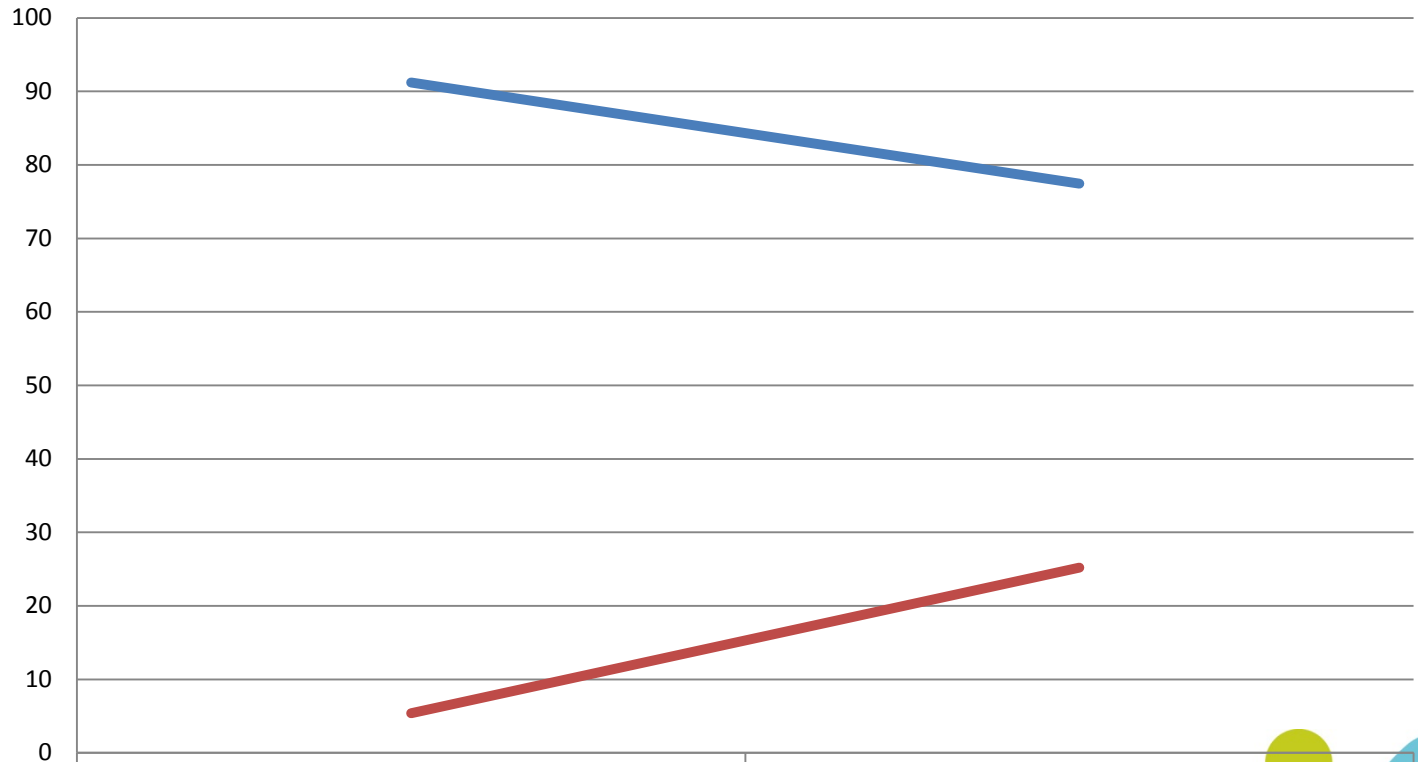
# Sales Data Results

## ST. FRANCIS MEDICAL CENTER

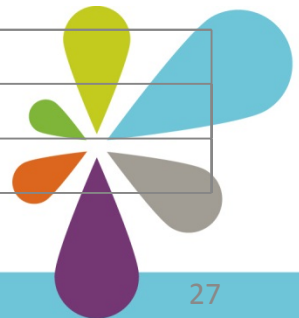


# SFMC: Sales Data

## Burger Type by Program Phase

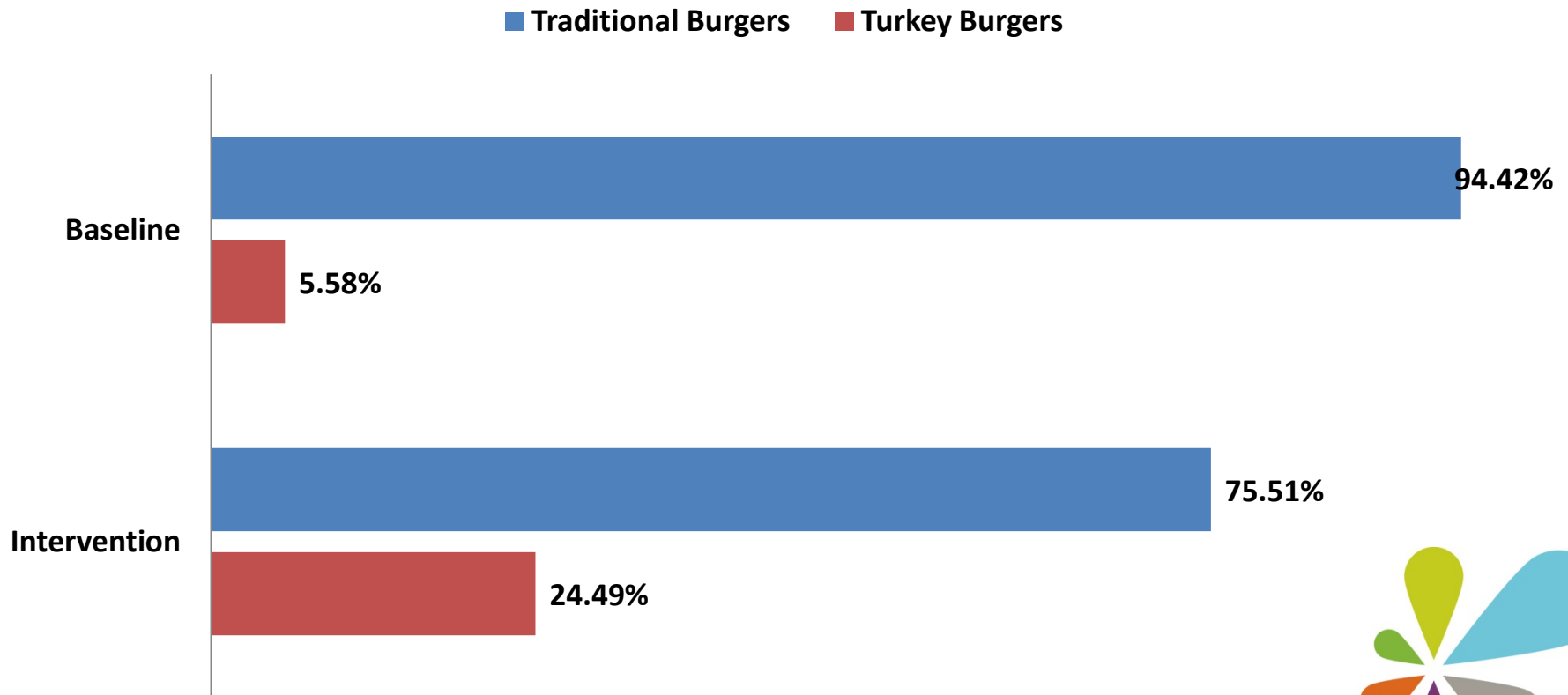


	Baseline	Intervention
Traditional Burgers	91.23	77.44
Turkey Burgers	5.38	25.22



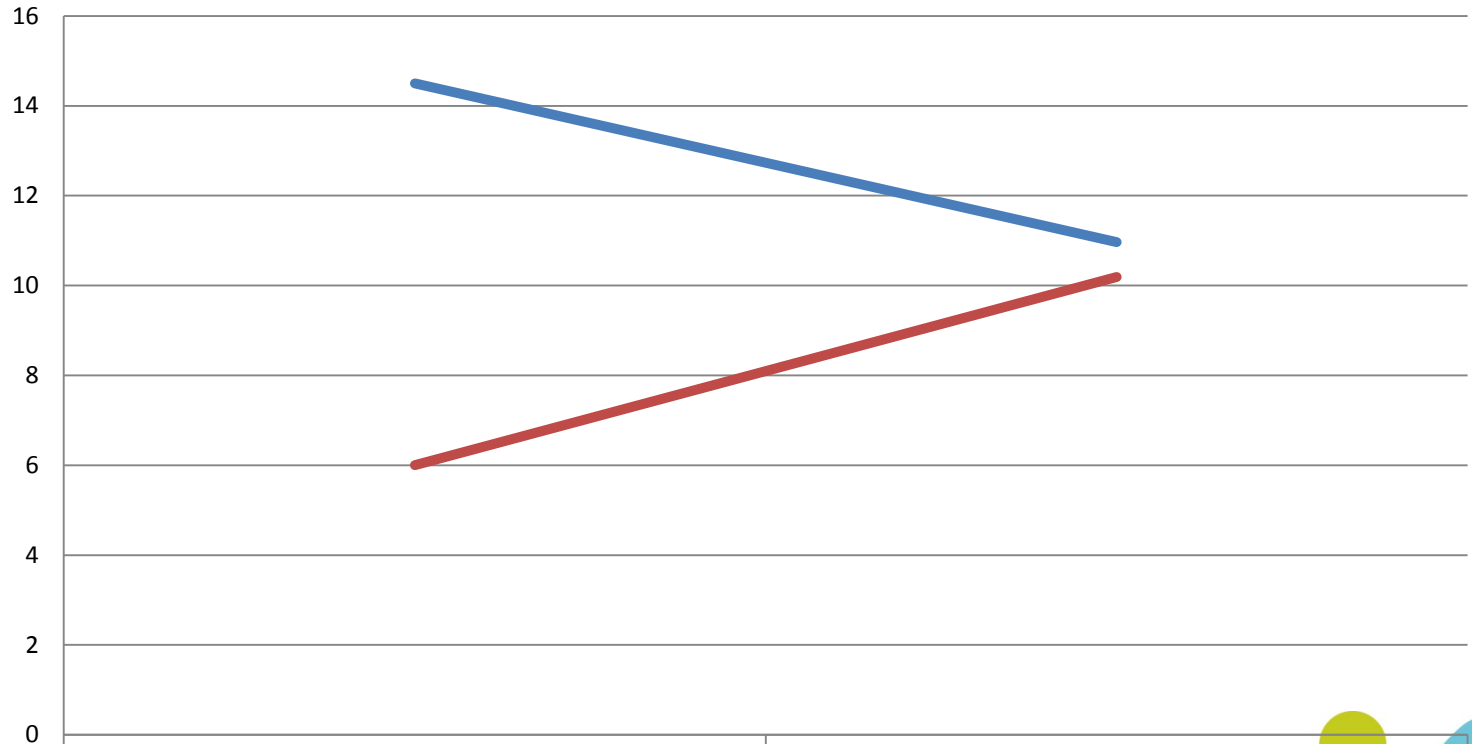
# SFMC: Sales Data

## Changes in Percentage of Total Burger Sales by Phase



# SFMC: Sales Data

## Salad Type by Program Phase



— Traditional Salads
— BB Salads

**Baseline**

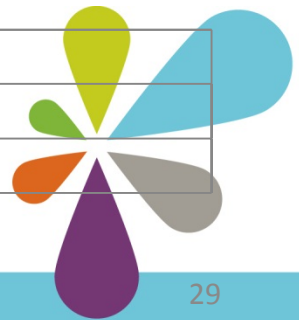
**14.5**

**6**

**Intervention**

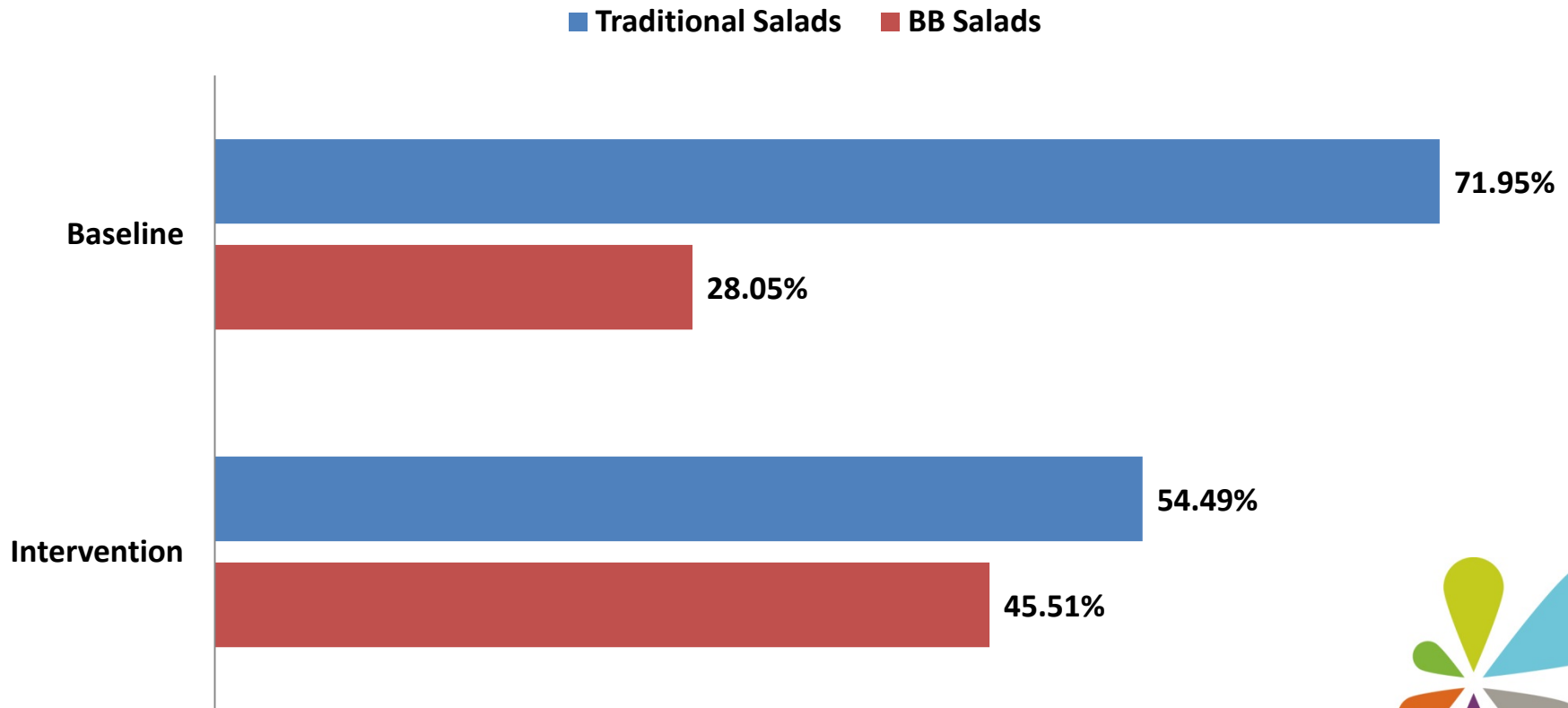
**10.97**

**10.19**



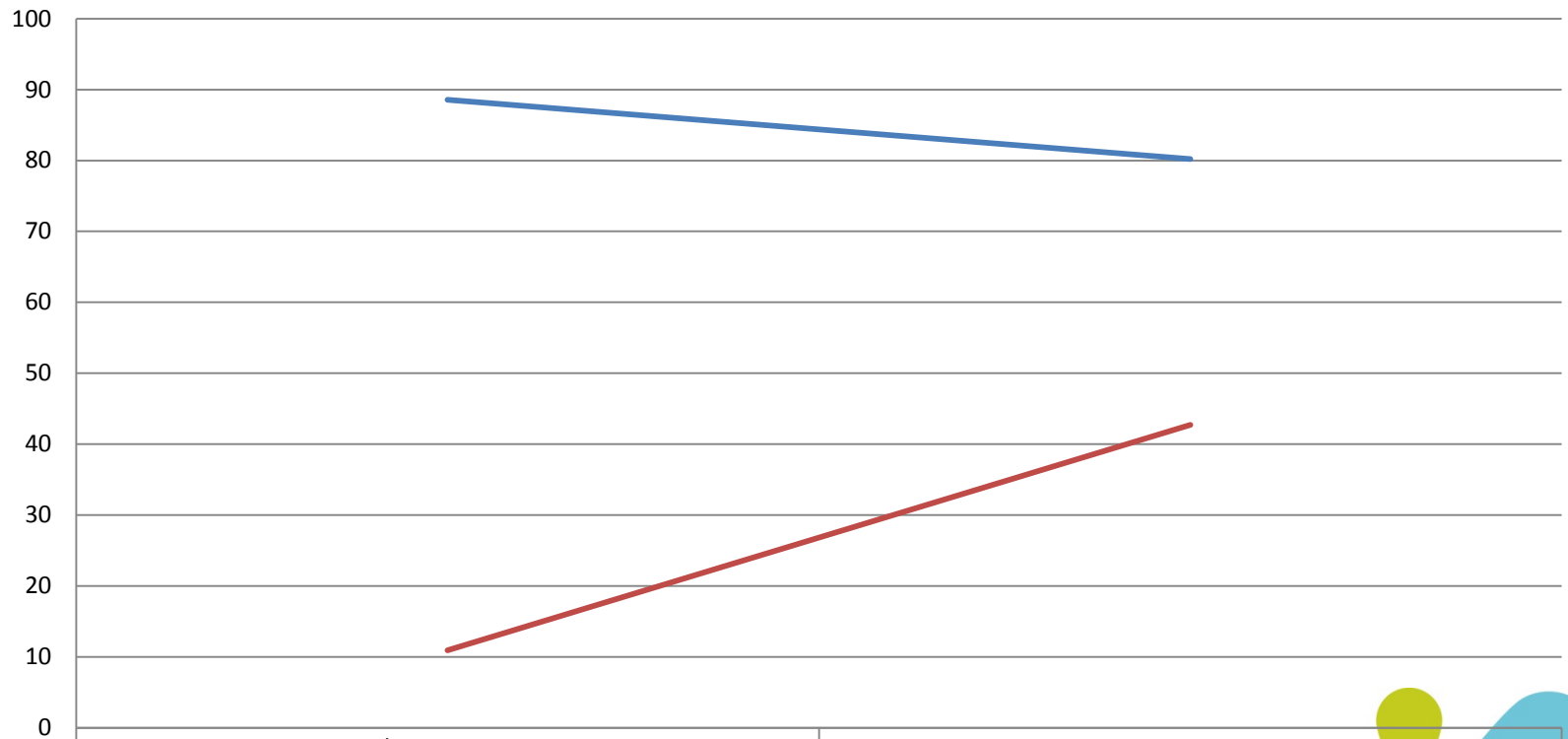
# SFMC: Sales Data

## Changes in Percentage of Total Salad Sales by Phase

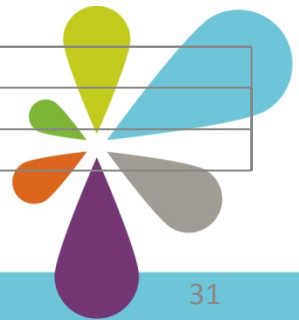


# SFMC: Pizza Sales

## Pizza Type by Program Phase



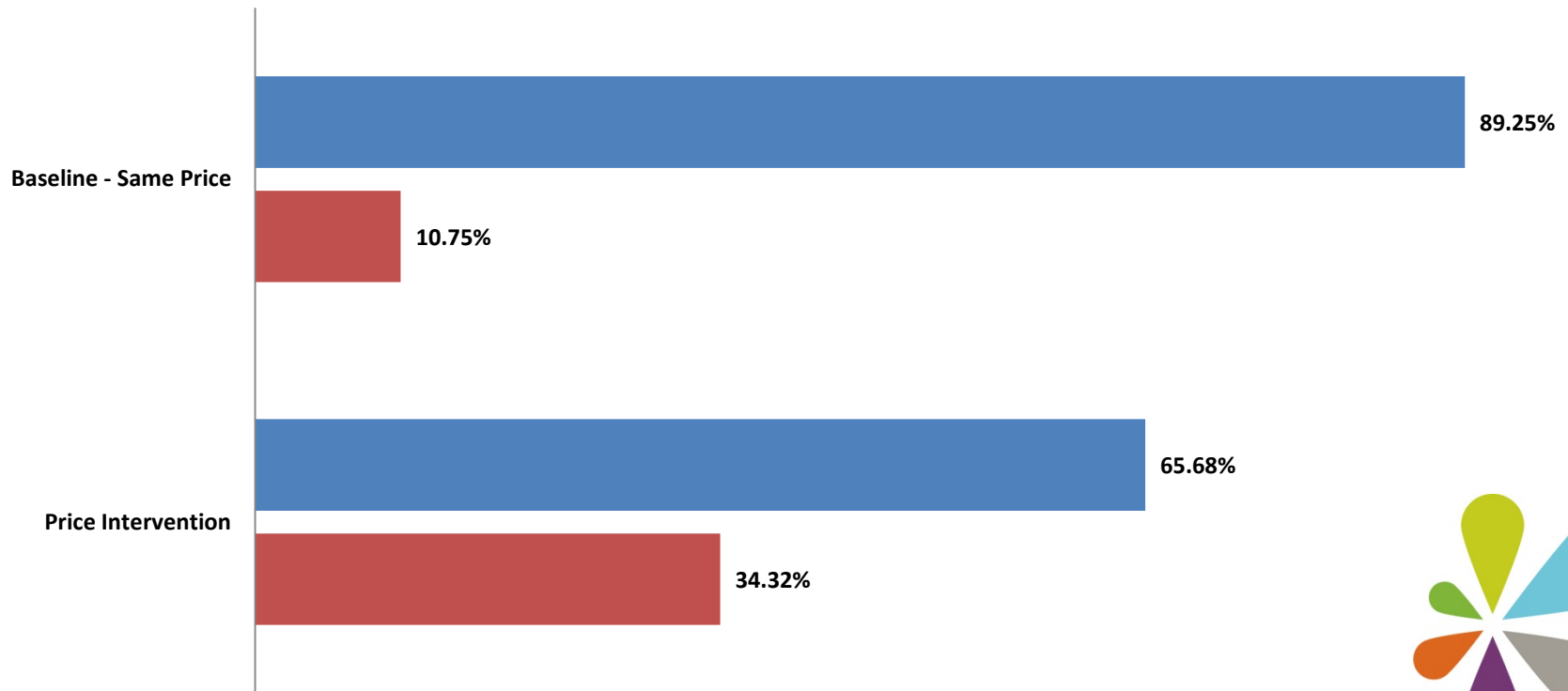
	Baseline - Same Price	Price Intervention
Traditional Pizza	88.58	80.21
BB Pizza	10.92	42.72



# SFMC: Pizza Market Share

## Changes in Percentage of Total Pizza Sales by Phase

■ Traditional Pizza ■ BB Pizza





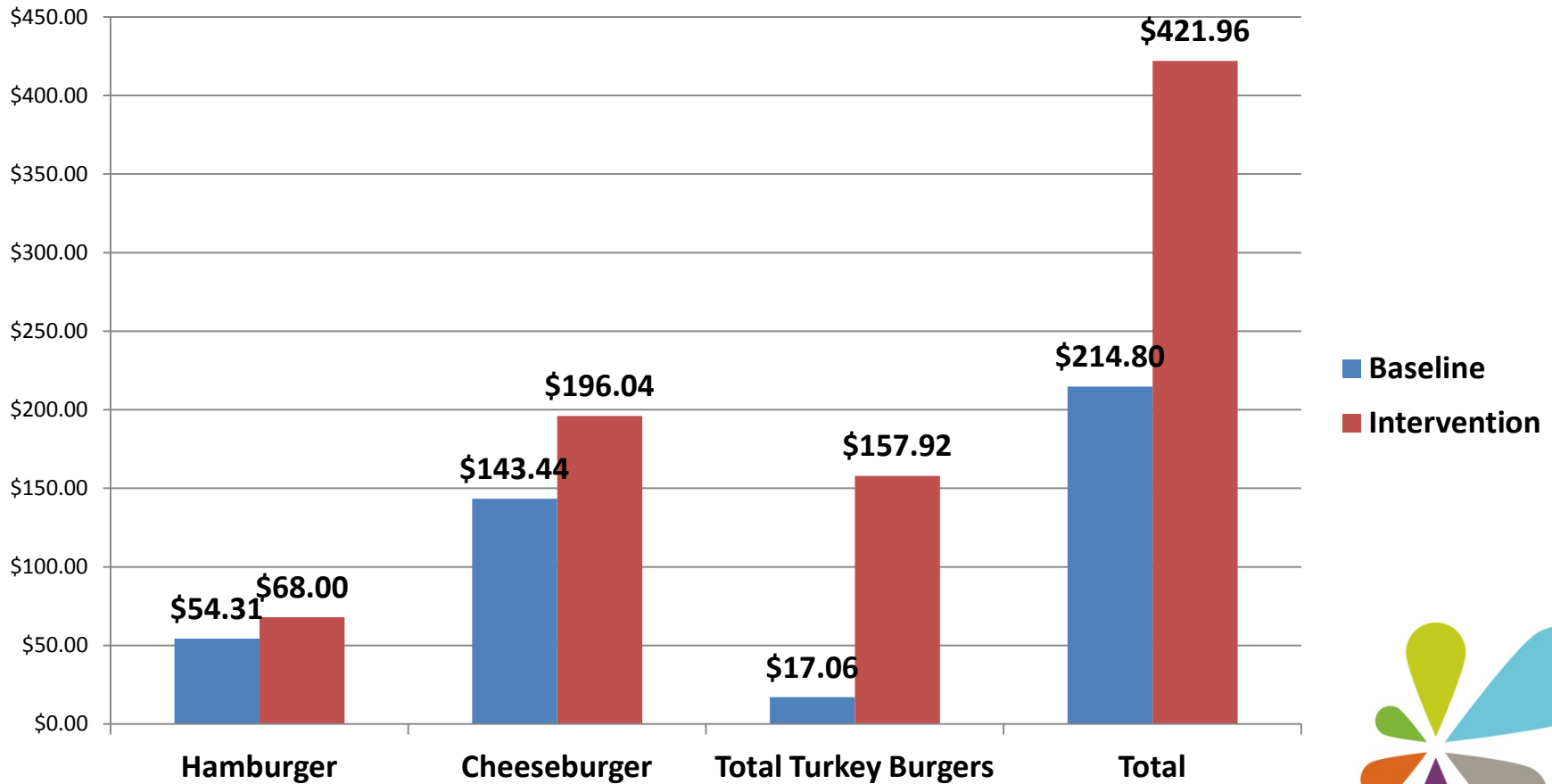
# Financial Data Results

## **PENROSE HOSPITAL**



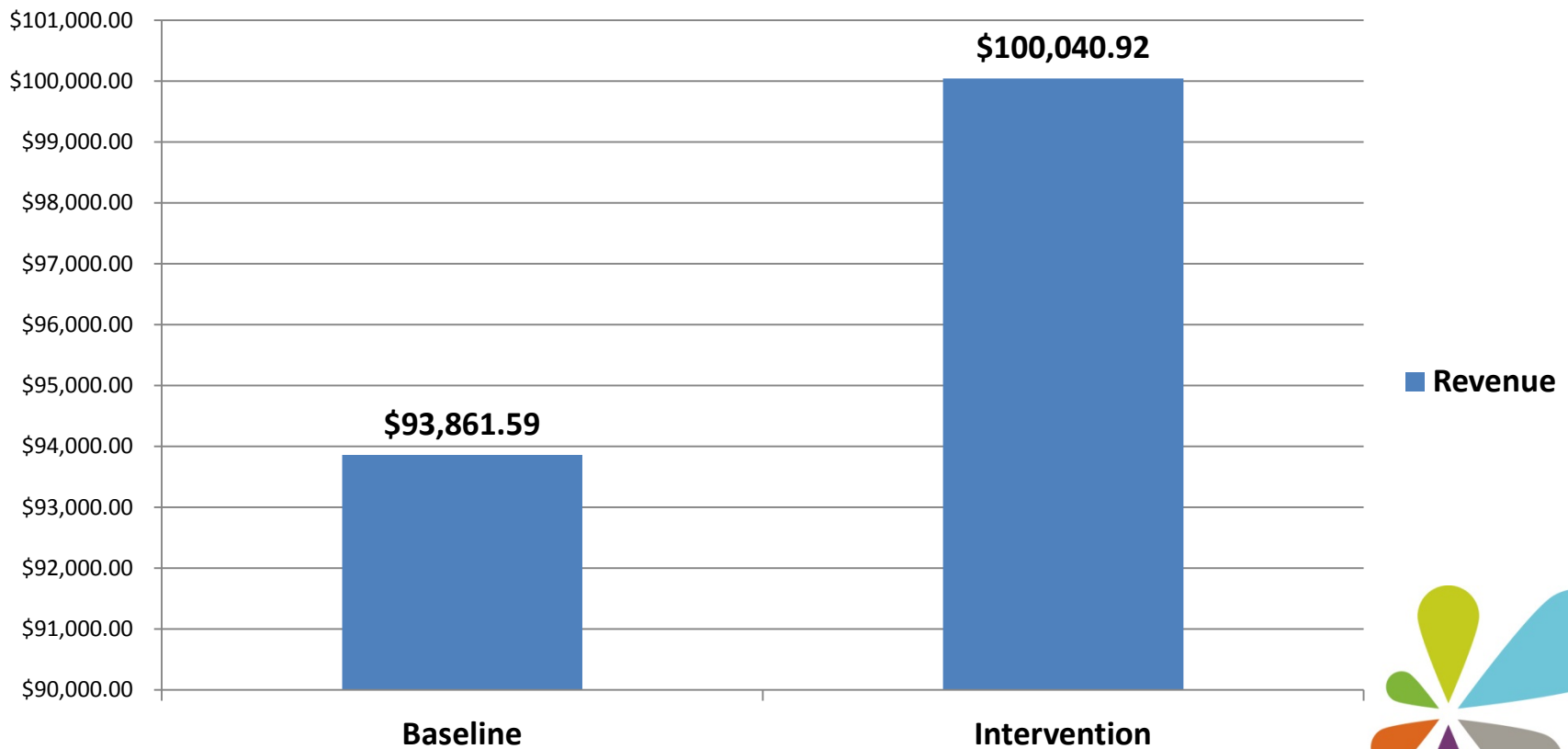
# PH: Financial Data

## PH Burger Average Weekly Profit by Phase



# PH: Financial Data

## PH Monthly Average Cafeteria Revenue



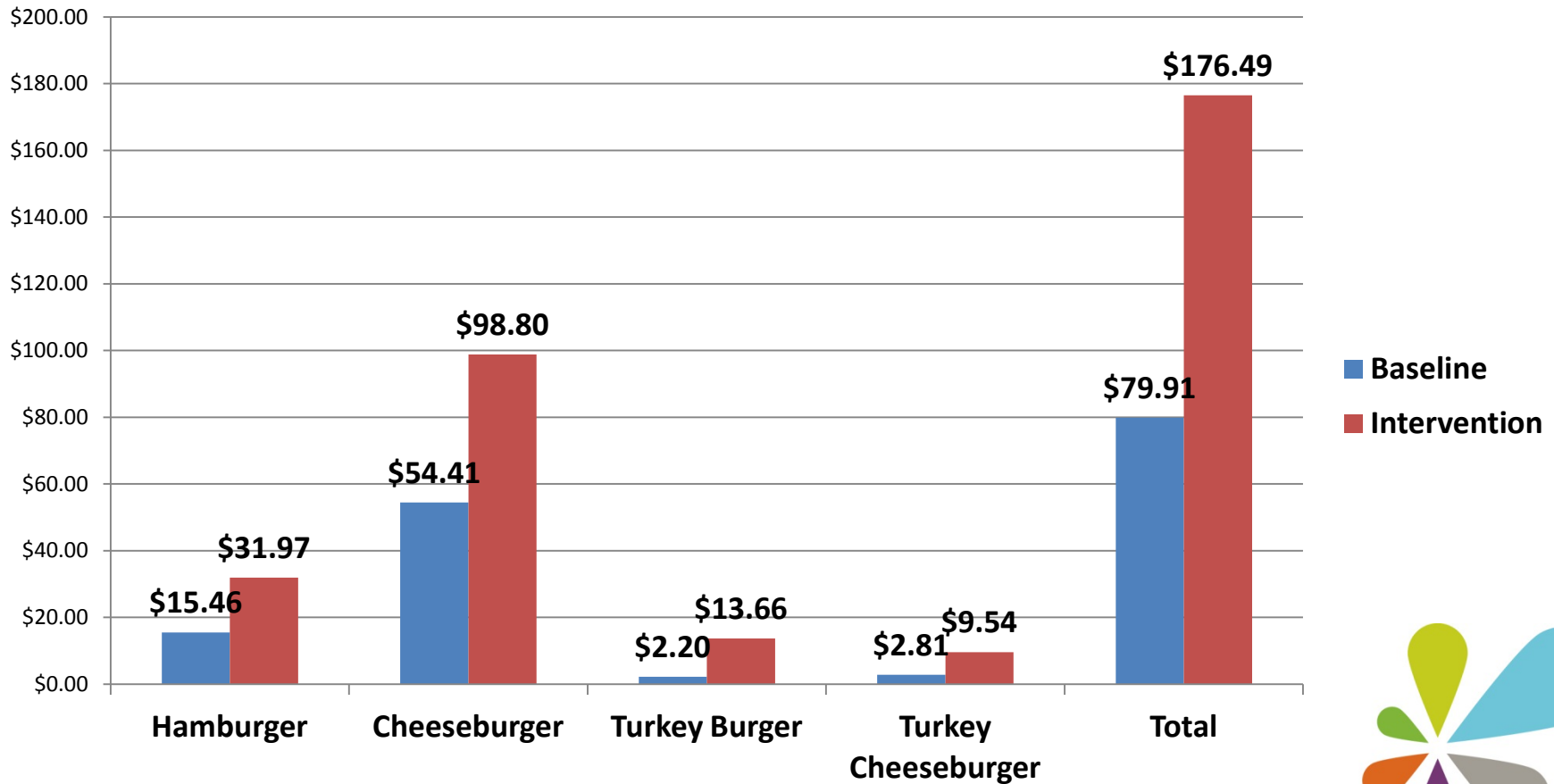
Financial Data Results

# **ST. FRANCIS MEDICAL CENTER**



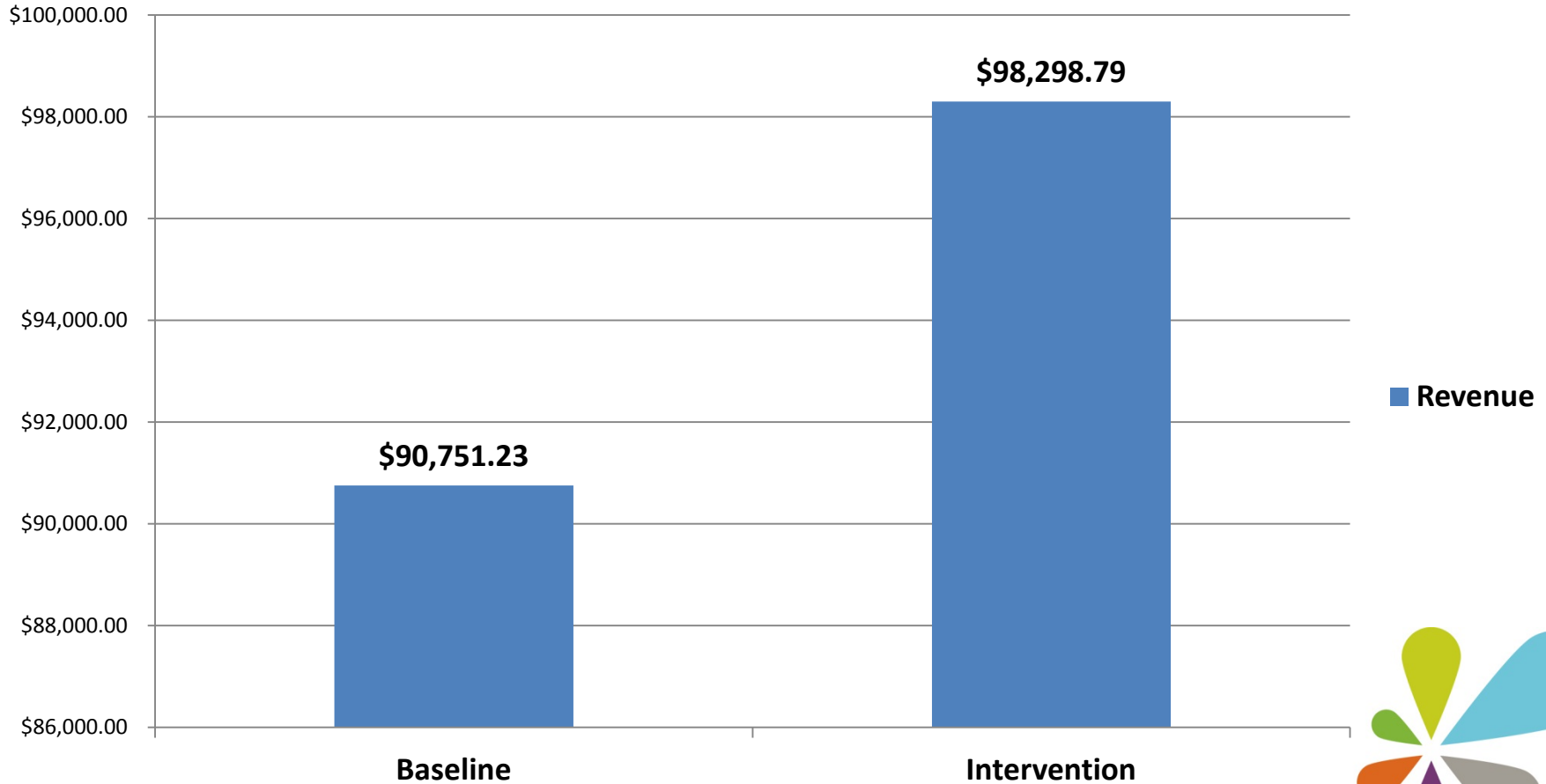
# SFMC: Financial Data

## SFMC Burger Average Weekly Profit by Phase



# SFMC: Financial Data

## SFMC Monthly Average Cafeteria Revenue



# Overall BB Results Summary

- ✿ Goal: Promote delicious, affordable, and healthy foods in both cafeterias.
  - Increase purchases of healthy foods - **YES**
  - Decrease purchases of traditional foods - **YES**
  - Stay revenue-neutral – **YES**





**CHHC**

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**Next Webinar - April 16, 2015 9:30-10:30**

**Topic:** Promoting Healthy Beverages and Reducing the Consumption  
of Sugar-sweetened Beverages

**Presenters:**

Members of the Metro Denver Partners for Healthy Beverage Consumption

**Location:**

Colorado Dept of Public Health & Environment (CDPHE)  
4300 Cherry Creek Drive South  
Denver, CO 80246  
Building A – first floor - DOC





# CHHC

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## Questions?

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