

Case Study: Parkview Health Engages VITAL WorkLife to Enhance Physician Well-Being



Executive Summary

Parkview Health is a not-for-profit, community-based health system serving more than 1.3 million residents in northeast Indiana and northwest Ohio. Parkview's mission is to improve health and inspire individuals to take steps to improve their well-being.

The 14-hospital, 1,200-bed health system was formed in 1995 and includes the Parkview Physicians Group network of 1,200+ employed physicians and advanced practice providers (APPs), as well as non-employed physicians and APPs providing inpatient and outpatient services. With more than 16,000 caregivers, Parkview is the region's largest employer and serves as a safety net for 22 counties.



Parkview Health at a glance:



**14 hospitals,
1,200 beds**



16,000+ employees



**1,200+ physicians
and advance practice
providers**

In 2018, Parkview identified a need to tackle challenges associated with clinician burnout. Provider well-being became an area of strategic focus. The organization partnered with VITAL WorkLife to implement comprehensive support solutions to address the unique needs of its providers as the healthcare industry continually faces increased demands and rapidly evolving change.

Challenge

As Parkview Health expanded, it saw significant shifts in patient volume across worksites and numerous changes to work processes. The system realized that the stress these changes put on its providers could affect not only their well-being but also, potentially, patient care outcomes.

“Nine years ago, when I first took on my role as Parkview’s chief medical officer, we were in nine counties. Now we’re in 22 counties,” said Michael Yurkanin, MD. “We’ve seen many smaller facilities either affiliate with us or close. Volumes have changed. It’s rewarding to care for more people, but it also creates various challenges for the people working in our hospitals and outpatient centers. The closure of select units

and higher concentration of patients in a smaller number of facilities is an example.”

As provider stress and burnout increased across Parkview, Dr. Yurkanin and his team noted a reluctance of physicians and APPs to utilize the system’s employee assistance program (EAP).

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Solution: Partnering with VITAL WorkLife

Parkview sought a solution that aligned with its core priorities of safety and quality while supporting its “number one goal” of providing excellent patient care. According to Dr. Yurkanin, VITAL WorkLife stood out as a trusted partner offering a highly unique and innovative solution designed specifically for physicians and APPs—who strive to balance the stress of their jobs with providing high-quality patient care.

“Physicians often won’t walk down the hallway to an EAP office,” Dr. Yurkanin noted. “The anonymity and comprehensive nature of VITAL WorkLife’s Physician Well-Being Resources made this a perfect fit for our organization.”

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With its Physician Well-Being Resources, VITAL WorkLife strives to help alleviate stress and enhance job satisfaction with a goal of positively impacting patient care and organizational outcomes. The model integrates peer coaching, counseling, leadership consultation and other resources delivered through readily accessible and confidential channels. It also includes concierge service—providing 24/7 assistance to help clinicians manage everyday tasks like shopping, appointment scheduling and travel arrangements.

Dr. Yurkanin stated that by providing concierge services, Parkview can help its providers save time in doing many of life’s common tasks.

“This gives them more time in their personal lives, helps with work-life balance and reduces burnout,” he stated. “Using concierge services is often the first entry point into the program. From there, Parkview works to ensure providers know about the full range of services available via the VITAL WorkLife website and mobile app.”

“In recent years, health systems have zeroed in their focus on the patient experience,” said Dr. Yurkanin. “While this is critically important to an organization’s success, it’s also critically important to understand and address the provider experience.”



Implementation and Integration

Through collaboration with VITAL WorkLife, Parkview launched targeted initiatives to boost awareness and streamline provider access to Well-Being Resources. Monthly meetings between Parkview and VITAL WorkLife team members ensure a continuous strategic alignment, planning and execution.

An important component of adoption was establishing a team of well-being advocates at Parkview—including 10 employees who were trained on the program’s offerings. They play a pivotal role as influencers in the organization, promoting the services to providers and their families.

Additionally, Parkview drives awareness of the program through a number of key initiatives, including:

- **Quarterly Presentations:** Parkview and VITAL WorkLife representatives conduct presentations for individual service lines and all-provider meetings to highlight available resources and explain their importance.
- **Targeted Communication:** Parkview sends flyers and other materials to providers at the workplace and home to ensure family members are aware. “We definitely see usage bumps from family members after these outreach efforts,” Dr. Yurkanin observed, “and heard positive feedback from several spouses.”
- **Leadership Integration:** VITAL WorkLife aligned itself to support Parkview’s Physician Leadership Institute and leads efforts to provide leadership training specifically designed for new doctors and APPs.

Impact and Results

Since implementing Physician Well-Being Resources, Parkview Health has realized significant benefits, including improved provider awareness, increased engagement with well-being resources and a trend toward providing a more supportive workplace culture. Dr. Yurkanin highlighted a few key concepts:

Increased Utilization: Parkview’s proactive outreach and consistent communication led to measurable increases in coaching and counseling cases. “Whenever we present to a section, we see an uptick in utilization. It may be coincidental, but it reinforces the value of keeping these resources top of mind,” Dr. Yurkanin stated.

Engagement Reporting: Department and section leaders monitor activity for their service areas via monthly utilization reports and often share updates with team members based on this data. “I really appreciate VITAL WorkLife’s engagement reports. They help keep me stimulated to think about new approaches with the program and I like sharing them with teams to keep them engaged,” said Dr. Yurkanin. “For individual leaders, I think the reports help demystify things a little.”

Enhanced Leadership Development: Through their partnership with VITAL WorkLife, Parkview’s Physician Leadership Institute incorporated leadership coaching, empowering new doctors to develop essential skills for navigating the complexities of modern healthcare.

Crisis Response: A poignant example of the program’s impact occurred when a physician tragically died by suicide. “Immediate support was available to grieving colleagues. We were deeply impressed with VITAL WorkLife’s commitment to go above and beyond,” Dr. Yurkanin reflected.

Recognizing the value of offering well-being resources to its providers, Parkview Health laid the groundwork in 2021 to expand its partnership with VITAL WorkLife. This included the offering of new services to supplement its existing EAP and an improved ability to support nurses and employees spanning geographic locations across the organization including those who had relocated to other states. In 2022, even with this being a supplemental offering, nearly five percent of this entire population engaged with VITAL WorkLife’s counseling and in-the-moment support.

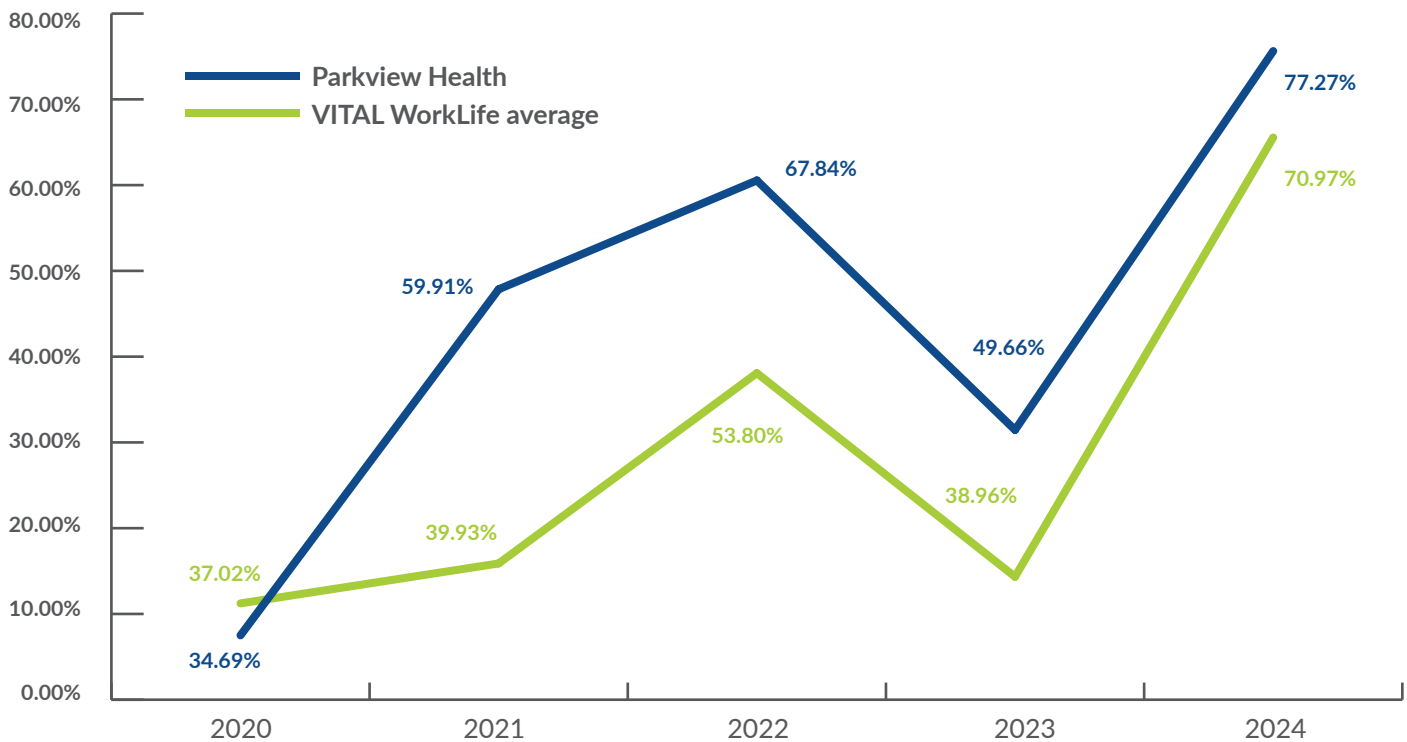
Lessons Learned and Future Directions

One of the most critical insights gleaned from Parkview's experience is the importance of continuous promotion and normalization of well-being resources. Despite the program's success, Dr. Yurkanin acknowledged that even he could use the resources more often. "Life gets in the way," he admitted, emphasizing the need for sustained behavior change.

Metrics and reporting also play a crucial role in evaluating program effectiveness. Annual reviews and sharing of anonymous utilization statistics with leadership and have been instrumental in demonstrating value and identifying areas for improvement.

In 2024, Parkview's physician and APP engagement in VITAL WorkLife's Provider Well-Being Resources was an astonishing **77%**

Provider Well-Being Resources 5-Year Historical Engagement



Looking ahead, Dr. Yurkanin says Parkview will continue to prioritize its investment in physician well-being.

"Healing is an art, medicine is a science, but healthcare is a business," he said. "Balancing these elements requires innovative solutions like those provided by VITAL WorkLife to address the human side of healthcare."

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Conclusion

Parkview’s partnership with VITAL WorkLife exemplifies how healthcare organizations can proactively address provider burnout with a dedicated focus on well-being. By fostering a culture of support, Parkview is not only enhancing the experiences of its physicians and APPs but

is also reinforcing its commitment to delivering high-quality patient care. As the healthcare landscape continues to evolve, Parkview’s story serves as a powerful example of the transformative impact of prioritizing provider wellness.

To learn more about how to foster a culture of well-being at your organization, visit [VITALWorkLife.com](https://www.vitalworklife.com) or call 877.731.3949

ABOUT VITAL WORKLIFE

VITAL WorkLife partners with healthcare organizations to measurably improve the mental health and well-being of their workforce. With an exclusive healthcare focus – and an experienced network of physician peer coaches and behavioral health consultants – we match clinicians and caregivers with tailored solutions to enhance well-being, career longevity and satisfaction.



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