



# Healthy Blue

## Champion for Physician Wellness

Healthy Blue was recently recognized as a “Champion for Physician Wellness” following their \$200,000 contribution to LifeBridge Nebraska. As part of Healthy Blue’s commitment to physician wellness, these dollars will not only help sustain the peer-to-peer coaching aspect of the program but help expand available services.

The recognition event took place at Healthy Blue’s recently opened Welcome Room in Lincoln. The Welcome Rooms across Nebraska provide a common space for both providers and Healthy Blue clients. Clients can access the Welcome

Rooms if they have questions about their coverage. Additional locations include Omaha, Norfolk, Scottsbluff, and Kearney. “Physicians are the backbone to our ever-changing and challenging environment, and we are honored to work with LifeBridge Nebraska to encourage physician self-care and better work-life flexibility.” Said Rob Rhodes, MD, president for Healthy Blue Nebraska. Healthy Blue has taken the opportunity to help support initiatives across the state that address physician wellbeing.

In addition to supporting physician health and wellness, Healthy Blue provides support to their network of providers through their Provider Relations team. The Provider Relations team:

- Provides ongoing education and training
- Engages providers in quality initiatives
- Builds and maintains the provider network
- Offers support for claims and billing questions and issues

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Rob Rhodes, MD

Healthy Blue Nebraska president

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*Pictured left to right: Healthy Blue president Rob Rhodes, MD, Healthy Blue Medical Director for Behavioral Health Martin Wetzel, MD, LifeBridge Program Coordinator Lindsey Hanlon, LifeBridge Medical Director Todd Stull, MD*



## Champion for Physician Wellness

(continued)

 <b>Our mission</b> Improving lives and communities. Simplifying health care. Expecting more.	 <b>Our vision</b> To be the most innovative, valuable and inclusive partner	 <b>Our values</b> Leadership Community Integrity Agility Diversity
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LifeBridge Nebraska is currently meeting with hospitals and stakeholder partners to promote the availability and use of the program as well as solicit feedback about additional program needs. One area of development is creating a formalized coaching certification program which will enhance the coach's abilities to provide the best possible coaching sessions, specifically tailored to the physician population. Additionally, the program intends to work with identified hospital systems to help create a culture of wellness which prioritizes physician and healthcare team wellness. While in the early stages, the goals are to bridge the gap between physicians and administration or leadership teams to accurately identify stressors or pressure points that are leading to burnout among the healthcare team.



Sustainability partners are a valued stakeholder for LifeBridge Nebraska. Funds allow this needed service to continue free of charge to all Nebraska physicians. As a LifeBridge Sustainability Partner, your organization will receive recognition on the LifeBridge Nebraska website and multiple advertisements via social media throughout the year. Partners will also receive assets for promotion within your network and promotional items for internal use.



**Interested in helping to support the health and wellness of Nebraska physicians?**

**Join our growing partner list by contacting LifeBridge program coordinator Lindsey Hanlon at (402) 413-2060 or [lindseyh@nebmed.org](mailto:lindseyh@nebmed.org)**

