



**LEE MEMORIAL  
HEALTH SYSTEM**

**Tobacco Free Lee Project**  
Florida Tobacco Cessation Alliance Presentation  
Brad Pollins, System Director Organizational Effectiveness  
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# Fully Integrated Healthcare System

Lee Memorial  
Hospital

Cape Coral  
Hospital

Gulf Coast  
Medical Center

HealthPark  
Medical Center

Regional  
Cancer Center

- 👍 1,423 licensed beds
- 👍 >10,000 employees
- 👍 Southwest Florida's largest employer
- 👍 Nearly 5000 volunteers
- 👍 40,000 surgeries (50% outpatient)
- 👍 70,000 admissions
- 👍 201,882 emergency visits
- 👍 9,985 trauma visits

LEE MEMORIAL  
HEALTH SYSTEM



The Children's  
Hospital  
of SW Florida

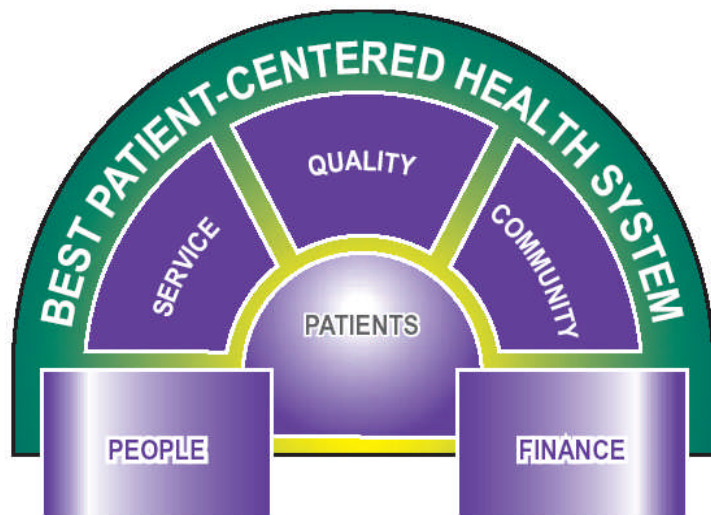
The  
Rehabilitation  
Hospital

Lee Physician  
Group & Lee  
Convenient  
Care

Outpatient  
Center at  
The Sanctuary

HealthPark  
Care Center

# Why Tobacco Free Lee?



**LEE MEMORIAL  
HEALTH SYSTEM**

## Mission

To continue to meet the healthcare needs, and improve the health status of the people of Southwest Florida

## Vision

To be the best patient-centered health system in Florida by balancing quality, access and cost



# Project Objectives

- Create a healthier environment for everyone who works at and visits our locations
- Demonstrate our commitment to improve the health and wellness of the community
- Increase health system involvement in treating tobacco addiction
- Become tobacco free system-wide on November 19, 2009





# Functional Membership

- Patient Care Services
- Physicians
- Physician Services
- Respiratory Services
- Pharmacy
- Lee Physicians Group'
- Outpatient Services
- Plant Operations
- Property Management
- Security
- Business Development & Contracting
- Human Resources
- Organizational Effectiveness
- System Communications
- Legal Services
- Press and Public Information
- Wellness Center
- Risk Management
- Health Advocacy
- HealthPark Care Center
- Central Business Services





# Sub Committees

Areas of Focus
Facilities
Communications
Community
Compliance, Policy, & Procedures
Employee Health & Relations
Patient Care
Physician Relations

# Success Milestones



1. Became completely tobacco free on November 19, 2009
2. Provided over \$150,000 for pharmaceuticals and NRT (nicotine-replacement therapy) products since the effort began
3. 320 prescriptions filled in FY2011
4. Updated HR policies and procedures including progressive discipline process
5. Changed insurance rates for tobacco users
6. 653 tobacco users in the medical plan of 7600 members or 8.5% compared to national average of 23%
7. Many businesses and agencies followed our lead to become tobacco free in Southwest Florida

# Key Lessons Learned

- This is a change effort so use change management practices
- Good marketing and clear communication, including signage and “town hall” meetings are critical
- Training staff on how to approach employees, families and visitors who are violating the policy
- Employee understanding and buy-in is necessary
- Allow enough time for implementation and good communication
- Work with the providers to implement on a broader scale







# Questions

