

SuccessStories

Isernhagen handed us a golden opportunity to **significantly expand services and grow revenue** at the same time, with **very little risk.**

Kristen Cederlind, OT,
EMANUEL MEDICAL CENTER



Hospital's Rehabilitation Center Quickly Expands Services and Grows Revenue

Emanuel Medical Center is a not-for-profit, community-based hospital serving Turlock, California and its surrounding communities. With 150 beds and a rehabilitation center, Emanuel provides acute and transitional care, home health and hospice care, and outpatient services. The hospital is always seeking innovative ways to better serve the community, as well as to be good stewards of the community's assets. When **Kristen Cederlind**, the occupational therapist who manages Emanuel Rehabilitation Center, initially proposed expanding services to include injury prevention therapy services, the hospital's executive team never imagined such a quick return on their investment.

Kristen first learned about Isernhagen Work Systems (IWS) at a four-day Isernhagen Ergonomics and Injury Management seminar on functional ergonomics, office ergonomics, and return-to-work pathways. "I was impressed by their methodologies and the quality of the training, and I was intrigued by the possibility of providing these services through Emanuel." When they offered the opportunity to get certified in functional ergonomics, Kristen jumped on it. After learning more about Isernhagen's emphasis on functional, true-to-life testing, she included a budget request for formal Isernhagen staff training in her two-year financial plan. "This looked like a great opportunity to expand our services, meet a real need in our community, and grow revenue. But due to budget constraints, we needed to push the investment out at least two years."

Six months later, plans accelerated dramatically when IWS contacted Kristen with a business opportunity. **Swift Transportation**, a national trucking company, had contracted with Work Well to develop prework screens that would measure a new driver's ability to handle the physical demands of truck driving. By filtering out potential hires that are physically unable to handle routine tasks, Swift could reduce on-the-job injuries and workers' compensation costs—which average around \$32,000 per injury. "WorkWell needed a new service provider in the Turlock area to handle the Swift prework screens—they handed us a golden opportunity to significantly expand services and grow revenue at the same time, with very little risk."

After performing a cost-benefit analysis, it was clear to Emanuel's executive management that now was the time to invest in Isernhagen training and equipment. "Given the number of prework screens we could expect from Swift, we could easily cover our investment costs and anticipate about a 30 percent margin—just in the first year. At that point, we would be in a position to sell our Isernhagen industrial services directly to local employers, further enhancing revenue. It was a win-win situation."

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Kristen Cederlind, OT,
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Hospital's Rehabilitation Center Quickly Expands Services and Grows Revenue continued

Isernhagen sent staff directly to Emanuel's rehab center to train 12 therapists and assistants in functional job analysis, job description development, prework screen design, as well as administration of Isernhagen Functional Capacity Evaluations. Within just a few weeks, the therapy team began performing on-site prework screens for Swift Transportation in Lathrop, CA. "WorkWell had already designed the prework screen test, created custom manuals, and set up the equipment required to perform the prework screens, which allowed us to have a fast, successful start-up at Swift."

Today, Emanuel therapists perform anywhere from 25 to 35 Swift prework screens one day per week, inputting test data directly into a Web-based application provided by WorkWell. And as expected, the hospital's initial investment of approximately \$18,000 in Isernhagen training and equipment resulted in over \$40,000 in gross revenue in the first six months—more than enough to cover the investment costs. "With the training behind us and the Swift business underway, we're now going out on our own and selling Isernhagen programs, such as functional job analyses and the development of prework screen tests, to local employers. There's tremendous potential to help people in our community while growing the hospital's revenue." And as part of the WorkWell referral network, Emanuel Rehabilitation Center continues to receive other new business from local businesses.

For Kristen, Isernhagen was the right choice. *"They offered us a once-in-a-lifetime business opportunity with tremendous potential and little risk. And now we can offer our community industrial therapy services that I believe in and stand behind 100 percent."*

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