

The Metaimpact + Wellstar Partnership



Catalyst by Wellstar, the first-of-its-kind innovation company and venture firm operating under the umbrella of Wellstar Health System, is at the forefront of shaping the future of healthcare. As Wellstar embarks on its 5-year plan to transform the way it delivers its services, the Catalyst team partnered with Metaimpact, a multi-stakeholder software platform, to drive alignment and collaboration across Wellstar’s extensive healthcare network.

The partnership leverages Metaimpact’s capabilities to align multiple stakeholders on shared strategic plans, collect and contextualize distributed data, and monitor progress toward desired outcomes. The initial scope of the partnership involved sustainability initiatives and employee wellness. Since then, the scope has expanded to support strategic alignment and performance management across the health system. Metaimpact empowers Wellstar to align internal and external stakeholders contributing to top strategic pillars with a specific focus on three key areas:

Strategic Alignment & Performance Management

Metaimpact’s digital replication of the work occurring across Wellstar’s physical departments, hospitals, and service lines reveals opportunities to accelerate connections throughout its network of work, creating a pathway for the health system to catalyze strategic initiative action and monitor key measures of success.

The platform empowers Wellstar to track the progress of its strategic pillars and performance goals, identify areas for improvement, and implement real-time adjustments to ensure the alignment of organizational objectives in the evolving world of healthcare. Additionally, Wellstar’s digital investments that are driving change across the system are overlaid atop the strategic pillars to provide Wellstar with a view of investment impact on the system’s strategic goals.

“Large enterprises like Wellstar are their own network of interconnected divisions, departments, and facilities,” said Scott McCorkle, CEO of Metaimpact. “Wellstar is then part of many external networks in the communities they serve and across the U.S. healthcare system. Metaimpact is proud to be the digital infrastructure bringing these networks together to align on a strategic vision for healthcare’s future, and to create a shared system of measurement to make impact visible.”

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Scott McCorkle
CEO, Metaimpact

Employee Wellness

Wellstar's Wellness Team takes a comprehensive approach to enhancing employee well-being through five key pillars:



**Mental
Wellness**



**Financial
Wellness**



**Physical
Wellness**



**Social
Wellness**



**Work-life
Balance**

Effectively conveying the impact of the work occurring within each wellness pillar poses a challenge, as it requires blending quantitative and qualitative data from various sources—both internal and external.

Through Metaimpact, Wellstar Wellness collects data from 6 vendors and 4 internal sources to create a holistic view of performance across various employee wellness programs in a single, secure location. Once data is pulled into the platform, the Wellstar team can create performance metrics and weave them into data narratives that contextualize data insights for executives and other important decision-makers.

“Successful collaboration between teams to drive towards shared goals can be difficult without transparency in performance,” said Brandon Melton, Assistant Vice President, Strategy Deployment at Wellstar. “By bringing data from multiple sources into a shared space where it is easy to see how actions drive results, MetaImpact has been a true partner in empowering our teams, leaders, and community partners to work together on building a healthier, more sustainable future for our team remembers and the communities we serve.”

Sustainability

To create a healthy Earth for future generations, Wellstar is doing its part to improve its environmental impact through investments in farming and nutrition, renewable energy, and sustainable value chains. Metaimpact empowers Wellstar with the digital infrastructure needed to confront complex problems and opportunities, where multiple stakeholders can come together to manage environmental initiatives and demonstrate measurable results.

To help Catalyst identify new opportunities for emissions reduction, 12 of Wellstar's utility providers across 16 locations have been brought together in the Metaimpact platform to monitor 27 sustainability metrics in the categories of water, gas, and electricity.

The Catalyst and Metaimpact partnership envisions a future where collaboration and technology drive exponential impact in healthcare. The Metaimpact platform's unique ability to build purpose-driven, digital impact networks aligns with Wellstar's mission to enhance the health and well-being of every patient in Wellstar's care.