

NCCHCA Annual Primary Care Conference: Moving Health Forward

Building Fitness and Nutrition into the Care Delivery Model

June 4–5, 2026 • Washington Duke Inn & Golf Club (Durham, NC)



Northwest AHEC designates this activity for up to 12.0 Contact Hours

Credit Breakdown:

- June 4: 6.75 Contact Hours
- June 5: 5.25 Contact Hours

Participants must attend approved sessions and complete required evaluations. Certificates are issued electronically after verification.





Strategies for High Stakes Conditions

Building Fitness and Nutrition into the Care Delivery Model

Gary Campbell
President, Impact2Lead, LLC
CEO, Johnson Health Center
Certified “Go-Giver” National Speaker



Our Agenda

1. **Welcome and Introduction**
2. Meaning of Workforce Wellness – A Conversation
3. Current Healthcare Challenges
4. Chronic Care Conditions
5. What is Quality?
6. It Starts with Mission, Vision and Values
7. What Johnson Health Center is Doing
8. Tips to Get Started
9. Closing Remarks

GARY CAMPBELL **IMPACT2LEAD, LLC**

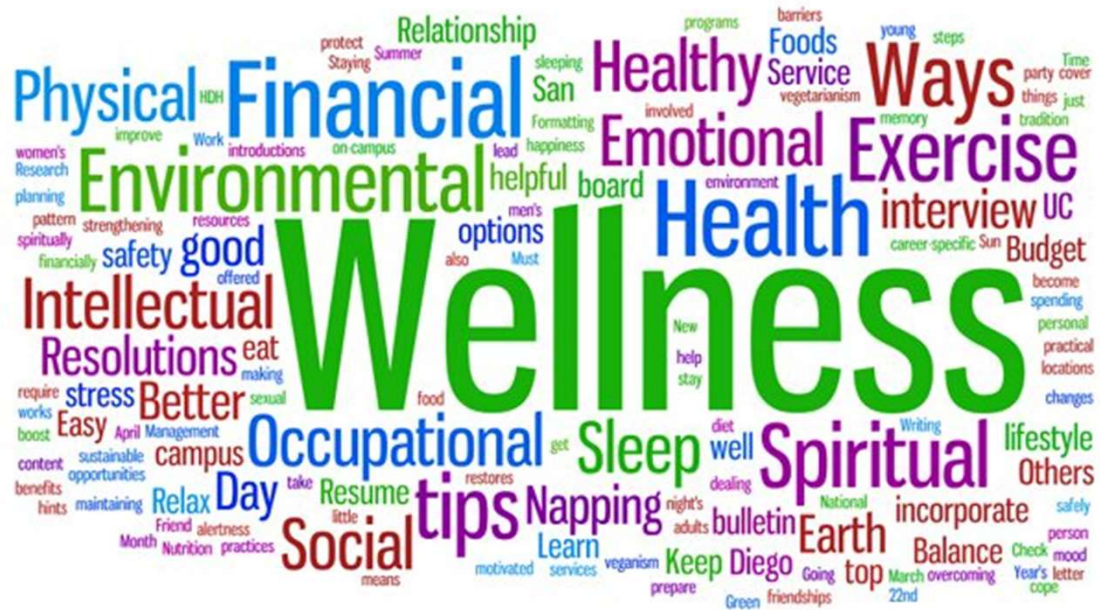
- Lynchburg, VA Native – Pittsburgh, PA Flavored
- 25 Years of Leadership Experience
- Fortune Companies and Non-Profit FQHC
- Launched Impact2Lead in 2013; currently the CEO of Johnson Health Center
- Coach, Consult and Speak on Inspirational, Leadership and Workplace Topics Nationwide
- **Architect of Culture Transformation** resulting in award winning Employer of Choice Certification
- 2023 & 2025 Non-Profit of the Year, 2024 Best in Business Large Employer Award
- Clear on my why



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Meaning of Wellness – A Conversation



Wellbeing Defined

- According to Gallup, wellbeing is composed of five elements
 - Career – Liking what you do each day and being **motivated** to achieve your goals
 - Social – Having supportive relationships and love in your life
 - Financial – Managing your economic life to reduce stress and increase security
 - Community – Liking where you live, feeling safe and having pride in your community
 - Physical – Having good health and enough energy to get things done daily



The Why

We are drawn to leaders and organizations that are good at communicating what they believe. The ability to make us feel like we belong, to make us feel special, safe and not alone is what gives them the ability to inspire us – Simon Sinek

Now is the time to lead with influence, be bold about where you need to go and tie the purpose and why together for employees



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Challenges and Opportunities

- The World Health Organization (WHO) estimates a shortfall of 10 million health care workers by 2030
- Quickly emerging AI – The need to balance technology with the human touch. Reducing clinical and administrative burdens must be a priority for health system leaders
- Five generations now in the workforce
- Regardless of geography, many health systems have reached an inflection point. They often operate under constrained budgets while grappling with ongoing staff shortages and clinician burnout, and pressure to implement new technologies. At the same time, they are trying to keep pace with changing consumer preferences and expectations (From Deloitte's 2025 Healthcare Outlook)
- Program uncertainty at State and Federal Level
- Health Centers needing to evolve at a faster pace to include models of care and strategic partnerships that create a sustainable value proposition – to think much differently

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Top Chronic Care Conditions

- Hypertension
- Diabetes
- Depression and Anxiety
- Asthma and Chronic Respiratory Disease
- Obesity (also contributes to hypertension, sleep apnea, cardiovascular disease and others)

Some Statistics

- 2023 review covering 130,000 people published in the British Journal Sports Medicine found that exercise was 1.5 times more effective than counseling and medications for treating certain medical conditions stating, “exercise is probably more powerful than drugs for the treatment of clinical depression and anxiety.”
- According to the World Health Organization, people who are insufficiently active have a 20% to 30% increased risk of death compared to people who are sufficiently active
- WHO regularly monitors trends in physical inactivity. A recent study (1) found that nearly one third (31%) of the world’s adult population, 1.8 billion adults, are physically inactive

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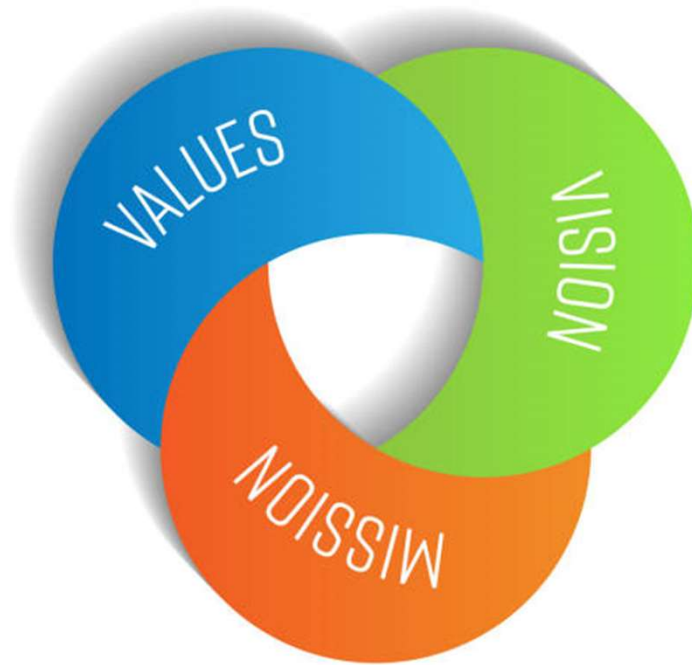
Quality as Defined by FQHC Patients/Providers

- Quality care is not just about prescribing the correct medication or following guidelines. It is about listening carefully, building trust over time, coordinating resources, advocating for patients, and finding realistic solutions that fit within a patient's actual life
- As a patient, quality of care is much more personal and emotional. We don't define quality by metrics or outcome scores. We define it by whether we feel heard, respected, and genuinely cared about. Many patients have experienced barriers, stigma, or fragmented healthcare in the past. Because of that, small interactions carry enormous weight

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Mission, Vision, Values



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A Vision and Commitment



Community Engagement



Nutrition Included



Health Center Statistics

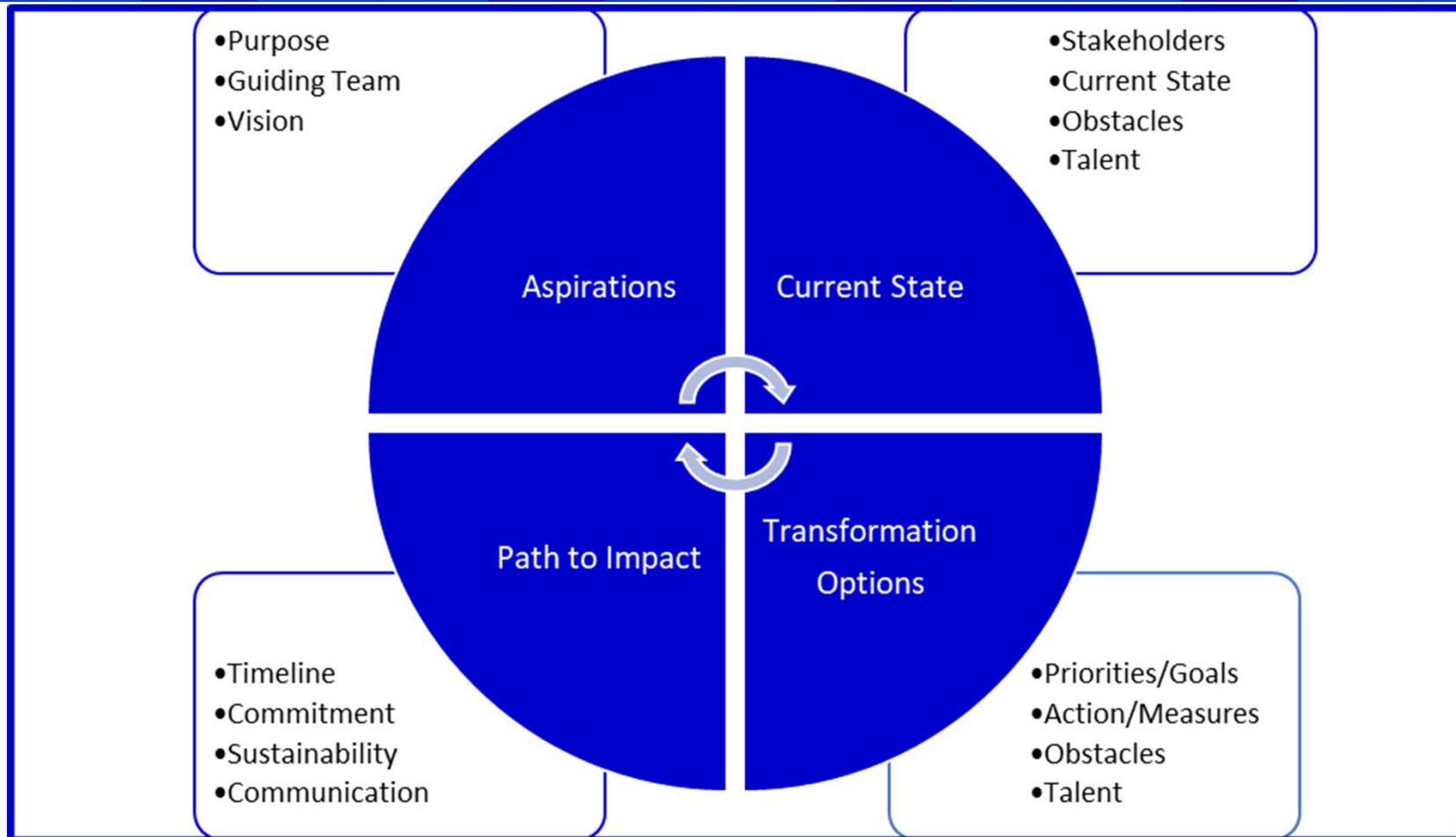
- **Staff Membership/Orientations:** 115 Enrolled
- **Patient Membership/Orientations:** 269 Enrolled
- **Personal Training Clients:** A total of 30 staff members and 11 patients have enrolled in personal training services. Actively working with 18 clients—9 staff members and 9 patients—on their individualized fitness programs
- A total of 204 InBody scans have been completed, resulting in a collective loss of 167 pounds of body fat mass among participants
- Over 40 provider referrals to fitness program leader
- 1st pediatric summer camp scheduled for 7/9, 7/16, and 7/23
- Cooking demos quarterly w/full attendance
- Monitoring health measures for participants to compare to general population and report on results after 3 years

Age	Notes	“Wins”
74	Completed 112 PT sessions	A1C down almost a % point; decreased visceral fat & body fat mass, improved body water, increased whole body phase angle
74	Completed >100 PT sessions	Decreased visceral fat, body fat mass & percent body fat, increased whole body phase angle, & skeletal muscle mass, improved body water
71	Completed 40 PT sessions	Only 1 InBody scan; down 6 pounds at last visit in December
89	Completed 42 PT sessions	Only 1 InBody scan; down 5 pounds at last visit; A1C trending down; BP readings improved; PCP note from 1/26 states “has lost 3lbs recently while maintaining regular gym attendance”
32	Completed 50 PT sessions Patient uses JHC transportation for sessions	Decreased body fat mass, improved body water; PCP note from 12/25 states “he remains committed to maintaining his fitness.” Down 10 lbs
18	Our youngest user Has completed 10 PT sessions	Only 1 InBody scan completed

Age	Notes	“Wins”
24	Staff	Decreased body fat mass & % body fat
57	Staff	Increased skeletal muscle mass & whole body phase angle; decreased body fat mass, percent body fat, & visceral fat; improved body water
48	Staff	Increased skeletal muscle mass & whole body phase angle
62	Staff	Decreased body fat mass, % body fat, & visceral fat; increased whole body phase angle
41	Staff	Decreased body fat mass, % body fat, & visceral fat
69	Staff	Increased whole body phase angle
32	Staff	Increased skeletal muscle mass & whole body phase angle; decreased body fat mass, % body fat, & visceral fat

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Tips to Get Started

- Establish a vision
- Build the business case
- Get the buy-in and board support
- Engage the right partner(s) to build out the strategy (internal/external)
- Determine partnership(s) necessary to make it happen
- Make it a part of the care-model strategy
- Promote, promote, promote
- Track, track, track – report out
- Make it part of the patient/staff recruitment and retention effort
- Scale as appropriate and ensure it ties back to the model of care, and you are tracking quality and patient satisfaction metrics

Putting Your Own Oxygen Mask on First



- At least 15 minutes a day in the sun without sunscreen for optimal Vitamin D absorption.
- Per ACSM minimum of 30 minutes/3 days per week, moderate paced, aerobic and anaerobic exercise
- Mindful, intentional execution of tasks one at a time
- Choose whole food quality sources for nourishment when you can
- Take a true sabbath
- No time to exercise? Get creative and implement some type of movement/wellness into your lifestyle

Go for Healthy Balance – But don't Overdo It!





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“Helping Individuals and Organizations Unleash Potential
Through Impactful Leadership”

