



LIFESTYLE MEDICINE CONFERENCE

## **The MGH Healthy Lifestyle Program: Scaling Lifestyle Medicine Virtual Group Visits**

Jacob Mirsky MD MA DipABLM  
Medical Director, Healthy Lifestyle Program  
Massachusetts General Hospital

# Disclosure Statement

Individuals in control of content have disclosed the following relationships with ineligible companies:

- **Rohit Moghe, PharmD, MSPH:** Member, Speaker's Bureau – Novo Nordisk  
*(Role: LM2023 Planning Committee member)*

All of the relevant financial relationships have been mitigated. The remaining course director(s), planner(s), faculty, and reviewer(s) of this activity have no relevant relationships with ineligible companies to disclose.

# Learning Objectives

- Define common hurdles faced when starting and growing a lifestyle medicine clinical program.
- List key features of lifestyle medicine virtual group visit programming.
- Describe next steps that can be taken to initiate lifestyle medicine virtual group visits.



# Origins of the MGH Healthy Lifestyle Program

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# Why I chose Lifestyle Medicine

**Table 1.** Leading Causes of Death in the United States in 2000\*

Cause of Death	No. of Deaths	Death Rate per 100 000 Population
Heart disease	710 760	258.2
Malignant neoplasm	553 091	200.9
Cerebrovascular disease	167 661	60.9
Chronic lower respiratory tract disease	122 009	44.3
Unintentional injuries	97 900	35.6
Diabetes mellitus	69 301	25.2
Influenza and pneumonia	65 313	23.7
Alzheimer disease	49 558	18
Nephritis, nephrotic syndrome, and nephrosis	37 251	13.5
Septicemia	31 224	11.3
Other	499 283	181.4
<b>Total</b>	<b>2 403 351</b>	<b>873.1</b>

\*Data are from Minino et al.<sup>4</sup>

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# How I chose Lifestyle Medicine

Reverse Common Health - Group Visits + Wellness  
JAMY WHEELER

# MGH Revere: CORE Health



## CORE HEALTH

CENTER FOR ORGANIZED RESEARCH AND EDUCATION FOR HEALTH

### CORE Health Tips Sheet to Address Several Barriers to Weight Loss

#### **MOTIVATION:**

You don't have to be extremely motivated to make changes to your diet and exercise – if you are, great! If you are dissatisfied with your current weight and level of physical conditioning, there are likely small areas you could change that would add real value to your efforts and impact your health in a positive way without being too burdensome.

#### **FOOD:**

If you are eating breakfast 7 days a week -- excellent! Breakfast 7 days a week is ideal -- even if just a banana or a low-fat yogurt.

Start eating breakfast more often if you don't eat breakfast every morning -- to avoid slowing down your metabolism. Try to eat meals at regular times.

Think about smaller meals with frequent small snacks in between your meals. Skipping meals or leaving large gaps of time between meals may lead you to eat larger amounts of food the next time you eat.



# MGH Revere: CORE Health



# MGH Revere: CORE Health (2019-2020)



## CORE HEALTH

CENTER FOR ORGANIZED RESEARCH AND EDUCATION FOR HEALTH

### WELCOME

Our mission is to bridge gaps between traditional medicine and healthy lifestyles so that good health is just a fact of life.

- Physician experts lead 1½ hour group visits. Learn how to transform your health!
- No referral needed.
- Come to one group visit or come to all!
- Billable to most insurance, co-pays may apply.*

**To schedule a group visit today call  
The Wellness Center at 781-485-6400 or  
Revere Adult Medicine at 781-485-6300.**

Revised on 12/30/19

## AVAILABLE GROUP VISITS

All visits are 1½ hours

### LOSE WEIGHT

Want to lose weight and get healthier? Monthly group visits will inspire you to eat healthy, enjoy exercising, and more!

### LOWER BLOOD PRESSURE

Do you have high blood pressure? Do you want to achieve better heart health? This is just the opportunity for you!

### SLEEP BETTER

Do you wake up tired? Do you have trouble sleeping through the night? It's time to get the rest you need!

### DECREASE STRESS

Want to lower your stress? Learn healthy coping skills, mind-body techniques, and more!

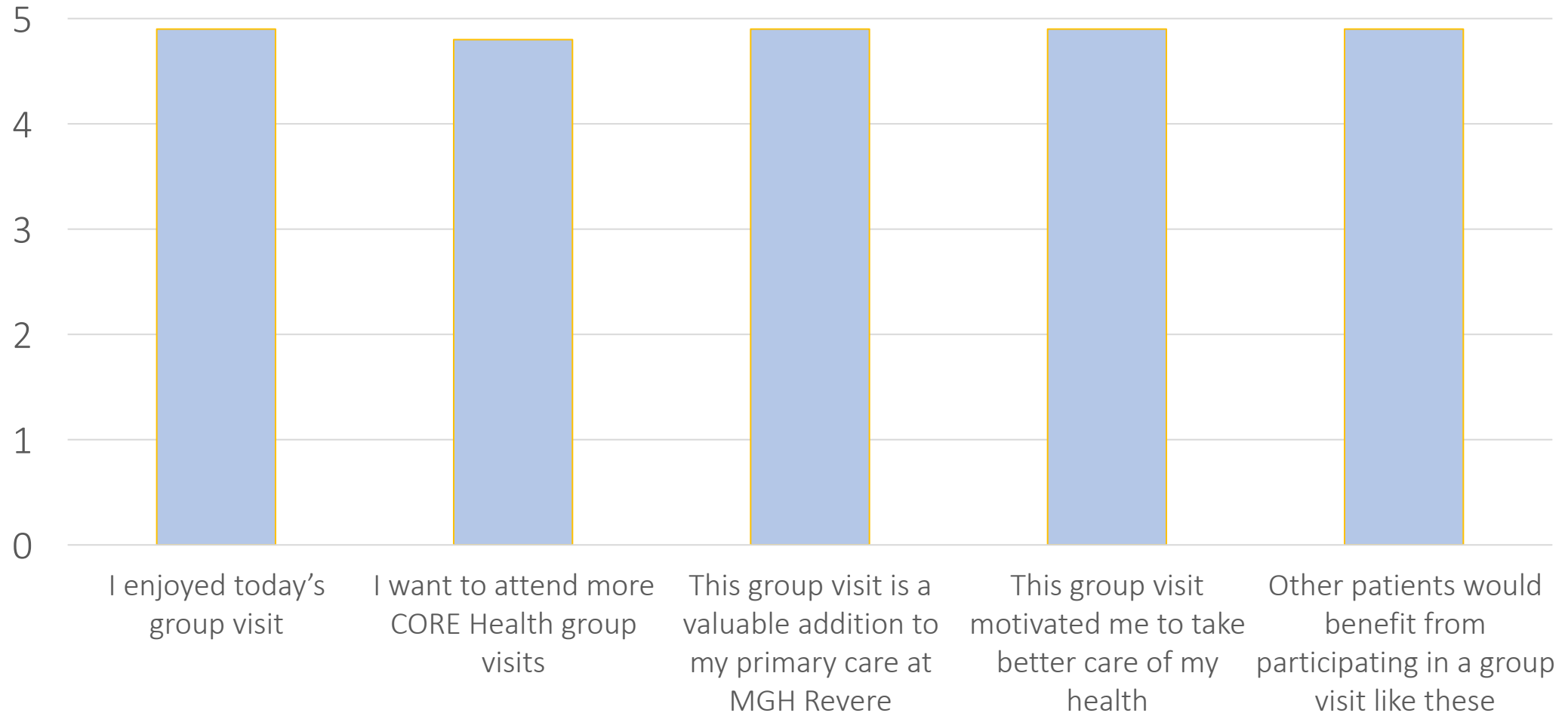
### DIABETES CARE

Do you or a family member have diabetes? Do you want to lower your blood sugar without increasing medication? Learn how to lower it and take control!

# MGH Revere: CORE Health (2019-2020)



# MGH Revere: CORE Health (2019-2020) Patient Feedback (n=171)



# MGH Revere: CORE Health Obstacles



ISN'T "LIFESTYLE" JUST  
FOR RICH PEOPLE?



WHERE'S THE  
EVIDENCE?



SHOW ME THE MONEY

# Turning Obstacles into Opportunities 2019-2020



Healthy Lifestyle Program



MGH Revere Food Pantry



MGH Lifestyle Medicine Symposium





# Growing the MGH Healthy Lifestyle Program

2


# MGH Healthy Lifestyle Program Vision Statement

Establish the practice of **healthy lifestyle** as the **standard of care** for the prevention and treatment of chronic disease.






# Snapshot from LM2021



## Lifestyle Medicine Virtual Group Visits at MGH Primary Care

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Jacob Mirsky MD MA  
Medical Director, Division of General Internal Medicine Healthy Lifestyle Program  
Massachusetts General Hospital and Harvard Medical School

 @DrJacobMirsky

**LM2021**

1

Patient Centered. Value Based. Outcome Driven.

# Developing Lifestyle Medicine Virtual Group Visits (LMVGVs)

## Structure

4-10 patients in a Zoom room

1 physician facilitator + 1 medical assistant

60-minute visit

## Benefits

Behavior change and healthy lifestyles

Target patient populations to reduce disparities

Private and secure

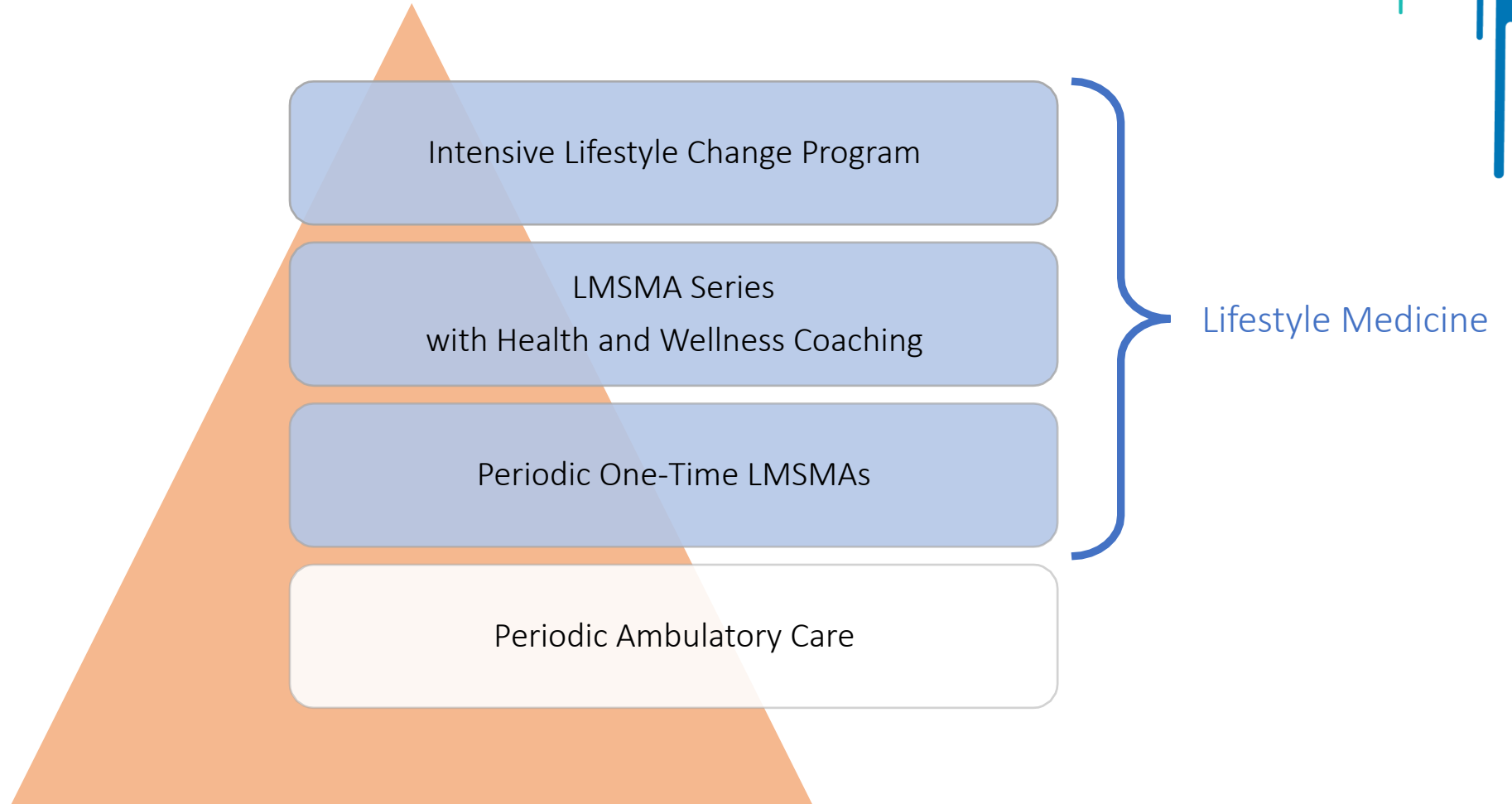
Billed as medical visit (incremental revenue)

# LMVGVs

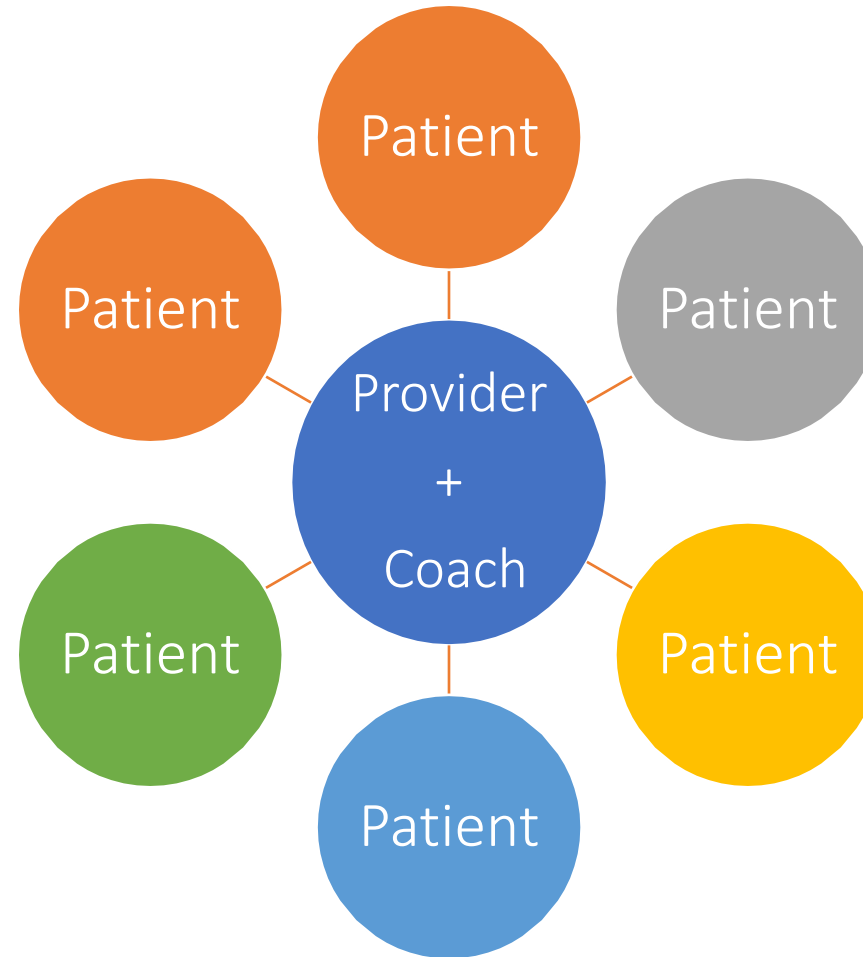
Higher patient engagement



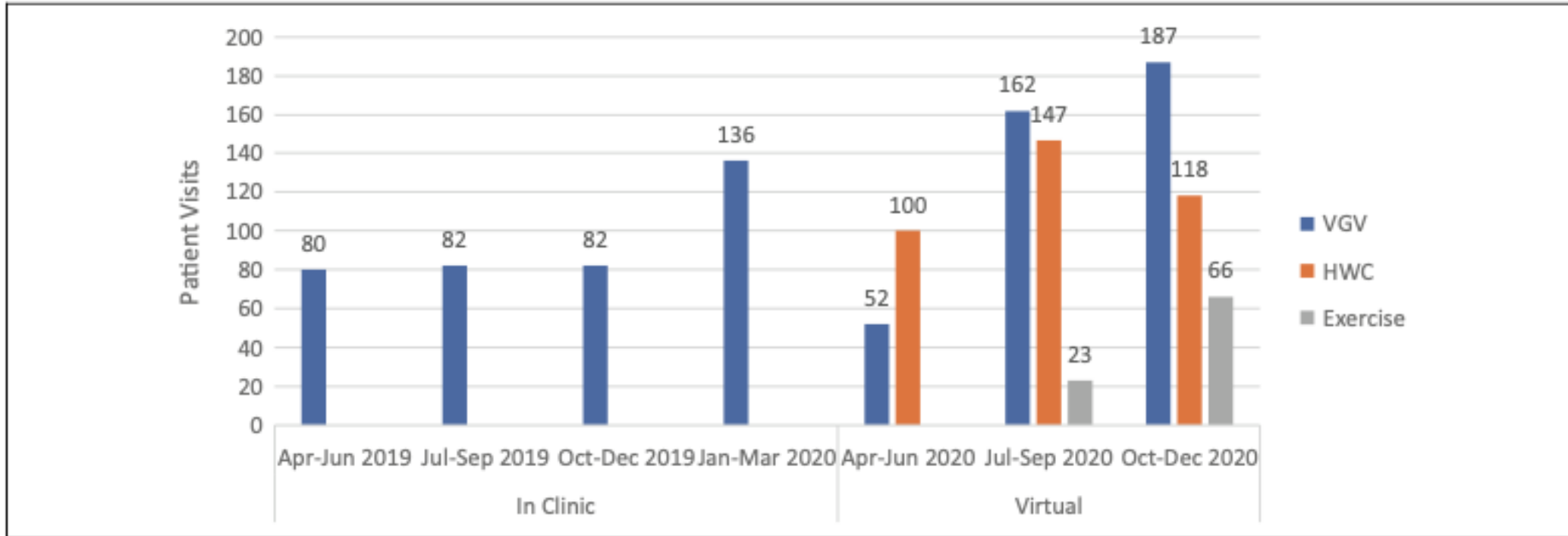
Lower patient engagement



# LMVGVs



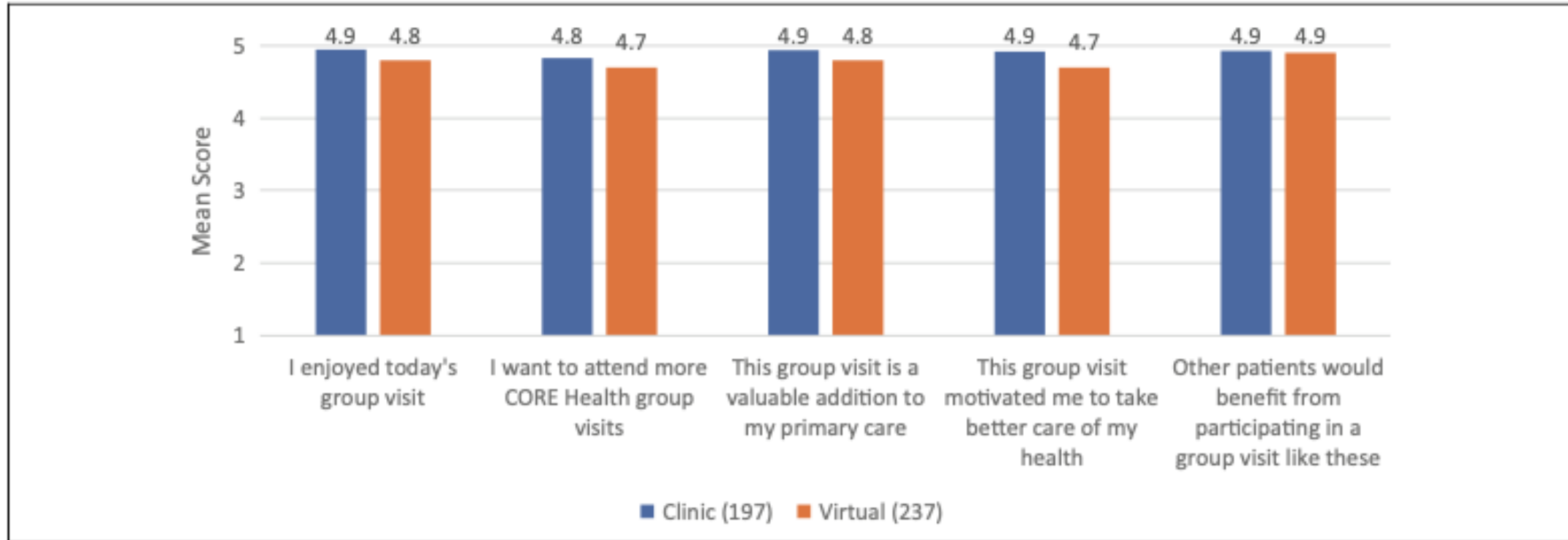
# Transitioning to LMVGVs



**Figure 1.** CORE Health Patient Volume. Quarterly totals represent the number of patient encounters for virtual group visits (VGV), with the health and wellness coach (HWC), and for exercise classes (Exercise). CORE Health group visits in clinic were paused in March 2020 and restarted as VGVs in June 2020, HWC visits began in April 2020, and virtual exercise classes began in September 2020.

Mirsky and Thorndike (2021)

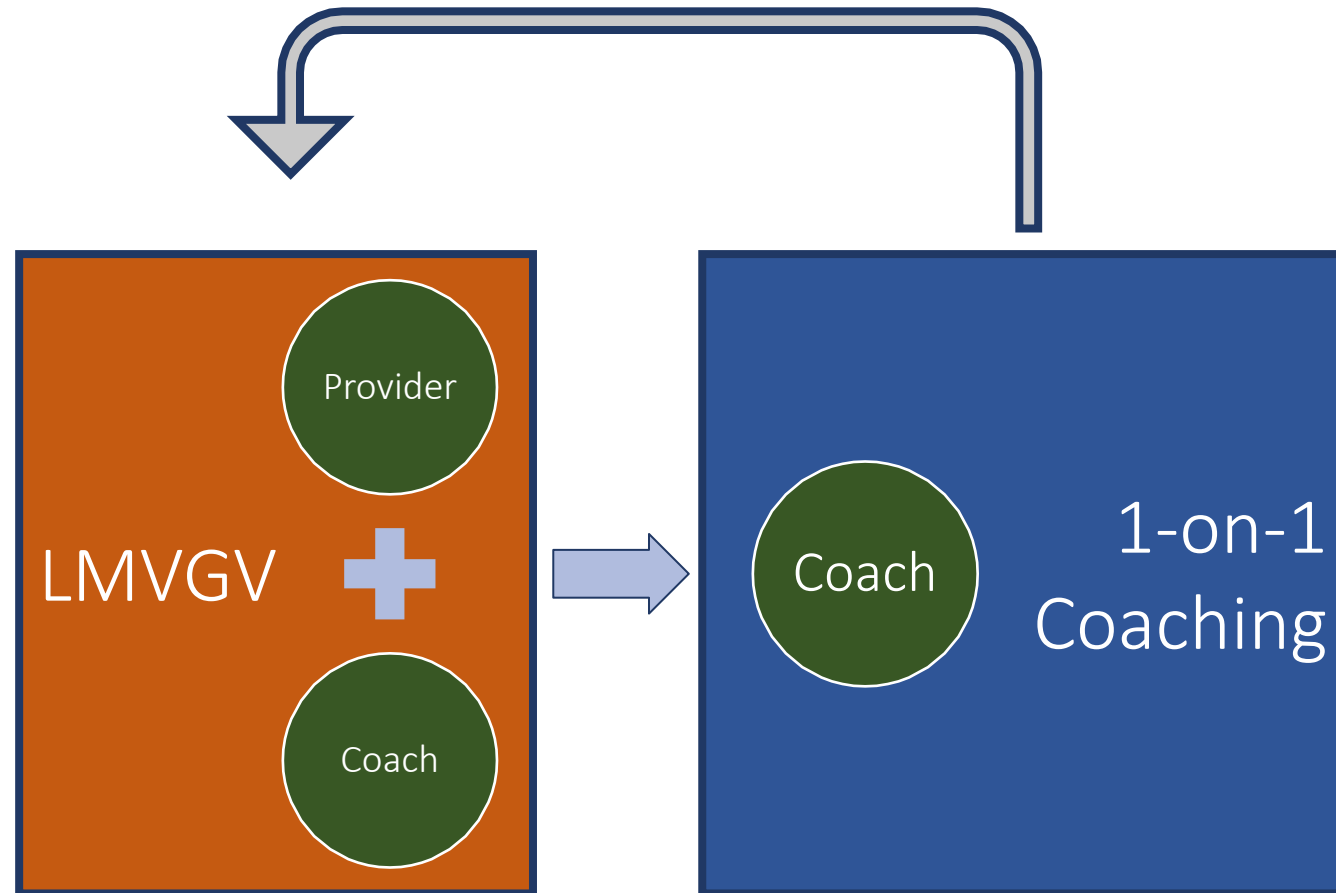
# Transitioning to LMVGs



**Figure 2.** CORE Health Patient Feedback. Patients completed feedback forms after CORE Health visits in clinic and after virtual groups. Means were calculated for Likert scales responses for each question (1 = strongly disagree; 5 = strongly agree).

Mirsky and Thorndike (2021)

# MGH Healthy Lifestyle Program Model of Care



# Expanding LMVGV Programming MGH Primary Care

18 providers trained

Hypertension 4-part series

Pre-diabetes & Diabetes 4-part series

Brain Care 4-part series

Stress Reduction rotating series

Nutrition for Health rotation series

Culinary Medicine rotating series

Insomnia session

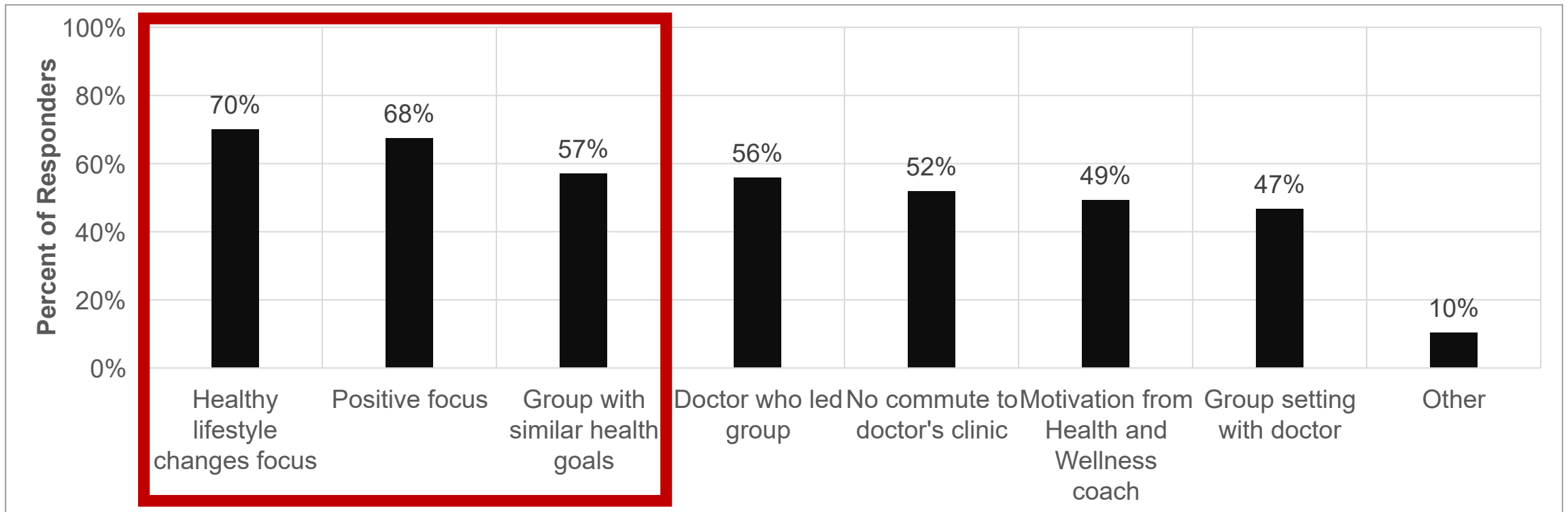




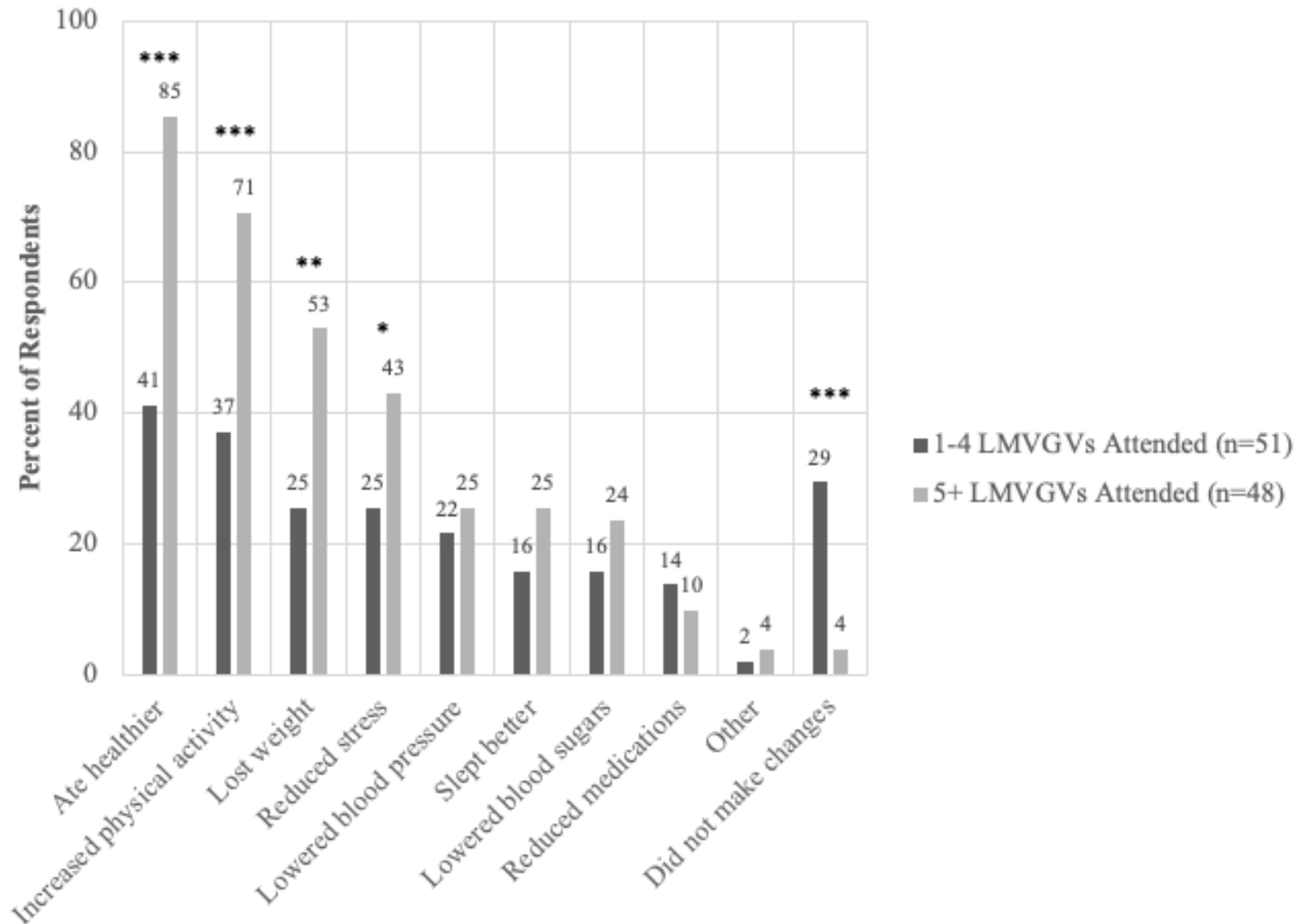
# Research from the MGH Healthy Lifestyle Program

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# Motivations for Attending Additional LMVGVs



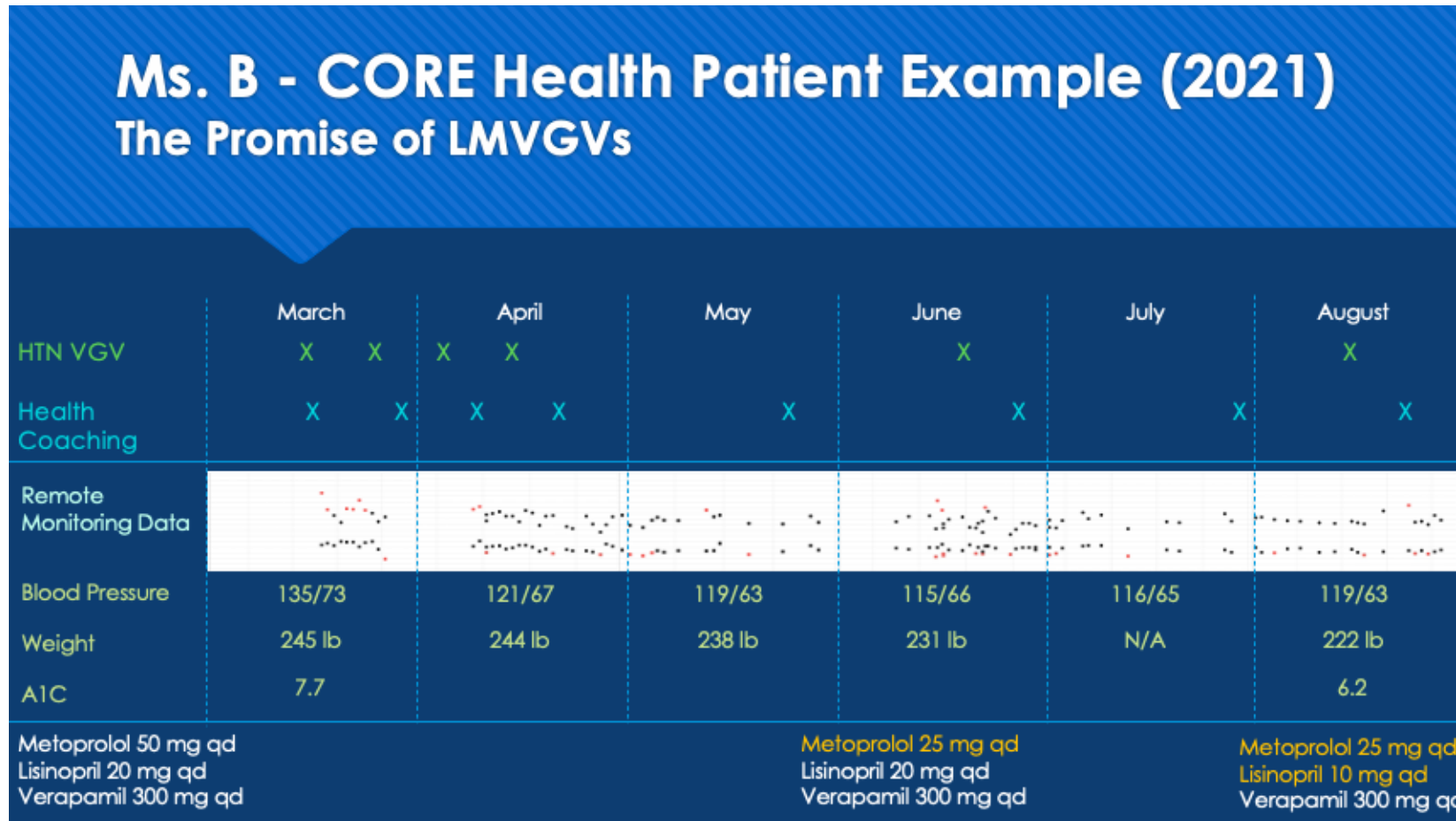
# Health Benefits of Attending LMVGVs



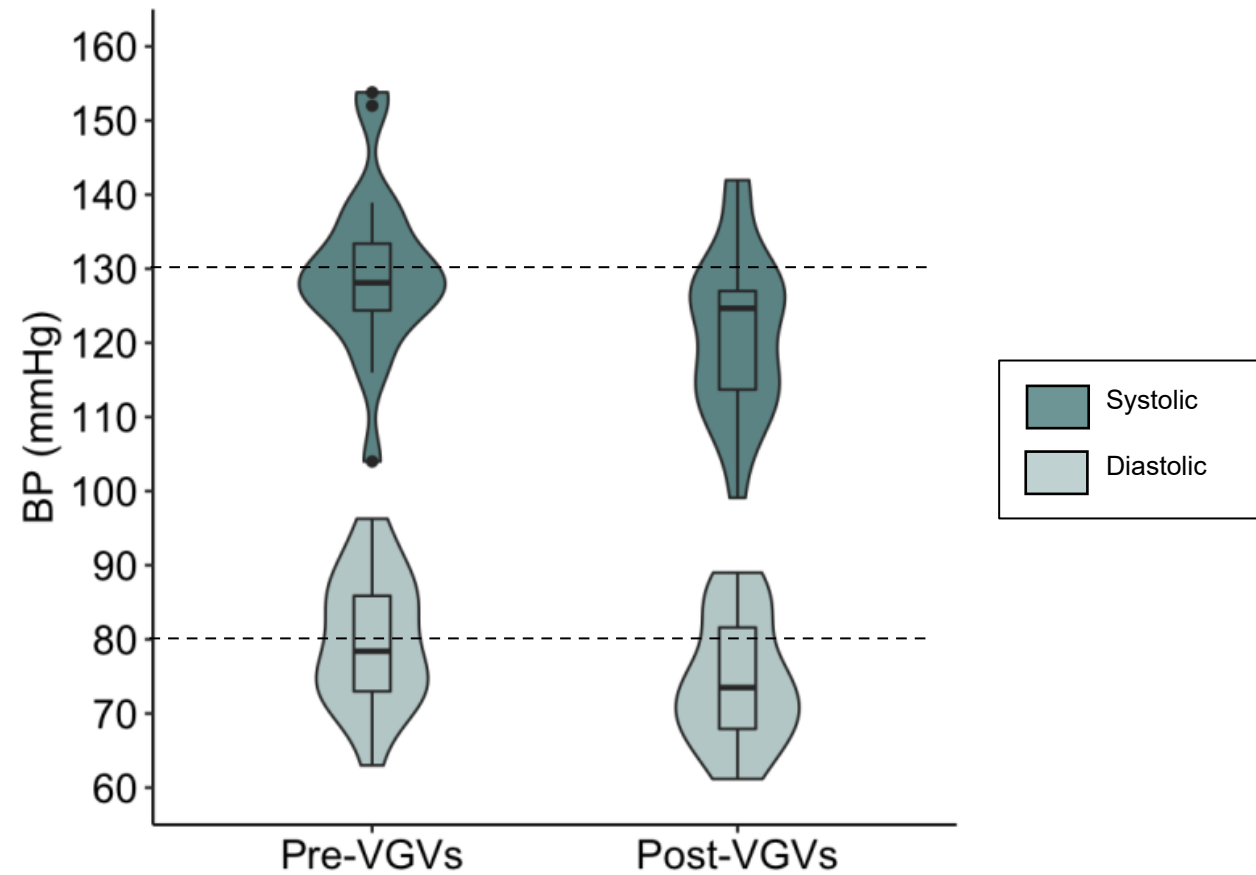
# Patient Experience of LMVGVs

LMVGVs Attended	Total		1-4		5+	
	N=99	100%	N=51	%	N=48	%
<b>How did VGV compare to expectations?</b>						
<b>Worse</b>	6	6.1	5	9.8	1	2.1
<b>Same</b>	26	26.3	22	43.1	4	8.3
<b>Better</b>	64	64.6	22	43.1	42	87.5
<b>Recommend VGV to family or friends?</b>						
<b>No</b>	4	4.0	3	5.9	1	2.1
<b>Yes</b>	92	92.9	45	88.2	47	97.9

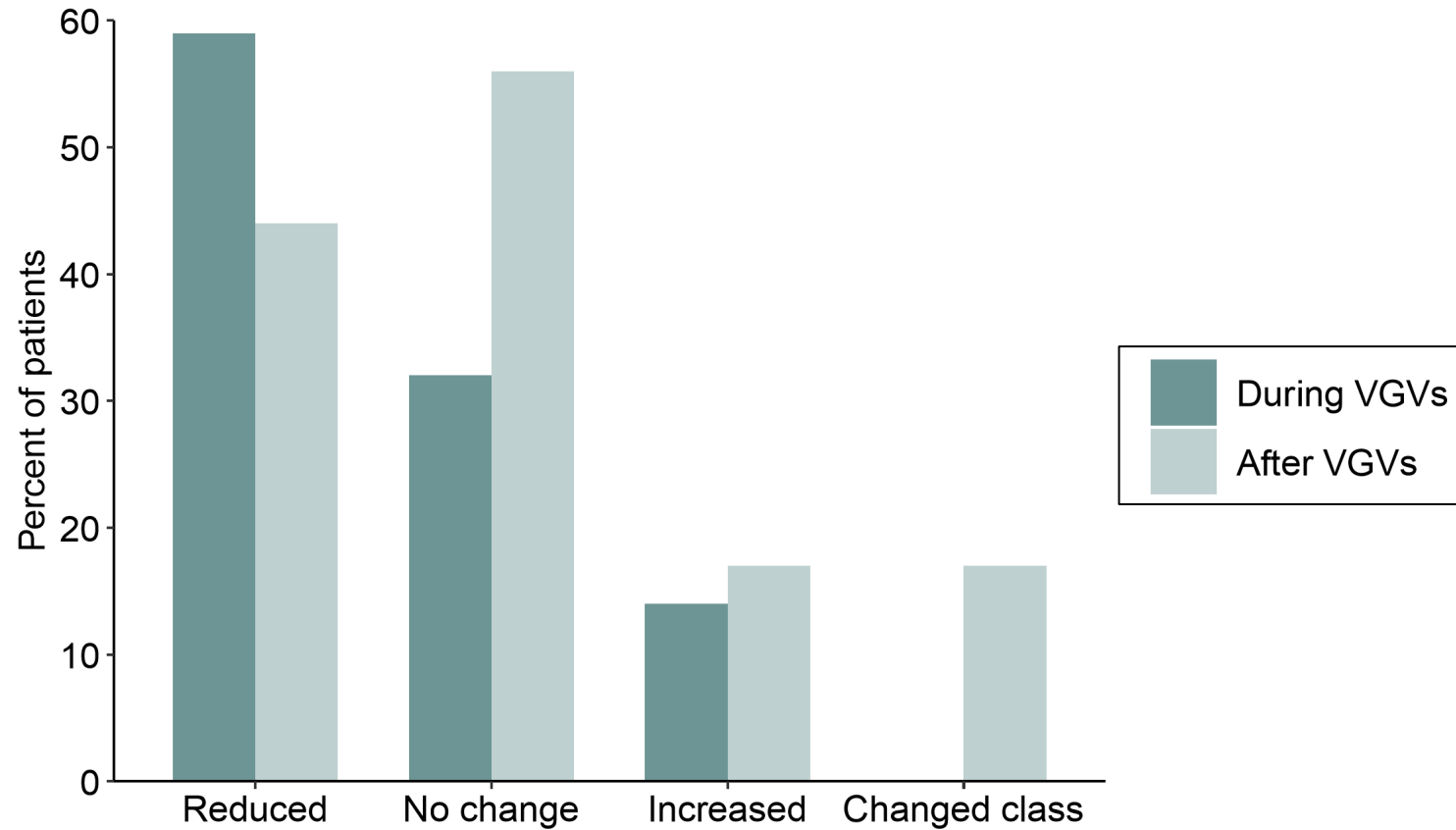
# Exploring Hypertension LMVGVs



# Hypertension LMVGVs Series



# Hypertension LMVGVs Series





# Scaling the MGH Healthy Lifestyle Program

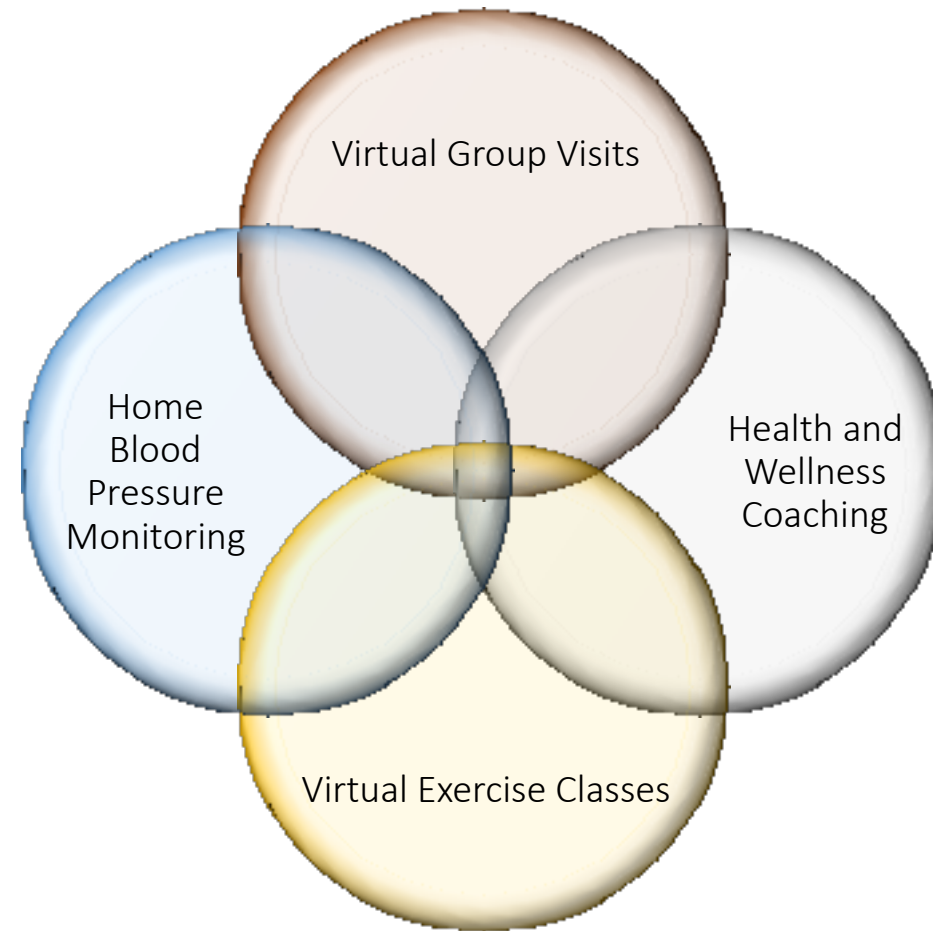
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# Building a LMVGV team



# Grounding in Hypertension LMVGVs



# Unifying LMVGV Programming



MASSACHUSETTS  
GENERAL HOSPITAL

McCANCE CENTER  
FOR BRAIN HEALTH



BENSON-HENRY INSTITUTE  
FOR MIND BODY MEDICINE  
AT MASSACHUSETTS GENERAL HOSPITAL



Department of Nutrition  
and Food Services

# MGH Healthy Lifestyle Program Recruitment

**Healthy Lifestyle Program** presents **LIFESTYLE MEDICINE VIRTUAL GROUP VISITS**

Join other patients in virtual group visits focused on promoting health and well-being. Virtual group visit participants can partner with a Health and Wellness Coach for free!

**One-Time Group Visits**

DIFFERENT TOPICS OFFERED MONTHLY

- STRESS REDUCTION
- NUTRITION FOR HEALTH

**Group Visit Series**

NEW SERIES STARTING EVERY MONTH

- HYPERTENSION
- BRAIN CARE
- PRE-DIABETES & DIABETES
- CULINARY MEDICINE
- SLEEP WELL

Scan this code for a list of all upcoming group visits



To sign up please contact the Wellness Center at 781-485-6400

Lifestyle Medicine Virtual Group Visits are only available to patients with MGH primary care providers. All virtual group visits are 1 hour on Zoom. You must be physically in Massachusetts at the time of virtual group visits. Virtual group visits are medical visits that are billed to your insurance. Standard deductible and copayment charges will apply.



Massachusetts General Hospital  
Founding Member, Mass General Brigham

REV: 8/2022

Ambulatory Referral to MGH Healthy Lifestyle Program ✓ Accept ✗ Cancel

Class:

Referral: Priority:

To provider:

To prov spec:

Process Inst.: The DGIM Healthy Lifestyle Program conducts a wide range of Lifestyle Medicine Virtual Group Visits (LMVGs), which are only available to patients with a primary care provider at MGH. In LMVGs, patients are 1) educated in a group setting about the connection between healthy behavior change and medical conditions and 2) receive individual care from the provider leading the group. All patients who participate in LMVGs will be offered three months of free virtual sessions with one of our Health and Wellness Coaches.

All LMVGs are one hour on Zoom, and patients must be physically in Massachusetts at the time of the LMVGs. All LMVGs are medical visits that are billed to insurance so standard deductible and copayment charges will apply.

Reason for Referral:  Hypertension (With Home BP Monitoring) 4-Part Series  Weight & Nutrition (monthly rotating topics)  Stress Reduction & Mindfulness (monthly rotating topics)  Pre-diabetes & Diabetes 4-Part Series  Brain Care (Dementia/Stroke Prevention) 4-Part Series  Insomnia 2-Part Series

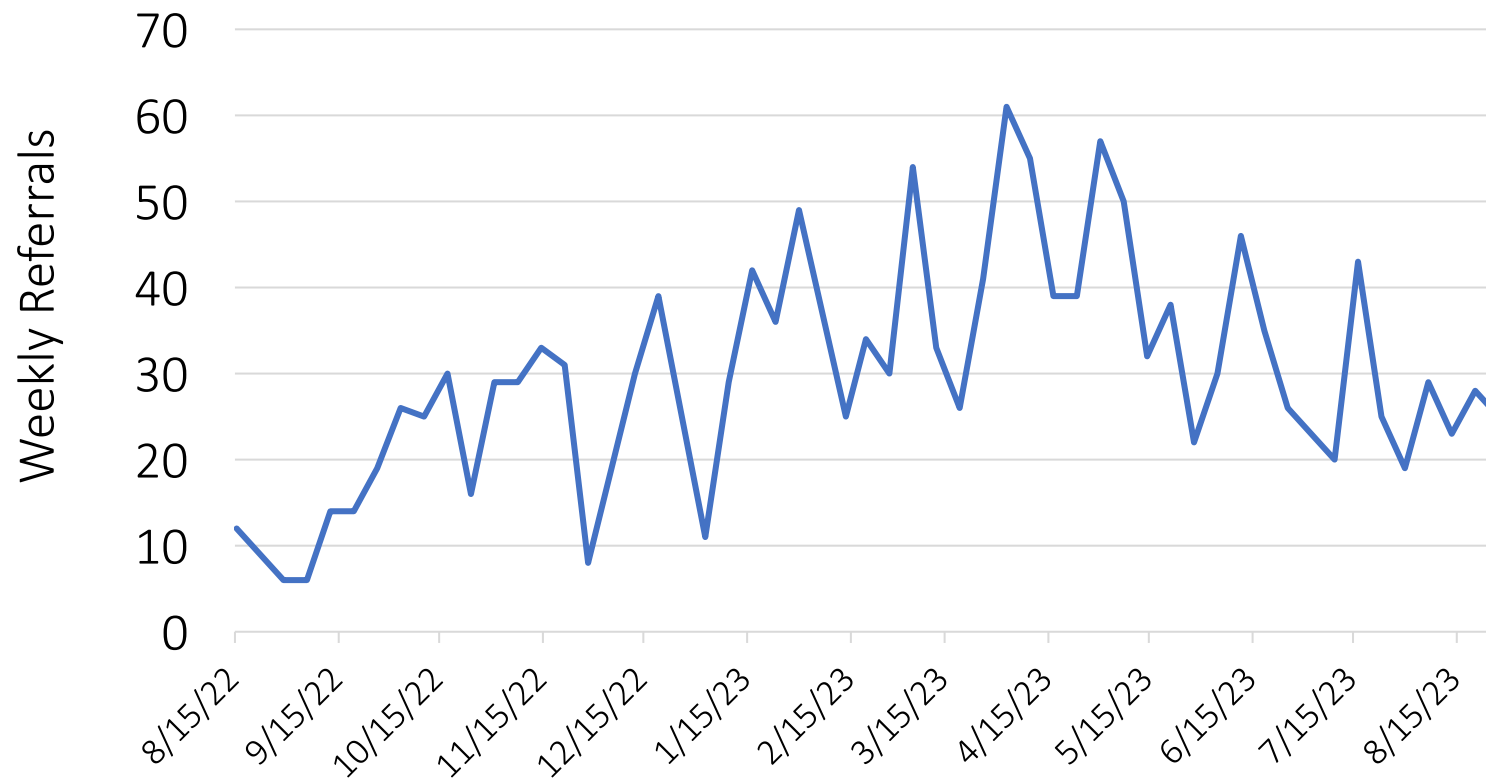
Preferred Language:

I/referring provider would like to be notified via In Basket in the event an appointment cannot be scheduled for this patient:

[Show Additional Order Details](#)

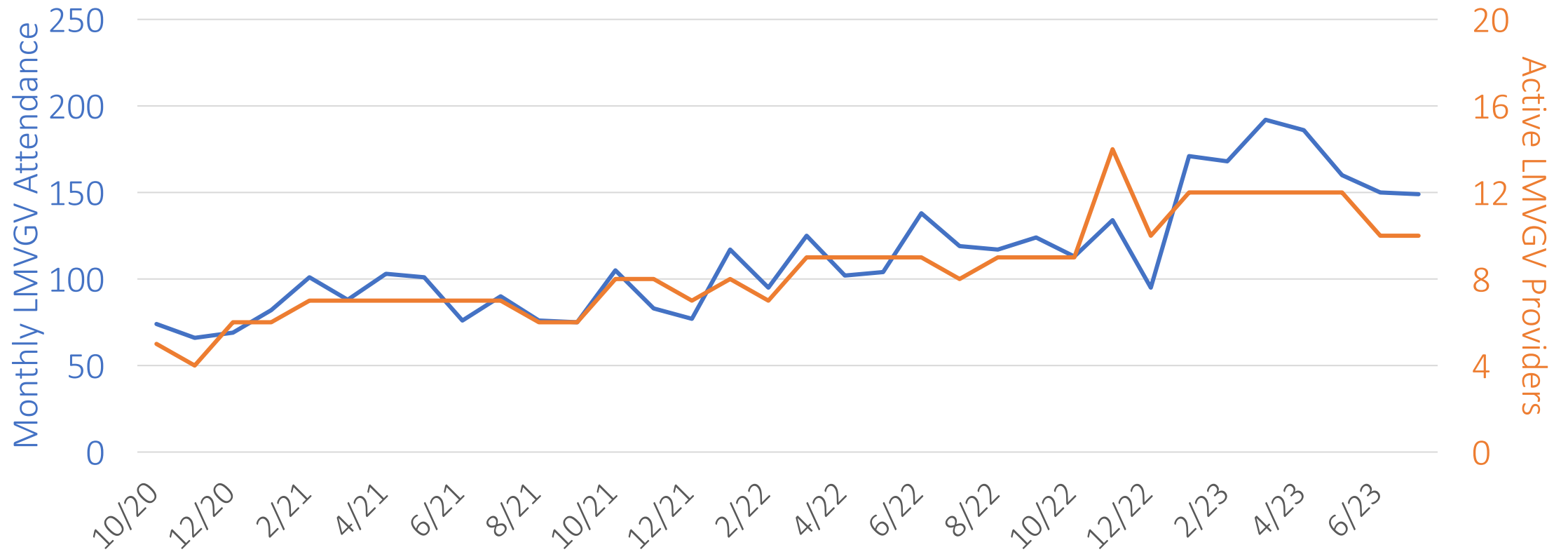
Next Required ✓ Accept ✗ Cancel

# MGH Healthy Lifestyle Program LMVGVs Referrals (7/2022 - 8/2023)



- 1643 referrals
- 160 referring providers

# MGH Healthy Lifestyle Program LMVGVs Volume (10/2020 - 7/2023)



# Expanding Culinary Medicine Group Visits



# Expanding LMVGV Programming Department of Medicine

13 providers trained

Cardiology

General cardiology (2020 - )

Congestive heart failure (2022 - )

Oncology

Cancer survivorship (2020-2023)

Nephrology

Chronic kidney disease (2021 - 2022)

Rheumatology

Gout (2023- )

Pulmonology

COPD (2023 - )

Geriatrics

Fall prevention (2023 - )



# Expanding Lifestyle Medicine

## Virtual Exercise Classes

Free to all Mass General Brigham patients

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
9:00 AM	YOGA	MOVEMENT FUNDAMENTALS	QIGONG	STRENGTH/TOTAL BODY	YOGA	<p><b>Class duration:</b> 45 min-1 hr</p> <p><b>No equipment necessary</b></p> <p><b>No prior experience necessary</b></p>
11:00 AM					QIGONG	
12:00 PM	QIGONG	STRENGTH/TOTAL BODY	YOGA	MOVEMENT FUNDAMENTALS		
5:00 PM	STRENGTH/TOTAL BODY		MOVEMENT FUNDAMENTALS			
6:00 PM	MOVEMENT FUNDAMENTALS		STRENGTH/TOTAL BODY			

Wellness Center also offers therapeutic massage & acupuncture services – please call to inquire.

Call to register: **MGH Revere Wellness Center (781-485-6400)**

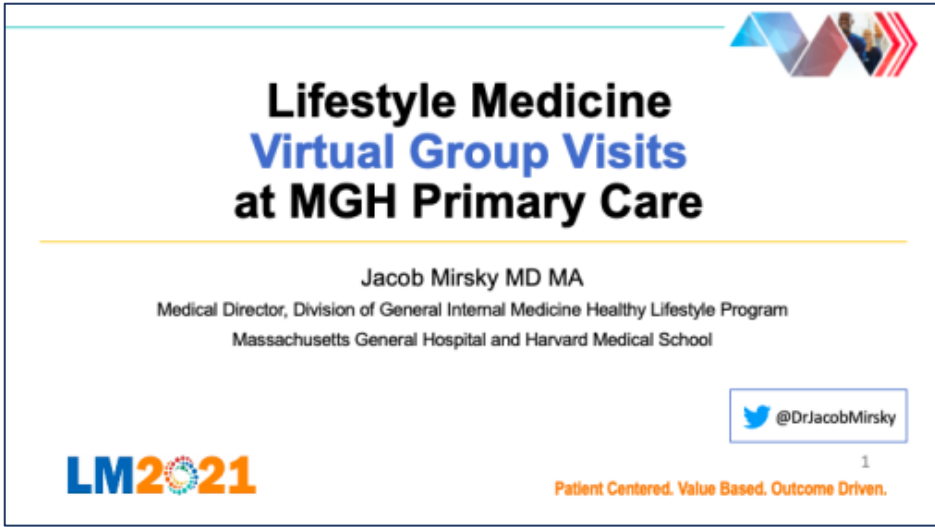
# Building Community





# Disseminating news from the MGH Healthy Lifestyle Program

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**Lifestyle Medicine  
Virtual Group Visits  
at MGH Primary Care**

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Medical Director, Division of General Internal Medicine Healthy Lifestyle Program  
Massachusetts General Hospital and Harvard Medical School

[@DrJacobMirsky](#)

**LM2021**

1  
Patient Centered. Value Based. Outcome Driven.



Sunday, June 13, 2021

American College of Lifestyle Medicine Announces New National Council to Facilitate Pioneering Trend of Lifestyle Medicine Integration into Health Systems

The American College of Lifestyle Medicine today announced its Health Systems Council, a new group to support the pioneering trend of implementing lifestyle medicine into some of the largest and most innovative health organizations in the U.S. The new learning community has a founding membership of 19 systems serving millions of patients in 28 states, guided by an expert advisory board.



**EXPLORING THE  
PATIENT EXPERIENCE  
OF LIFESTYLE  
MEDICINE  
VIRTUAL GROUP VISITS**

Jacob Mirsky MD MA DipABLM  
Medical Director, MGH DGIM Healthy Lifestyle Program

centri CENTER FOR TRANSFORMATION OF INTERNAL MEDICINE



**MGH DGIM  
HEALTHY LIFESTYLE PROGRAM**

ACLM HEALTH SYSTEMS COUNCIL

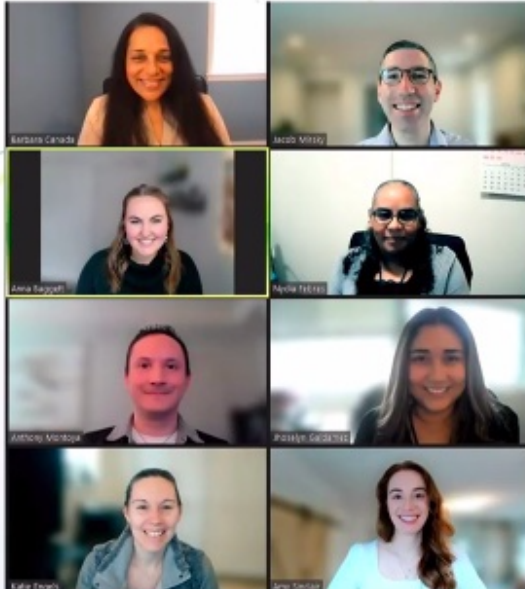
Jacob Mirsky MD MA DipABLM  
April 21, 2022





## ANNUAL PATIENT EXPERIENCE AWARDS

### Team Awards



### DGIM Healthy Lifestyle Program Team, Revere Health Center

The DGIM Healthy Lifestyle Program now supports 14 primary care providers who run Lifestyle Medicine Virtual Group Visits. Given positive patient feedback and increased demand, the program now offers 25-30 groups monthly. In addition to the group visits and a robust website, the team has worked hard to provide equitable and accessible care by offering coaching in English and Spanish and providing patients with iPads as well as education on how to use them to access virtual programming.



Office of Patient Experience



# Takeaways from the MGH Healthy Lifestyle Program

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# Anticipate Challenges to Scaling LMVGVs

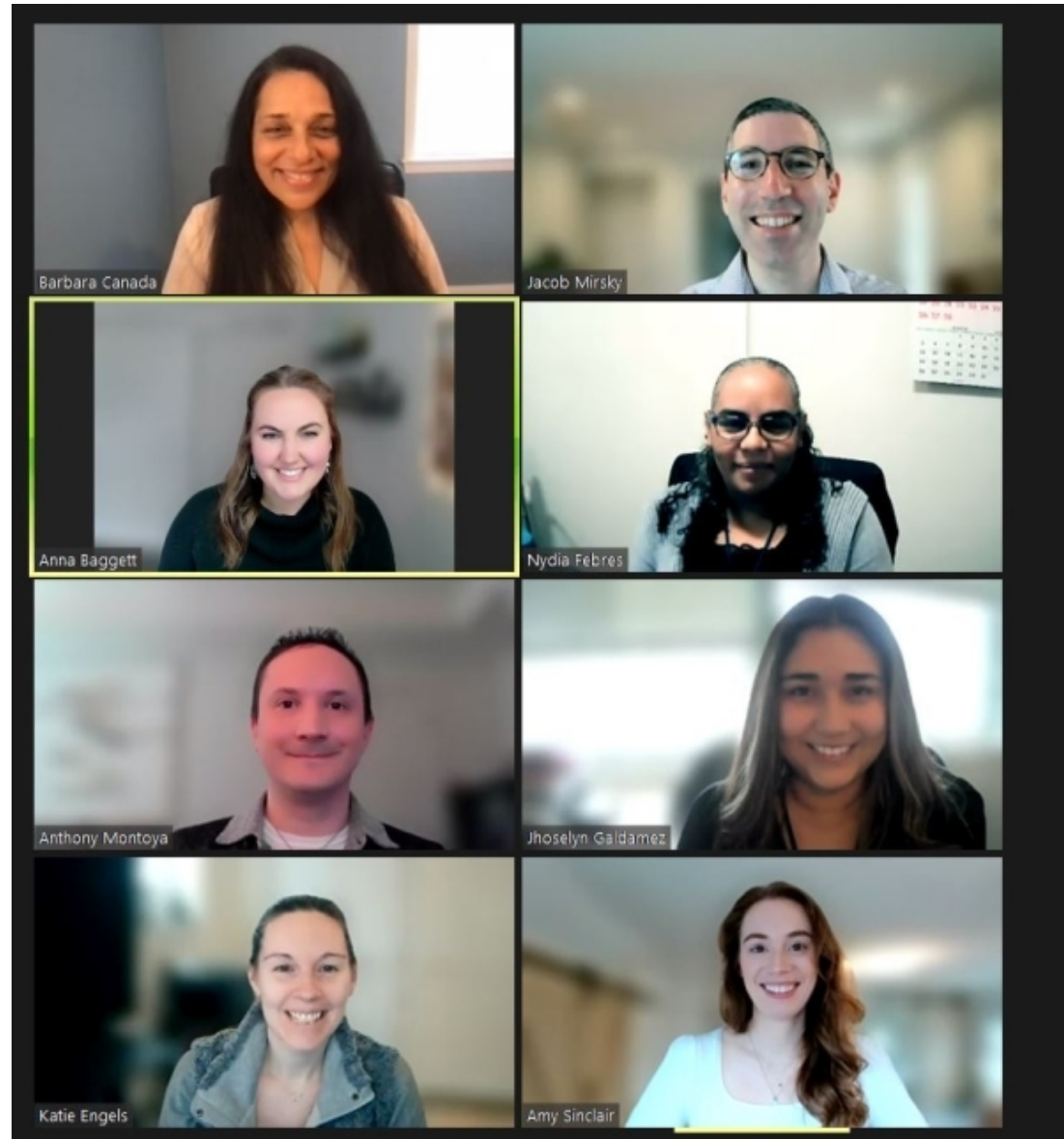
1. Cultures of “no”: “How is this different from every other great idea?”
2. Teamwork makes the dream work: “Who is going to get you from Point A to B?”
3. Preciousness of clinician time: “Why is this worth it?”
4. Value-based world vs. fee-for-service world: “Will this pay for itself?”
5. Recruitment: “Will patients even come?”
6. Outcomes assessment: “But does it work?”



# Value of teamwork

Plus:

- 16 primary care providers
- 13 medical specialists
- DGIM/DOM leadership
- Countless administrators



# Value of LMVGVs



PATIENT  
SATISFACTION



GUIDELINE-  
DRIVEN CARE



PROVIDER JOY



INCREASED  
ACCESS



INCREMENTAL  
REVENUE



# Thank you!

[jmirsky@mgh.harvard.edu](mailto:jmirsky@mgh.harvard.edu)