



## Kenneth Copeland Ministries practices what they preach by providing their employees with a value-aligned primary care medical home

*Learn how the international ministry supports the holistic well-being of their employees through a WeCare tlc onsite health center*

**Industry**  
Ministry/Nonprofit

**Location**  
Newark, Texas

**Client**  
Kenneth Copeland Ministries (KCM)

**Serving**  
375 employees

## Benefits

- Healthier and happier employees
- Lower insurance premiums
- Proximity to the health center
- Ease of access to high-quality health care services
- Utilization of the health center as a recruitment tool

## Services

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### Onite Health Center

- Full suite of advanced primary care services

## Overview

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Kenneth Copeland Ministries (KCM) is proud to provide the Healthy Living Faith Clinic, a WeCare tlc onsite health center, to their employees as a convenient, free-of-charge, high-quality health care option for staff and their families.

Since opening the value-aligned health center, KCM has benefitted from healthier and happier employees, lower insurance premiums, and utilization of the health center as a recruitment tool.

## Kenneth Copeland Ministries (KCM)

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Established in 1967 by Kenneth and Gloria Copeland, Kenneth Copeland Ministries (KCM) is an international ministry with an objective of ministering the Word of Faith and teaching people who they are in Christ Jesus. Their vision is to see believers experiencing the fullness of THE BLESSING which includes divine healing, supernatural prosperity, the God kind of love and more; operating skillfully in God's Word; and well-trained to discern good and evil.

KCM is made up of a few entities: [Eagle Mountain International Church \(EMIC\)](#), [Kenneth Copeland Bible College](#), and the [VICTORY Channel™](#). Although the church and bible college are more common ministries, the VICTORY Channel is a unique TV Network composed of several programmers focused on teaching The Word of Faith 24/7. VICTORY is a nonprofit, free-to-air television network made possible by KCM, its generous partners and viewers.

In addition to extending its reach through their seven international offices, KCM employs 375 individuals at their headquarters in Newark, which is approximately 20 miles northwest from Fort Worth.

Hector Munoz, Executive Director at KCM, manages the operational and pastoral staff and leads the human resources department at EMIC, which is served by the Healthy Living Faith Clinic.

## Challenge

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As part of their unwavering commitment to the well-being of their employees, KCM wanted to provide an on campus, free-of-charge health clinic to their employees to show their love and support towards them.

*"It's very important to us that our employees are not only spiritually fit, but physically fit, financially fit, and mentally fit," shares Hector. "As a person, you're made up of three parts: your spirit, your soul, and your body. All three parts need to be operating in fullness for you to do the work that the Lord is calling you to do. It's important that we practice what we preach, so we wanted to open a clinic to provide our employees with the education and care they need to stay healthy and continue in the work that the Lord has called them to do."*

## Solution

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In August 2018, the human resources department at KCM was tasked with finding a new vendor for the existing health clinic on their campus that would align with their mission and values.

*"We understood that there were many clinics to choose from, but we're a unique place with a distinct purpose and mission," explains Hector. "We needed a vendor that would align with us and get on board with what we asked for, like people working in the clinic"*

*that could pray with our staff. I remember meeting with Raegan from WeCare tlc and I asked for what we needed and she just said "We can do it, let's get it done."*

In November 2018, KCM partnered with WeCare tlc to form the Healthy Living Faith Clinic, located on the ministry's campus in Newark, which opened in January 2019.

Equipped with the full suite of WeCare tlc's advanced primary care services, the Healthy Living Faith Clinic offers KCM employees and their families:

- Physicals and well-care consultations
- Acute and urgent care
- Chronic disease management
- Health Risk Assessments
- Care navigation
- Health coaching
- Well-woman exams and men's health exams
- Lab work services

## Outcomes

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The Healthy Living Faith Clinic is well-loved and attended by KCM employees with their **employee participation rate at an impressive 85%**.

*"It's not a dreadful feeling to go visit the clinic. It's a positive, welcoming place where we go to get help in walking in our healing," shares Hector.*



*The clinic has shown our employees that caring for the body and visiting a doctor is a lifestyle.*

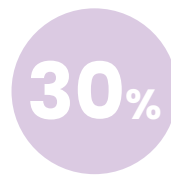
*"You go to make sure everything is functioning properly instead of just going in when there's an issue. WeCare tlc has put a lot of preventative care in place to help our employees catch things before they even occur."*

In addition to the services provided by the WeCare tlc clinic, KCM's commitment to offering preventative care to their employees is evident in the drive-up clinic for mammograms that they offer their employees. **In January 2023 alone, there were two abnormal mammogram screenings**, which allowed the patients to intervene early.

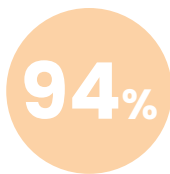
A recent report from the WeCare tlc team found that KCM has experienced:



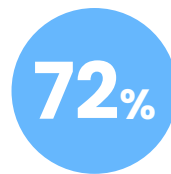
**participation** by employees.



**increase** in employee engagement in 2022.



**of employees** state they utilize the health center as their primary medical home.



**of patients** with diabetes are engaged with the health center.

As part of showing their employees that their health matters, KCM also has an on campus workout center. *"We have personal trainers that educate our staff on what working out does for your body and how they can eat healthy on a budget. It is imperative that our staff knows that their body is a temple of the Holy Spirit that we have been gifted with from God and that we were bought with a price. It's important that we glorify God in our body. Together, the personal trainers and WeCare tlc medical staff work as a tag team to educate employees on health and well-being all across our campus,"* shares Hector.

KCM also appreciates WeCare tlc's commitment to staffing the clinic with a medical team that's integrated into the ministry's culture and cultivates a supportive, warm environment.



*Our current medical team is aligned with what we believe in and what we stand for, and we feel like they're a part of our staff.*

says Hector.

*"Our employees see them every day around campus and in church, so they've built a strong relationship with one another and we trust them."*

Additionally, the clinic is a powerful recruitment tool for Hector and his team at KCM as they interview candidates on campus.

*"Every time I interview a candidate and bring them here on campus, we show them all of our amenities, including our workout facility with three certified trainers and WeCare tlc clinic for our employees and their families, and it's a very powerful illustration of how much we care for our employees,"* says Hector.

KCM truly believes in the support that the Healthy Living Faith Clinic can offer their employees, which is evident in the fact that they incentivize their employees to stay healthy and utilize the health center. Employees are monetarily incentivized to get their biometric screening tests done at the health center, participate in weight loss challenges, and decrease the price of their insurance premiums every pay cycle by getting biometrics done and taking a health survey via their insurance provider.



*Providing an onsite clinic shows that you really value your employees and the health of them and their families.*

says Hector.

*"If you're engaged with your employees, they're engaged in working together with you."*

Overall, the Health Living Faith Clinic has provided KCM with happier and healthier employees who enjoy convenient access to high-quality primary care services at no cost to them and their families in addition to lower insurance premiums.

### Next Steps

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Moving forward, KCM and WeCare tlc have planned to increase the health center team's involvement in the ministry's ongoing health educational series for their employees alongside KCM's personal trainers to reinforce the partnership and promote the offerings at the health center.

### Final Thoughts

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*"I only deal with the clinic about 5% of my time because it's functioning so well. I was very involved in the implementation, but I don't have to be as involved anymore."*



*I appreciate WeCare tlc's availability and candidness, and I just can't stress enough how awesome this partnership has been.*

concludes Hector.

*"Healthy Living Faith Clinic is so successful because of our partnership with KCM. They do a great job of integrating us into what they're doing, so we don't feel siloed and everything is very cohesive in supporting their mission,"* shares Lauren Kirschner, Director of Client Services at WeCare tlc. *"KCM has one of the highest participation rates of all of our health centers, so we are proud of that and it is attributed to the collaborative partnership with KCM."*

If you'd like to learn more about our better healthcare solution for you and your employees, explore our [other success stories](#) or [this blog post](#).