



# Case study: Car manufacturer personalizes corporate fitness



*Creative programming and delivery for shift workers*

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## Company Profile

A Midwest auto manufacturer opened 30-plus years ago with 64 employees. Today, the company employs 25,000 American employees, producing 20-plus different automobile models in the U.S. market.

## The Challenge

True with many manufacturing positions, this company's population has limited time away from the production line, which makes engaging and promoting the benefits of employee wellness and corporate fitness challenging.

Additionally, many of the employees have worked for the company since it started, which means they're nearing retirement. That, paired with the influx of new, younger employees makes for unique challenges, in terms of preferred incentives and programming. What works for one particular age group or generation, isn't necessarily attractive to a different group.

## The Solution

In 2010, the company partnered with HealthFitness to manage their three wellness centers in Ohio, which includes:

- A 42,000 square-foot facility including a pool, gymnasium, group exercise area, locker rooms, full-service kitchen and children's outdoor playground.
- A 2,000 square-foot space including a group exercise area, exercise equipment area and locker rooms.
- A 40,000 square-foot center with an aquatic center, gymnasium, group exercise space, exercise equipment area, locker rooms, full-service kitchen and outdoor recreation park with a softball field and tennis courts.

The three centers and various wellness programs are open to 15,000 employees in addition to spouses, dependents and retirees.

The membership average across the three wellness centers is 25 percent of the eligible employee population, with 55 percent of the membership participating an average of 7.5 times per month, totaling more than 15,000 visits on a regular monthly basis.

# Fitness centers and creative delivery methods drive participation

## Key Considerations

The company's manufacturing population responds to creative programming and face-to-face promotion.

The wellness center's staff partners with the company's in-house medical staff to walk the production line and offer instructions on proper stretching, tips for injury prevention and pocket-sized brochures or business cards (ideal for those without desks) detailing the center's programming.

"Hit-n-Run" is another creative delivery option the staff uses to promote programming, where wellness center information is wrapped in a T-shirt or baseball cap and randomly tossed to employees during lunch breaks—spreading the word and creating an immediate incentive.

Additional creative programming and delivery methods uses include:

- Café Days—Wellness center staff set up a resource area in the cafeteria to promote fitness and wellness programs during lunch breaks.
- Company hikes—An eight-week walking program encouraging participants to increase the number

of steps they accumulate each day—using a pedometer to track steps taken on the production line, in the lunchroom, during breaks, off campus and at home.



- Live Fit—An eight to 12-week program focusing on cardio, strength training and balance, including a pre-and-post assessment.
- Team U Turn—A year-long weight loss program for individuals who are 50-plus pounds overweight. Teams, made up of individuals who apply and meet various criteria set by the wellness center staff, compete in various challenges throughout the year. Program metrics measure weight loss and potential cost avoidance.
- Special events promoting health and wellness, including holiday and/or seasonal events.
- Wellness presentations and educational seminars through the HealthFitness Mind Your Health program, integrated partnerships with plant safety operations, medical and physical therapy departments.

## About HealthFitness

*HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit [www.healthfitness.com](http://www.healthfitness.com).*