



Case study:
Manufacturing
company builds
a healthier
workforce



Industry leader uses small steps to move employees along the path to living well

Company Profile

The world's leading producer of agricultural products launched its health management program in 1989 with the goal of improving the health of its employees—helping employees boost their quality of life, increase productivity at work and decrease health care costs.

Today, the company has 5,000 U.S. employees across 24 locations in eight states. Since 2007 the company has partnered with HealthFitness,

providing the following corporate wellness programs: a technology platform, health assessments, health advising, on-site and alternative means screenings, lifestyle management and incentives.

The company also provides 12 on-site fitness centers in Florida and Louisiana that include fitness assessments, exercise prescriptions and group exercise classes.

Small steps boost employee health and wellness

The Challenge

Like most companies with manufacturing employee populations, this company faces many challenges to engaging employees in corporate wellness. Most employees have limited time, limited access to computers and a wide range of education and literacy levels.

Work schedules vary greatly for its manufacturing workers, with the majority working rotating 12-hour shifts 365 days a year, seven days on and seven days off. The average length of stay at the company is 24 years.

In addition, the company's mostly male workforce (80 percent) is in their early 50s (average age is 52), placing this aging workforce in the path of growing health risks. The challenge with engaging this workforce is that many employees work in locations away from their worksites, including draglines in the mines and other field occupations.

The Solution

To build rapport with the manufacturing population, Julie Campbell, HealthFitness regional account manager, says the HealthFitness staff works to make face-to-face connections.

"We do whatever it takes to meet employees in person—whether it is wearing steel-toe boots and protective gear to meet them in the field, safety meetings or the break rooms. Our on-site presence lets them know we are here for them, and we are committed to their health."

To make it easy as possible for employees to participate in wellness activities such as screenings, HealthFitness staff work early hours (for example, from 4 a.m. to 12 p.m.), giving workers the opportunity to participate in blood pressure screening without leaving the worksite. "The mindset of 'we bring the program to you' is essential to program participation success," Campbell says.

Today, the manufacturing company partners with HealthFitness to create a blended approach to

corporate wellness, providing health management programs to 5,000 employees in 24 locations and corporate fitness services to the company's 12 on-site fitness centers.



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The company's health management programs includes:

- Wellness briefings (10- to 15-minute presentations created by the HealthFitness staff that cover health, fitness and safety-related topics)
- Lunch and learns on topics such as cholesterol and stress management
- A technology platform that provides health information 24/7
- Screenings that inform employees about their risks for high blood pressure, osteoporosis and cancer
- Health assessments
- Health coaching
- Incentive reward cards for participating in a biometric screening, health assessment and health coaching
- Health challenges, including the Amazing Race, a three-month physical activity challenge; and Maintain Don't Gain, a 13-week program geared to help participants maintain their weight during the holidays

"The mission of our corporate wellness program is to provide high-quality wellness programming that shifts the employee culture from one of entitlement to one of personal accountability and improved health," Campbell says. "Our goal is to integrate—or infuse—our programs into our work culture by creating an environment where employees learn about health and are proactive about improving or maintaining their health."

Results

Campbell's innovative engagement strategies have paid off in providing real results for both employees and the company.

"Our short-term goals of the corporate wellness program are to provide employee wellness programs that start with small steps down the path to living

well—including increasing physical activity and eating more fruits and vegetables," she says. "Starting with small steps has helped change the work culture to one that emphasizes optimal health and personal accountability—and it shows in our results."

EMPLOYEE WELLNESS RESULTS

↓ **11.3%**

Average number of high health risks **decreased 11.3%** from 2.47 to 2.19 among 2,400 participants.

↑ **150%**

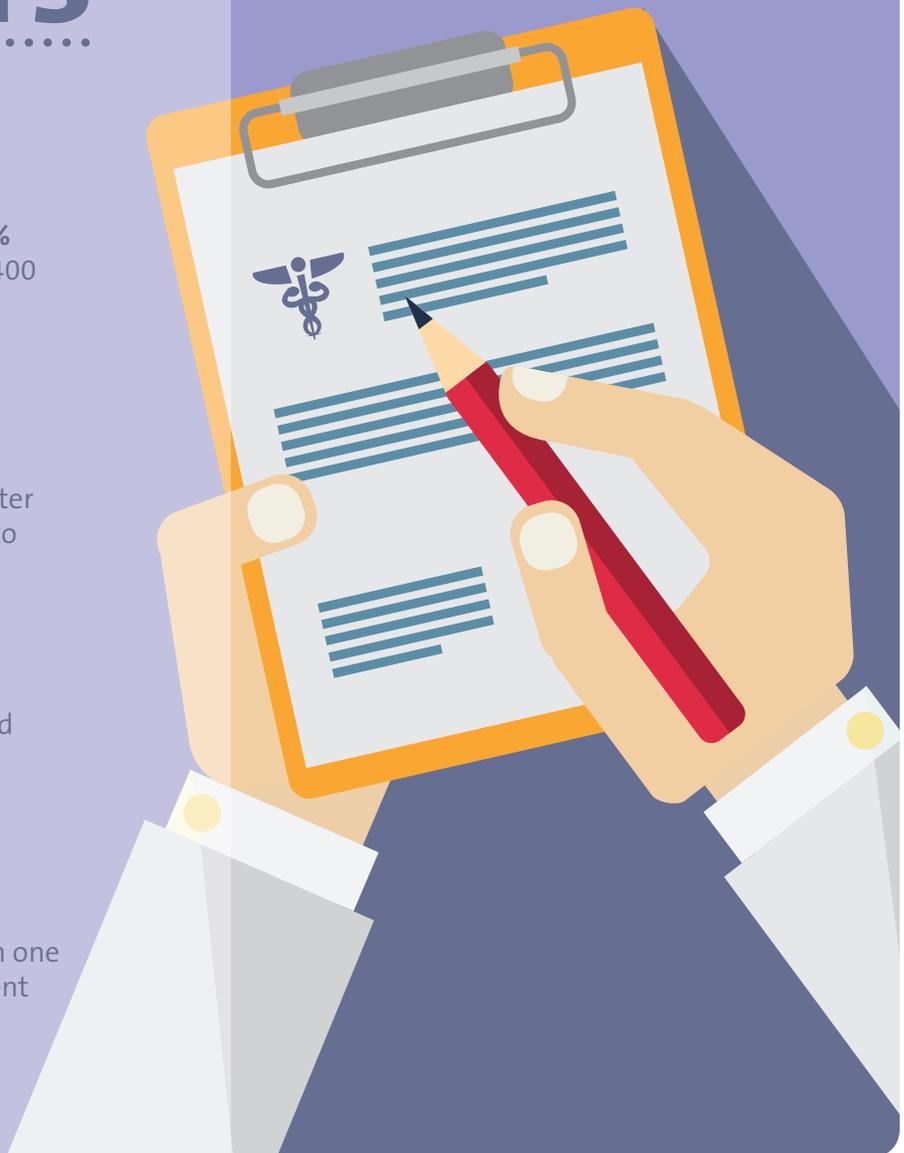
Screening participation rate jumped to 75% from 30% after wellness program was tied to an incentive.

97%

of participants were satisfied or very satisfied with their biometric screening event.

63%

of employees participated in one or more lifestyle management programs in 2013.



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Key Considerations

Most employees at this manufacturing company do not have access to computers and have little interest in tracking their health behaviors. Campbell and her nine-person HealthFitness staff find creative ways to promote, encourage and reinforce health behaviors, including:

Stall talk. To reach the mostly blue-collar workforce where they are most likely to get their attention, HealthFitness staff post health tips and wellness information in clear plastic protectors in the employee bathroom stalls. “We call this our bathroom stall street journal,” Campbell says.

Step on the scale. Since workers have little interest in tracking health behaviors online, Campbell brings a scale to employees in their work areas where

they weigh in before Thanksgiving and weigh out after New Year’s Day. Workers who maintain or lose weight over the two-month program time frame win a prize.

Easy trackers. Campbell and her HealthFitness staff simplify the daily tracking sheets for wellness challenges—such weight loss—used with employees. Workers use portable notepads with printed tracking sheets and they simply circle images to track food and exercise, minimizing time and technology barriers for participants.



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.