



Case study:
Biotech company
bolsters corporate
health and fitness



Industry leader mobilizes its employees to find time for workplace wellness

Company Profile

Caring for the health of its 9,200 employees is a priority at this leading biotechnology company. In fact, if employees need a quick energy boost, they can take any of 91 free exercise classes offered weekly at the company's 24,000 square foot fitness center.

Thanks to tailored approaches to corporate wellness and face-to-face contact, the company has

earned high participation and engagement rates and has been named one of the fittest companies in the United States. Its HealthFitness team of 25 employees provide innovative programming that stays ahead of fitness trends and meets the high expectations of the company's younger employee population, with an average age of 36 to 38.

Employees find time to be healthier

The Challenge

True with many high-tech employees, the company's employee population is challenged with balancing long hours and high stress, putting them at risk for "sitting disease"—or sitting all day at their desk—resulting in increased risk for poor health and disease. Employees also have a perception that they don't have time to go to the fitness center or participate in workplace wellness.

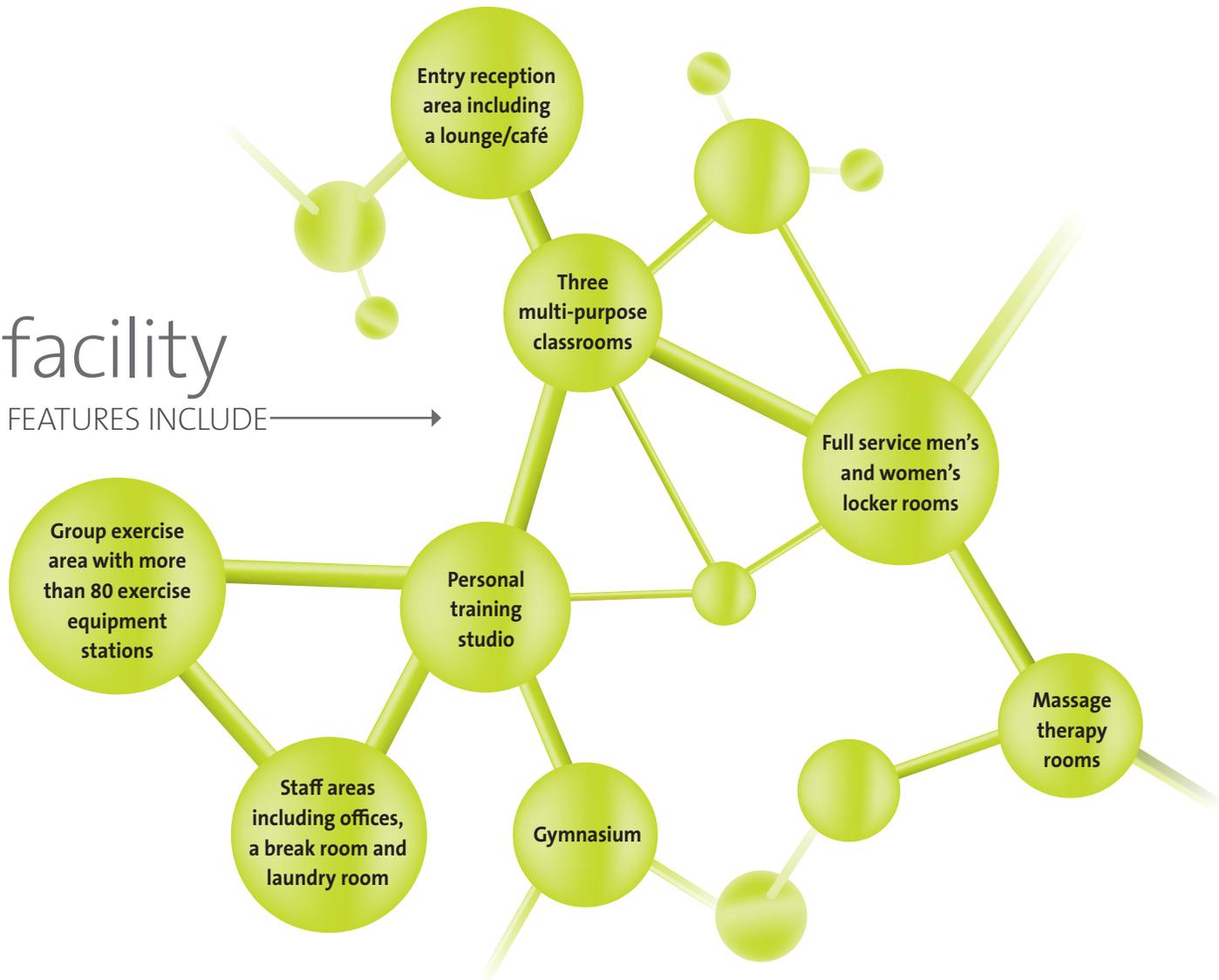
The Solution

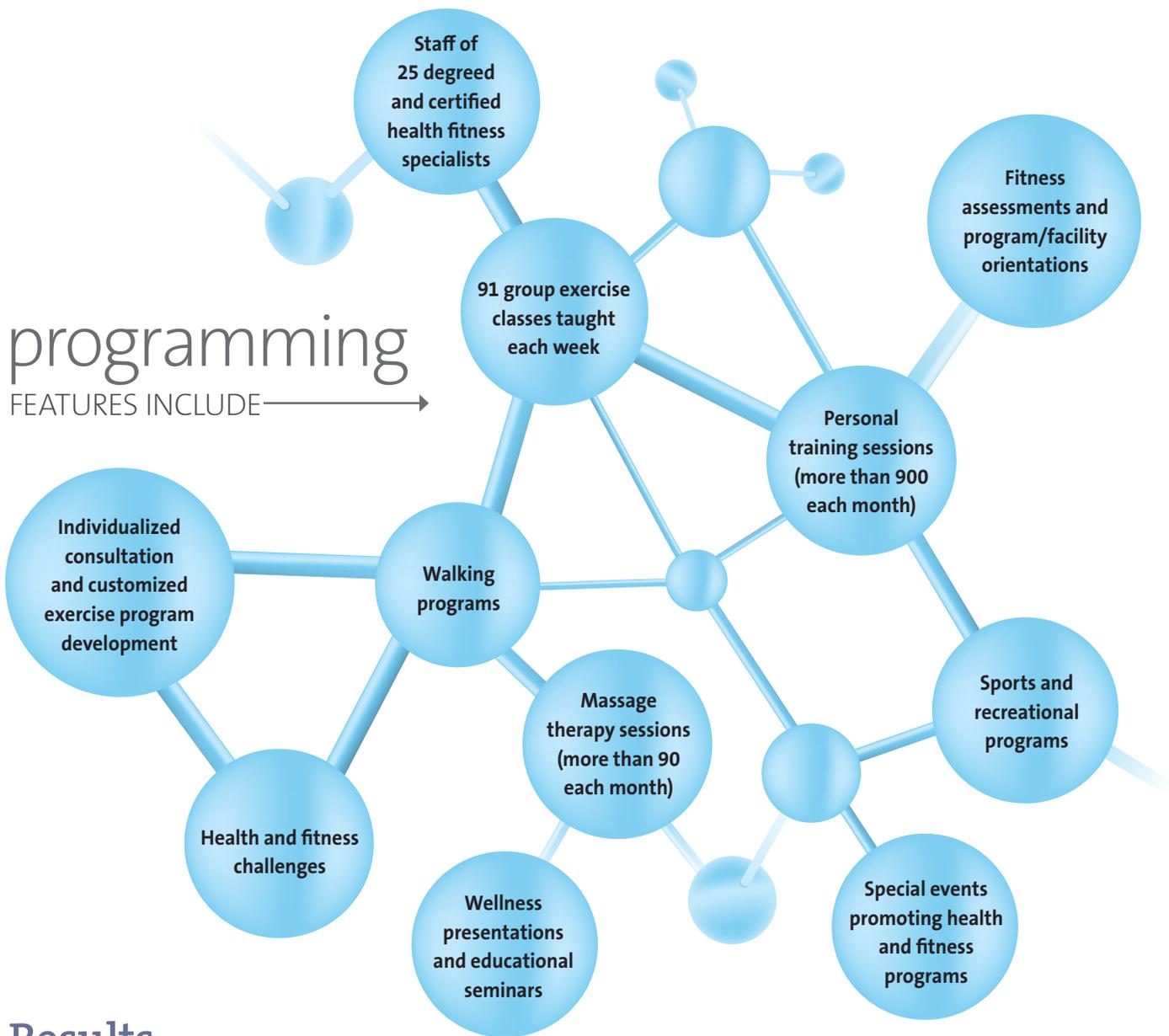
In 2007, the company partnered with HealthFitness to manage its 24,000-square-foot health and fitness facility and associated wellness programs.

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facility

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Results

Innovative strategies have paid off in providing strong engagement results for both employees and the company. “Where we have found success with this population is in changing their perception of how much time it takes to be healthy—offering short, convenient sessions for fitting in fitness,” says Randy Fiel, HealthFitness’ program manager at the company.

Fiel and his staff of 25 engage new members right away with a free personal fitness orientation—also called a PFO—where employees define their wellness goals, learn how to use fitness center equipment,

and grow comfortable with using the fitness center.

The PFO results in strong participation and engagement rates:

- 73 percent of the employees (6,718) are currently members out of 9,200. Facility and programs are also open to the employees’ family members, interns, temporary workers and guests.
- 42.9 percent of the membership participate an average of 6.2 times a month, averaging 16,137 visits per month.

Employees find time to be healthier

Key Considerations

The company's employees respond to tailored approaches to corporate wellness and face-to-face contact. Fiel and his team use the following tactics to boost employee participation and engagement in wellness programs.

Make a video. To reach employees who are not comfortable going to the gym—or exercising with their co-workers—Fiel and his staff create and post short videos on the company's intranet site. Video topics include tips for exercising and stretching at your desk, and how to use fitness equipment.

Team building. Employees tap Fiel and his staff to lead fun team-building activities—including an obstacle course where employees assemble new bicycles, race them around the corporate campus, and then donate them to a children's charity fully built and safety checked.

Spread the word. Fiel and his staff spread the word about health and wellness by meeting employees outside the fitness center. "Whether it is leading stretch breaks during employee meetings or setting up information booths in five employee cafeterias, moving beyond the four walls of the corporate fitness center allows us to reach employees throughout the campus," says Fiel. "Our staff-led stretch breaks in meeting rooms are often the first step in creating awareness of the corporate fitness center."

Provide variety. "The company's 24,000-square-foot fitness center offers something for everyone," says Fiel. "This includes strength areas, a dry and wet sauna, Zumba, kick boxing, kettlebells, and 91 aerobics classes. It also helps that all of the exercise classes are free."



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.