



Case study:  
Manufacturer of  
auto parts drives  
innovative employee  
wellness programs



*Site-specific wellness programming key to success  
at this leading manufacturing company*

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## Company Profile

One of the world's largest automotive parts manufacturers launched its corporate wellness program in 2008 as a long-term strategy designed to shift the focus of health care from treatment of illness to wellness, prevention and quality of care. This industry-leading company partnered with HealthFitness in 2008 to administer its screenings, health assessments, coaching programs, benefits advocacy, nurseline and comprehensive health improvement programs.

Today, the company has a robust corporate wellness solution with on-site HealthFitness staff working to build a culture of health for the company's 12,000 employees in 18 manufacturing plants throughout the United States.

HealthFitness provides six health promotion coordinators to keep health and wellness in the foreground, and eight full-time benefits advocates to help employees and their families navigate the health care system and improve efficiency through better coordination of care.

# Top-level support builds culture of health

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## The Challenge

Like most companies with manufacturing populations, the company faces challenges to engaging employees in corporate wellness. Work schedules vary greatly for its manufacturing workers, with most employees working rotating 12-hour shifts.

“Most jobs here are heavy manual labor jobs with some workers even swinging sledgehammers 12 hours a day,” says HealthFitness Program Manager Jennifer Genal. “Employees have limited time, limited access to computers and a wide range of education levels—and it doesn’t help that our manufacturing plants are located in some of the unhealthiest states in the country.”

In addition, the company’s blue collar, mostly male workforce (85 percent) has an average length of stay of 25 years and its aging workforce is starting to retire. To replace these retiring workers, a younger workforce is coming on board.

This creates a double challenge to engage workers from both sets of demographics in their health and wellness. “On one hand, we have aging workers with growing health risks who have limited access to computers,” says Genal. “On the other hand, we are gaining new employees who understand technology but are too young to have health issues and have no urgency to change health behaviors.”

## The Solution

To meet the needs of more than 19,000 eligible employees and spouses dispersed throughout the 18 locations, HealthFitness provides six health promotion coordinators to keep health and wellness in the foreground, and eight full-time benefits advocates to help employees and their families navigate the health care system and improve efficiency through better coordination of care.

“Our on-site benefit advocates serve as corporate wellness navigators for employees,”

says Genal. “Advocates are available to answer questions employees may have related to their benefits—from how the medical plan works to how to earn incentives.”

Advocates are available to meet with employees on the phone, via email or in-person, but Genal says it is the face-to-face contact that makes this program invaluable to employees. “Advocates serve as a touch point for employees—whether they meet before, after or during break time of their shift—employees appreciate the accessibility of the advocates.”



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The company partners with HealthFitness to provide the following corporate wellness programs and services to its employees:

- Technology platform
- Health assessments
- Health advising
- Screenings
- Coaching for lifestyle management
- MyNurse 24/7
- Benefits advocacy
- Health improvement programs and challenges like Walk This Way®

“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,” Genal 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

Top-level corporate support as well as innovative and personalized engagement strategies have paid off in

providing real results for both employees and the company.



## Top-level support builds culture of health

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### Key Considerations

HealthFitness Program Manager Jennifer Genal credits support from senior leaders as well as site-specific wellness programming for the success of the company's corporate wellness program. Here's how:

**Tailored programs.** To meet the needs of dispersed employees, the company and HealthFitness staff use data from screenings and health assessments to develop a site-specific health snapshot of each facility. "We use health data to highlight the concerns at each site and develop wellness program plans to address the specific needs of that employee population," Genal says. "For example, if a site has a higher diabetes rate, we concentrate on promoting and providing diabetes education and programming."

**Support from the top down.** The company's corporate leaders have a passion for health and have created scorecards that include wellness metrics for each manufacturing plant. Senior leadership visits each plant and holds managers accountable for employee health initiatives at their plant, looking at the health risks for the specific population.

Genal says this corporate support and accountability helps boost engagement for their wellness programs. "Now instead of us trying to move a mountain with a small team, we now have a small army thanks to the managers at the individual plants," she says.



### 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).*