

BEST EMPLOYERS GOLD WINNERS

Aetna, Inc.

Aetna's *Healthy Lifestyles* is a new incentive program that encourages and rewards employees for making positive choices for better health. This approach complements Aetna's consumerism model and will assist in managing rising health care costs over the long-term. *Healthy Lifestyles* has become the umbrella for the health and wellness programs at Aetna, bundling individual programs into one universal incentive program. Employees can earn up to \$345 per calendar year in financial incentives by participating in and completing program components in health education, weight management, preventive care, and physical activity programs. Depending on which Aetna medical plan employees elect, their incentives are either deposited into their health savings account, employer-established fund or paycheck, which assists in the employees in managing their health care expenses.

Bank of America

As a result of extensive research and planning, Bank of America has taken a new strategic direction in how it provides health and wellness benefits. The strategic direction begins with the optimal health paradigm – a holistic approach to improving well being focused on the five pillars of wellness: emotional, physical, psychological, spiritual, and intellectual condition. Bank of America's wellness and fitness program includes comprehensive education, healthy food choices, various physical activity options to encourage employee fitness, and other tools for lifestyle management.

Dell, Inc.

In 2004, Dell designed its Well at Dell program to encourage healthy lifestyles and support company growth and profitability through employee optimal health and performance. Well at Dell drives a healthy culture through health improvement programs and employee incentives for their participation. Activities such as health surveys, condition management courses as well as on-site fitness centers and cafes help employees maintain, improve and manage their health.

GE Energy

GE Energy encourages its workforce to take personal responsibility for their risk of cardiovascular disease and diabetes. The Health Services Team seeks to motivate, coach and support every beneficial effort employees make. The Health By Numbers Program (0-5-10-25), launched in 2001, advocates zero (0) tobacco use, 5 daily servings of fruits and vegetables, 10,000 steps per day (or 30 minutes of moderate physical activity), and striving for a Body Mass Index (BMI) of less than 25. Using extensive web-based programs and outreach and conferences and onsite locations, the program is available in seven languages and is established at all GE Energy locations. An extensive evidence-based cardiovascular/diabetes risk assessment and an online monthly motivational nutrition, exercise and BMI tracking program including personal coaching are integral to the program's success..

GE Transportation

GE Transportation offers a full range of comprehensive preventive health and wellness programs to 35,000 global employees. Utilizing Six Sigma techniques, GE Transportation has programs specifically targeting cardiovascular disease, diabetes and obesity. Although programming varies around the globe, it often includes annual health risk appraisals, high-risk personal lifestyle counseling, marked on-site walking trails, healthy choices in cafeterias and multiple on-site fitness centers. All sites participate in GE's Health By Numbers program, have access to a comprehensive health information website and have received copies of GE's Health Advantage DVD. GE Transportation provides employees with a variety of monthly articles about health issues, and a scorecard tracks site participation in health and wellness initiatives.

Mayo Clinic

Throughout its 135 year history, Mayo Clinic has embraced new ideas and ways of working to provide the highest quality health care. Today, supporting and encouraging healthy lifestyles within its employee population means applying the latest in information, practices and technologies. Recognizing that their diverse employee base has different needs and preferences, the Mayo Clinic's health promotion program offers a variety of onsite, telephone-based, Web-based, and print programs supported by strong communications. A Health Promotion Committee coordinates the efforts of the various entities within the Mayo Clinic – with physical activity, nutrition, and healthy weight as top priorities.

PacifiCare Health Systems

In 2004, PacifiCare Health Systems launched its "HealthCredits for PacifiCare employees" program to further its mission of making people's lives healthier and more secure. During the one-year pilot, employees had the opportunity to earn a financial incentive, called the PacifiCare Health Allowance, for participating in an on-line health program designed to encourage exercise, nutrition and stress management. To further support use of the internet-based tool, the program was enhanced with changes to the work environment, including healthier offerings in company vending machines, training across the enterprise on planning for healthy meetings and events, and expanded discount vendor programs with nationwide gyms and weight loss clinics. The program was based on the Healthy Workforce 2010 Sourcebook created and provided by the U.S. Department of Health and Human Services. PacifiCare's HealthCredits program received national recognition in February when featured in the Washington Post article "Firms make it Their Business to Push Health" and also included in the American Health Insurance Plans SmartBrief email news for the health insurance industry.

PepsiCo

PepsiCo launched its employee health and wellness program, HealthRoads, in September 2004. Health improvement at PepsiCo is an important part of the company's business strategy and has the support of the company's most senior management. PepsiCo believes that a focus on wellness leads to long-term improvements in the health of employees and their families, a better quality of life, and lower health care costs. HealthRoads combines carefully selected programs, resources, information and personal help that is always easily accessible to the participants. PepsiCo's strategy with HealthRoads has been to focus on three core platforms: (1) fitness and nutrition, (2) wellness programs and tools, and (3) consumer information and advice.

Raytheon Company

Raytheon's health and wellness strategy encourages health lifestyles for its employees and strengthens the company's reputation as a great place to work. Launched in 2002, the Raytheon health and wellness program focused on evidence-based programming to reduce health risks by encouraging health behaviors including proper nutrition, physical activity, tobacco cessation, stress management, and healthcare consumerism. Raytheon drives a health culture by leveraging the expertise of both internal and external partners, providing an integrated and targeted approach to programs. Raytheon's goal is to optimize health behaviors and to link those behaviors to an improved health status for employees. The company believes that offering wellness programs and resources to employees creates a healthier, more productive workforce..

UnumProvident

UnumProvident's health care strategy incorporates the principle that maintaining or improving health is a key to lowering health care costs for the company and its employees. The company aims to be employees' principal source for tools, programs and resources that support individual efforts to use health care effectively and efficiently. UnumProvident's new Health Resource Centers opened at three major corporate locations in March, 2005, and offer classes and counseling for employees on nutrition, self-care, and other healthy lifestyle practices. Nurses at the Health Resource Centers are also linked to the company's disease management programs to help employees manage chronic conditions. The Health Resource Centers promote the behavior change that leads to healthy lifestyles.