



Best Employers for Healthy Lifestyles

GOLD WINNERS

AstraZeneca Wilmington, DE

As a company whose number one priority is to improve patient health, AstraZeneca believes that this commitment begins with its own employee wellness programs. The company enables employees to make and sustain healthy lifestyle choices through AZLife, a campaign that emphasizes: Prevention – addressing health matters before corrective action is needed; Quality – identifying and working with medical practitioners and facilities that consistently demonstrate favorable outcomes; and Adherence – following prescribed medical and drug treatment programs. Examples of programs include: on-site cancer screenings; a \$50 monthly incentive toward healthcare premiums for participating in a Health Risk Assessment; a benefits plan that includes full coverage for tobacco-cessation counseling and tobacco-cessation prescription and non-prescription medications; nutritious food choices in the cafeterias and vending machines; and substantially discounted memberships to fitness centers located either on-site or near by.

Bath Iron Works, A General Dynamics Company Bath, ME

Bath Iron Works (BIW) has been a shipbuilding company on the banks of Maine's Kennebec River since 1884. BIW is working to expand its reputation as the best shipbuilder in America to include being the healthiest shipbuilders as well. The Building Healthy Ways (BHW) program was created in 2001 as the overarching way to increase health awareness and deliver opportunities to improve health. BHW has a full time coordinator from the University of Southern Maine to ensure employee privacy and personal choice, and to demonstrate program commitment. This program has successfully implemented numerous campaigns to increase healthy lifestyle awareness, provide opportunities for physical activity, and improve nutrition habits.



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Blue Cross and Blue Shield of North Carolina Chapel Hill, N.C.

Blue Cross and Blue Shield of North Carolina (BCBSNC) has a three-pronged approach to employee wellness, focusing equally on nutrition, physical activity, and overall health. The employee wellness program provides a comprehensive set of offerings that are onsite, telephonic, and Internet-based. Through an annual health risk appraisal and claims analysis, BCBSNC identifies employees' risk factors and overall health status. The wellness program strives to raise employee awareness, promote employee health, and create a wellness culture by reducing barriers, creating an environment that makes healthy choices easy, and offering exciting programs that support behavior change. BCBSNC's wellness program mission is to promote individual health and wellness by providing opportunities and support for employees to identify risks and develop positive lifestyle changes.

CIGNA Corporation Philadelphia, PA

CIGNA's mission is to improve the health and well-being of our members and our own employees through the union of consumerism and health advocacy supported by personalized, actionable information and insight. CIGNA, a leader in the health care consumerism marketplace, believes that healthy employees are more productive employees. Through a comprehensive Healthy Life Initiative, CIGNA has brought together healthcare benefits, wellness and work/life programming for a more integrated approach to employee health and health care decision making. Helping employees reach their personal health goals is a year-round commitment. To do this well, CIGNA leverages health programs and products offered by various units across CIGNA's business enterprise to ensure administrative simplicity, employee satisfaction and an aggressive approach to strengthening a health-oriented mindset across CIGNA.

Eastman Chemical Company Kingsport, TN

Eastman H.E.A.L.T.H. and Wellness is the health promotion and health risk management component within the comprehensive set of resources offered through Eastman Integrated Health. The program, managed by Health Fitness Corporation, delivers health risk assessments, face-to-face health risk coaching, an interactive website and various physical



activity opportunities including onsite fitness centers at all Eastman locations. Goals of the program are to assist in controlling health care costs, improve the productivity of the workforce and instill a healthier culture. These goals are achieved through effective collaboration with Eastman organizational units while partnering with care management programs offered by Eastman Integrated Health.

**GE - Aviation and GE - Transportation
Cincinnati, OH and Lawrence Park, PA**

GE - Aviation and GE - Transportation offer a full range of comprehensive preventive health and wellness programming to 35,000 global employees. Utilizing Six Sigma techniques, GE - Aviation 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 also provides employees with a variety of monthly articles about health issues, and a scorecard tracks site participation in health and wellness initiatives.

**GlaxoSmithKline
Philadelphia, PA**

GlaxoSmithKline's (GSK's) mission is to improve the quality of human life by helping people do more, feel better, and live longer. GSK fosters a culture that supports its employee's health and well-being. GSK delivers healthcare value through prevention, intervention in disease, and innovation to improve health. GSK's programs and communications are designed to encourage healthy lifestyle practices and to partner with employees in achieving health by encouraging wise lifestyle and health-care decisions.

**Hannaford Brothers Company
Portland, ME**

Hannaford's Health and Wellness program includes leadership and associate engagement, education, innovative technology, improved work environments, and pioneering collaborations with the healthcare community. Key elements include a healthy behavior incentive,



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company-wide initiatives focused on achieving and maintaining the healthiest possible lifestyles, on-site wellness professionals (nurses, dietitians, health educators), associates who act as wellness ambassadors by role modeling and cultivating a healthy work environment, health risk assessment with a behavior change orientation, and strong consumer education in partnership with local communities to promote healthy living and healthy choices.

Kellogg Company Battle Creek, MI

Kellogg Company is guided by a set of values that include a commitment to improving the safety and health of its employees. Started more than 20 years ago, the "Feeling Gr-r-reat" program provides a menu of proactive, interactive tools and opportunities to help employees make effective decisions about their own health and wellness.

The program's core activities are geared toward helping employees pursue healthier lifestyles, address health risks and boost physical activity. These include annual weight loss and fitness challenges designed to offer support and encouragement within the framework of friendly competition, health screenings at most locations to help employees assess their physical health and identify health risks, flu shot clinics each winter for employees and retirees, and other initiatives such as health coaching and nutritional counseling.

Mayo Clinic Rochester, MN

Mayo Clinic's health promotion program, LiveWell, is aimed at helping employees find the right programs, tools, and support to make or continue with healthy lifestyles choices. LiveWell coordinates the resources available to employees at no or minimal cost. LiveWell helps employees achieve the best quality of life possible by promoting these resources and working together to focus on health and wellness lifestyle choices. The goal for LiveWell is to provide the infrastructure and resources necessary to develop, implement, coordinate, and measure health and wellness activities for Mayo Clinic employees.



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Medtronic, Inc. Minneapolis, MN

Total Well-Being is Medtronic's framework for employee resources that impact employees' mind, body, heart and spirit. Resources fall into the areas of financial rewards and benefits and resources for the well-being of employees and their families including the company's wellness initiatives. The Total Well-Being wellness strategy builds on existing programs by integrating health components and creating consistency across locations. Goals are to provide resources across the continuum of health risks ranging from low risk to catastrophic. Components include: Assessment/Education/HRA, Disease Prevention, Lifestyle Behavior Change, Health Decision Support, Disease Management, Absence Management and eHealth.

Morgan Stanley New York, NY

Morgan Stanley Health, the Firm's comprehensive health and wellness program, is designed to provide information, tools and resources to help employees adopt and maintain healthy lifestyles and make informed medical decisions, and in so doing better invest in their future well-being. The program comprises local services, such as on-site fitness centers, health units, Weight Watchers classes and nutrition initiatives in cafeterias, and national programs, such as personal coaching for lifestyle behaviors, chronic condition management programs, EAP and resource and referral services. Additionally, the resources from Mayo Clinic are the gateway to *Morgan Stanley Health*, and provide the Firm with a 24-hour nurse line/health advisor service and a customized website as a first stop for reliable information and hub connecting participants to local and national *Morgan Stanley Health* services. The Mayo Clinic Health Risk Assessment is available online year-round and heavily promoted through an incentive period each fall.

Novartis Pharmaceuticals Corporation East Hanover, NJ

As a leader in the pharmaceutical industry, Novartis Pharmaceuticals Corporation grounds its employee health strategy in its core health care business. Key elements of this "OneHealthLink" strategy include: Information Driven Management, Range of Resources, and Focusing on Creating a Healthy Culture. Novartis is committed to collecting,



analyzing and using aggregated employee health information to identify issues, plan solutions and programs, and measure and manage those solutions over time. In addition to covering its headquarters-based employees, Novartis has addressed the challenge of serving the more than 50 percent of employees who work in the field, primarily in sales, by integrating its OneHealthLink communications into a broader "sales force culture" initiative.

**Raytheon Company
Waltham, MA**

Launched in 2002, customer success is at the cornerstone of Raytheon's health and wellness mission. The customers in this instance are Raytheon's 80,000 employees. By helping to ensure that they are healthy, happy and productive at home and work, the company is able to operate at the highest level. Raytheon promotes four major lifestyle improvements to prevent disease: Tobacco cessation, healthy weight, physical activity and proper nutrition. The company's prevention plan is designed to address major cost drivers of Raytheon's health and disability claims. Program assessment and tracking are based on performance based metrics.

**Texas Health Resources
Arlington, TX**

Texas Health Resources' (THR) mission of improving health starts with its own people. THR has created a long term health improvement program called THR Total Health. THR believes employee benefits must act as a single system with a view toward the entire health of the individual. The THR Total Health program integrates benefits such as medical, dental, pharmacy, disability, wellness, disease management and EAP to ensure that health issues are addressed in a comprehensive and cohesive fashion. One element of THR Total Health is the *Be Healthy THR* wellness program. It provides information, resources and monetary incentives to enable healthy lifestyle changes. Key elements of the program include a Health Risk Assessment, Physical Activity/ Nutrition Challenges, Weight Loss & Smoking Cessation Programs, Diabetes Education, Medical Nutrition Therapy, Health Fairs, a Healthy Pregnancy program and Behavioral Coaching to assist with health, relationship, legal and financial needs.



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Washington Mutual Seattle, WA

Washington Mutual employs a multi-faceted approach to the health promotion and management of its workforce. Key components include: a comprehensive employee health portal, *WaMu Health*, through which employees learn about, enroll in and manage their benefits, as well as access to personal health management resources and tools provided by WebMD; a Health Advocate nurse resource that serves as the member's personal health coach and gateway to a variety of integrated phone-based programs for acute as well as chronic health concerns and issues; a variety of worksite-based programs, such as flu shots, screenings, Weight Watchers at Work; walking programs; and multiple healthy workplace initiatives to foster an environment and culture that support healthy behaviors.