



## **2007 Best Employers for Healthy Lifestyle Awards**

### **PLATINUM WINNERS**

#### **Baptist Health South Florida**

Baptist Health created its Wellness Advantage program on the realization that achieving wellness is the key to its success in caring for patients and helping employees balance personal and professional lives. Practicing wellness also enables employees to maintain lower healthcare costs and Baptist Health to keep its healthcare service utilization rates as low as possible. Created in 2001, Wellness Advantage is an organization-wide commitment to improve the health and wellbeing of employees and their families. Wellness Advantage offers employee services based on the Six Dimensions of Wellness: Physical, Intellectual, Emotional/Spiritual, Occupational, Social, and Environmental. The program includes on-site employee clinics, tobacco-free campuses, trans fat-free cafeterias, and Families Step Up, a comprehensive weight management program. Baptist Health's mission is to have the healthiest workforce in America.

#### **Dell Inc.**

Well at Dell is an innovative corporate wellness program designed to provide employees and their families with the resources necessary to effectively manage their health and become better healthcare consumers. Dell launched its wellness initiative in 2004, through implementation of high-quality, cost-efficient supplier partnerships, and best-in-class programs tailored to address its populations' top health conditions and risks. Employees and covered spouses/domestic partners are encouraged to learn how to make healthy lifestyle choices through integrated awareness activities and resources. Incentives drive program participation in a "pay for performance" model, with financial rewards posted to a health reimbursement account (\$303/participant in 2007). Well at Dell's integrated U.S. benefits plans, and wellness and health improvement programs are an integral part of Dell's culture and work environment.

#### **FPL Group**

The FPL Group launched its FPL-WELL program in 1991. Over the past 16 years, FPL-WELL has evolved from a health promotion program to a comprehensive health management program, providing services and resources to treat the total person. Today, FPL-WELL health education programs and services assist employees, retirees, spouses, and covered dependents in making healthy lifestyle choices. FPL-WELL has four divisions: Health Promotion, Fitness Centers, Health Centers, and an Employee Assistance Program (EAP)/Mental Health. Through an integrated approach, these divisions provide programs that improve awareness, promote behavior change, and create a supportive environment.



Health screenings, educational seminars, online health tools, fitness centers, health centers, and cafeterias all contribute to a corporate-wide culture of health.

### **Hannaford Brothers Company**

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 program elements include: health benefits with a healthy behavior incentive; company-wide wellness initiatives; on-site wellness professionals throughout the Company; "wellness champions" who role model healthy behavior and cultivating a healthy work environment; a confidential employee assistance program; evidence-based, integrated care and disease management; health risk assessment and identification; behavior modification education; Providers of Distinction network; Centers of Excellence to identify best surgical care nationwide; integrated health and disability management; consumer education, community support, and partnership to promote healthy living; active participation in local, state, and national wellness and healthcare reform efforts, and pioneering new ways to improve healthcare quality and healthy lifestyles.

### **IBM**

IBM strives to provide a 'culture of health' that establishes healthy living as a company norm. IBM has awarded more than 600,000 Healthy Living Rebates over a 4 year period to encourage and support employees in their efforts to maintain healthy behaviors and be smart healthcare consumers. IBM's culture of health is key to its leadership position, which relies on the commitment, creativity, and resilience of its employees. A web-based Health Management Center is the locus for IBM employee engagement. It includes a Wellness for Life component, which serves as a central portal for employees to access and use all health, disability, safety, and wellness offerings. Wellness for Life helps employees adopt healthy lifestyle behaviors such as physical activity, weight and stress management, which provides specific direction for taking action, and monitoring and evaluating progress against their personal wellness vision.

### **Kellogg Company**

One of Kellogg's® "K Values" guiding behaviors is to improve safety and health for employees, and embrace the belief that all injuries are preventable. Kellogg's Feeling Gr-r-reat Program is a purposeful strategy to drive the business imperative of ensuring the health and safety of all employees, both on and off the job. Its mission encompasses: creating a health-enhancing corporate culture; supporting a healthy corporate environment; promoting healthy lifestyles throughout its workforce, and offering Feeling Gr-r-reat to all its U.S. employees.

Feeling Gr-r-reat program components, which are voluntary, confidential, and fully company funded, include: strategically placed incentives (including health plan premium reductions) to



assist in driving program participation, health risk assessments; biometric health screenings; telephonic counseling incorporating lifestyle health risk reduction and disease management; weight management and fitness initiatives; on-site fitness centers, fitness center network subsidies and discounted memberships; flu shots, and education on important health topics and wise use of the healthcare system.

### **Motorola Inc.**

Motorola is recognized worldwide for innovation and leadership in wireless and broadband communications. A Fortune 100 company with global presence and impact, Motorola is positioned to be on the leading edge of technology, innovation, and well-being support for its employees. With this goal in mind, Motorola has created LIVESMART, a comprehensive menu of health programs and services. Motorola's strategy for LIVESMART reflects its seamless mobility approach, in that it provides a seamless range of health programs and services to meet individual needs wherever they are in the wellness continuum. This approach is the foundation underlying the design of Motorola's healthcare benefits, supporting programs, medical plans, the LIVESMART communication strategy and health incentive program for U.S. employees.

### **Pitney Bowes, Inc.**

Based on the understanding that the value of an organization lies in a healthy, engaged and productive workforce, Pitney Bowes has created a "Culture of Health" within its organization. Investment in the health of employees has proven important for the overall success of the corporation, providing value for its employees and shareholders. Pitney Bowes has refined and follows seven rules for optimizing employee health benefits for a healthier and more productive workforce: 1) The health of the organization begins with its people. 2) To realize total value, you must understand total costs. 3) Higher costs don't always mean higher value. 4) Health begins and ends with the individual. 5) Avoid barriers to effective treatment. 6) Carrots are valued over sticks. 7) Total value demands teamwork.

### **Principal Financial Group**

In a competitive industry and high-performance environment, the Principal Financial Group requires the best and the brightest employees performing at their peak. The Principal achieves this with a health and wellness program that has twice received the Wellness Councils of America Platinum Well Workplace Award and continues to grow. The goal of the company's Healthy Advantage strategy is to give employees easy access to the resources they need to make well-informed decisions about their health and health care. It pulls together more than 50 unique programs, services, resources and tools, providing integrated and seamless service to employees, engaging them in their overall well-being. Healthy Advantage addresses the following high-level categories: Health advocacy, Outreach and education; Health screenings; Healthcare plan design and pricing; Nutrition; Fitness resources; Chronic condition management; Medical decision support; Risk identification and stratification.



### **Texas Instruments Incorporated**

Texas Instruments has a long history of encouraging and supporting employee efforts to embrace a healthy lifestyle. Through its Live Healthy Program, the Dallas, Texas-based producer of an innovative digital signal processor, analog technologies, and Educational & Productivity Solutions, helps its employees and their dependents take personal responsibility for managing their health and wellness. Texas Instruments' Live Healthy Program provides a full spectrum of personal health management initiatives to employees and their families in locations throughout the United States. These initiatives include education and awareness campaigns (print, online, and face-to-face communications), onsite health screenings and weight management programs, subsidized onsite fitness facilities, and medical nutrition therapy as a covered benefit. The Live Healthy Program utilizes an annual health risk assessment for employees and dependents with a financial incentive and is fully integrated with its benefits plan and disability management program.

### **Union Pacific Railroad**

Union Pacific has demonstrated its commitment to improving the health of its employees for nearly 20 years. Since 1987, Union Pacific's HealthTrack program has been influencing and improving lifestyle behaviors among its 50,000 employees and their families. The HealthTrack program provides risk identification and personalized risk reduction programs, health education, a System Health Facility program that provides access to more than 575 contracted facilities in 23 states, and a routine policy and environmental review to encourage a healthy culture. With support from all levels of the organization, HealthTrack has become fully integrated within Union Pacific's culture and operating structure. Union Pacific views its HealthTrack program as integral to helping the Company meet its business objectives and vision as an organization.