



Best Employers for Healthy Lifestyles

SILVER WINNERS

Blue Cross and Blue Shield of Minnesota

Eagan, MN

Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross Association

Blue Cross' mission is to make a healthy difference in people's lives with a strong commitment to worksite and community health. Blue Cross has a long-term plan to fight heart disease and cancer by attacking tobacco use, physical inactivity and unhealthy eating. Blue Cross employees have access to many programs including Blue Balance worksite wellness programs. Blue Balance, led by a steering committee of employee volunteers, creates a culture of wellness through awareness and tools that support behavior change. Blue Cross' programs focus on the most prevalent risk factors and related health conditions identified in a health risk assessment.

The Boeing Company

Chicago, IL

The BoeingWellness program has had as one of its primary goals the promotion and support of employees' and family members' "Healthy Weight, Healthy Lifestyles." With solid, long-term commitment from the company's executive leadership, BoeingWellness is pursuing its mission of improving the well-being of more than 300,000 employees and dependents, while reducing the company's health care cost burden. Key elements that support "Healthy Weight, Healthy Lifestyles" include online programs, tools, information and services provided by Mayo Clinic through an e-health portal, an incentivized, yearly health risk assessment process, one-on-one personal health coaching, weight management programs, fitness programs and other company-supported infrastructure providing support for physical activity, and close cooperation with suppliers of the company's cafeteria services.



**Campbell Soup Company
Camden, NJ**

HealthWorks at Campbell is a long-term strategy designed to reduce medical costs by improving the health of all associates. The HealthWorks program offers a broad range of services including: 100% preventive care coverage in self-insured medical plans, 24/7 NurseLine, disease management, health risk assessments, high risk lifestyle management, health screenings and traveling health stations, wellness programs, self-care guides, smoking cessation programs, an Employee Assistance Program, and a Mayo Clinic monthly health education newsletter mailed to employee homes. The HealthWorks program focuses on prevention, but crosses the entire spectrum of health and provides the resources and tools to help associates proactively manage their health.

**CVS/pharmacy
Woonsocket, RI**

"Your Health. Your Choice," became the branded title of the medical benefit program in 2005; the name is meant to convey both choice in medical coverage and choice in health behavior. CVS' new strategy puts more emphasis on consumerism by eliminating 100% coverage; even the richest plan has a deductible and 90% co-insurance. This creates a greater need for employees to focus on and manage their individual health. CVS supports a full-time Health & Wellness Initiatives project leader in addition to many wellness-related programs such as 24/7 nurse lines, online Health Assessments, health coaching, and behavior change programs including an innovative smoking cessation program, *Wellness for Those Who Smoke*. Other key elements of the program include wellness committees, weight management programs, health care newsletters, wellness clinics, fitness programs and flu immunization programs.

**Fiserv, Inc.
Brookfield, WI**

The Fiserv wellness initiative began in earnest in 2005. That is when the company initiated its wellness incentive program based on a health risk assessment and disease management program and created two full-time wellness staff positions on its human resources team. The 22,000-



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employee corporation, a key player in the financial services industry, has nearly 140 business units serving 17,000 client companies worldwide. Fiserv's strategy includes building a sound foundation of wellness benefits across the organization while honoring the autonomy and creativity of its diverse business units. They accomplish this by providing tools and resources to local HR managers and wellness teams, which customize programming for their target audiences. Consistent and focused communication, including e-newsletters, the company's intranet, and other media is a cornerstone of Fiserv's wellness initiative.

General Mills Minneapolis, MN

For more than 20 years General Mills has provided programs and resources to employees that encourage them to live a healthy lifestyle. The cornerstone of all the wellness programs is a balanced emphasis on physical, mental and social well-being. Employees have access to various physical activity programs ranging from on-site fitness centers and walking paths to dodge ball, badminton, yoga, cross country skiing and ice skating. They also have access to online weight management tools. The corporate headquarters and larger manufacturing locations offer on-site Weight Watchers' programs and access to free nutritional counseling. General Mills provides a 24/7 Well-being Helpline to help employees and their families. Well-being programs are available to employees, including quarterly workshops, a "life stages" Web site and resources for everything from child care referrals to strategies for dealing with work challenges.

Massachusetts General Hospital Boston, MA

Launched in January 2005, "Be Fit" is a Massachusetts General Hospital (MGH) employee wellness program, jointly sponsored by The Clubs at Charles River Park health club and MGH Nutrition and Food Services. The intensive 10-week program focuses on helping participants be fit, eat right and live healthy. Every ten weeks, six teams up to 30 employees from different departments within the hospital compete against each other as they make their commitment to be fit. Since its inception, "Be Fit" has guided 30 teams totaling 581 employees to healthier lifestyles, teaching participants to eat healthier and exercise with the guidance of registered dietitians and personal trainers. Program



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graduates continue to participate in a maintenance mode. Careful evaluation of program outcomes will guide future development.

Quest Diagnostics Lyndhurst, NJ

Quest Diagnostics formally launched its HealthyQuest initiative in 2005 as part of an ongoing commitment to improve the health of employees. Employees are empowered and motivated to become more informed and proactive about their health. The initial focus of HealthyQuest was to improve awareness about health risk factors and learn what behaviors could mitigate those risks. Hundreds of employee volunteers across the country have joined HealthyQuest Health Promotion Teams with efforts directed at meeting specific goals. Initial goals were to: significantly increase participation in the company's health risk assessment, Blueprint for Wellness; support or initiate efforts to improve physical fitness, weight, and stress management; promote tobacco cessation; and improve all onsite food offerings.

Target Corporation Minneapolis, MN

Target is committed to offering high-quality health care, dental and pharmacy benefits, making life and work more rewarding for team members. Target encourages team members to be informed health care consumers—taking the driver's seat to ensure they receive the right health care at the right time. The company is working to provide a variety of resources and online tools to help team members manage their benefits and receive better health care. To promote a healthier life style, team members receive discounts at participating fitness centers. In addition, assessment tools and health coaches are available to help team members maintain and improve their health. The Target wellness approach also encompasses financial and emotional well-being, including competitive retirement benefits and a confidential assistance program.