



## **2008 Best Employers for Healthy Lifestyle Awards**

### **SILVER WINNERS**

#### **Bear, Stearns & Company, Inc.**

Bear Stearns has a firm commitment to its most important asset – its 14,000 employees. Global programs focus on keeping employees informed and involved in important health and wellness initiatives. They offer educational programs such as wellness seminars and workshops, free health screenings, Health Risk Assessments (HRAs) and campaigns designed to keep health care top-of-mind for employees. The Bear Stearns wellness team works to provide and communicate new tools and programs through the use of newsletters and on-line resources. One such program – the successful "Great Weight Loss Challenge" -- resulted in 1,869 employees globally losing 10,288 pounds over a 22-week period. Along the way, employees were given targeted information to eat healthier and exercise safely. Bear Stearns continues to strive to give employees and their families the keys to reduce their health care costs, increase their well-being and achieve work-life balance.

#### **Becton, Dickinson & Company**

Healthy Lives is a multi-phased, holistic health and productivity initiative geared towards all aspects of the benefits programs that touch BD employees. The program incorporates wellness and health risk assessment along with absence management; disease management, and enhanced EAP services.. Emphasis is made on the delivery of the programs to employees so that they are perceived as supportive to the workforce and not restrictive in any manner.

Administrative processes are refined so that vendors involved in Healthy Lives are delivering on their commitment to the highest quality standards. Tracking and measurement of program results are a critical point of focus; results from early stage interventions are positive.

#### **Cerner Corporation**

For more than 25 years, Cerner has worked to anticipate healthcare's eventual tipping points and has developed strategies to help guide the industry toward positive change. At Cerner, we are creating answers through the industry's first unified, person-centric technological architecture that spans the entire continuum of care. Cerner believes that combining best-in-class healthcare IT and innovative services results in improved healthcare outcomes and reduced costs for providers, employers and governments.



## NATIONAL BUSINESS GROUP ON HEALTH

50 F Street, NW • Suite 600 • Washington, D.C. 20001  
202.628.9320 • Fax 202.628.9244  
[www.businessgrouphealth.org](http://www.businessgrouphealth.org)

*Creative Health Benefits Solutions for Today, Strong Policy for Tomorrow*

With more than 7,600 associates globally, Cerner focuses on improving their health through its on-site Health Clinic and pharmacy; wellness and condition management programs; an on-site fitness center; and health reimbursement accounts and flexible spending accounts (FSAs). Additionally, Cerner is a founding member of a regional health record organization, CareEntrust, which provides Cerner associates with access to a free personal health record, connecting their health information to community physicians.

### **Cummins Inc.**

Cummins HealthSpan program offers comprehensive health benefits to employees, with a strong focus on consumerism as a way to control healthcare costs. Cummins also offers Health Tracks, a multifaceted health improvement program designed to teach behaviors that can keep employees healthy, improve their quality of life and control healthcare costs. Employees are offered cash incentives for participating in a wide range of activities including health screenings, exercise and nutrition programs, and programs for people with chronic conditions.

On-site health centers and fitness centers offer employees convenience and promote Cummins' Culture of Health. And when employees need care, Cummins provides first-dollar coverage for preventive services, access to Centers of Excellence, online decision support tools, and primary care nurses. Through HealthSpan and Health Tracks, Cummins demonstrates its commitment to the overall health of employees and their families.

### **CVS Caremark**

CVS Caremark is the largest pharmacy health care provider in the nation. The company fills or manages more than 1 billion prescriptions annually. Through its unmatched breadth of service offerings, CVS Caremark is transforming the delivery of health care services in the U.S. The company is uniquely positioned to effectively manage costs and improve health care outcomes through its 6,300 CVS/pharmacy stores; its pharmacy benefit management, mail order and specialty pharmacy division, Caremark Pharmacy Services; its retail-based health clinic subsidiary, MinuteClinic; and its online pharmacy, CVS.com.

CVS Caremark strives to improve the quality of human life. The company's Your Health. Your Choice Wellness Program supports this Vision by encouraging colleagues to be "CVS Healthy." This program promotes engagement in wellness activities targeted to the specific needs and health risks of our employee population: smoking cessation, nutrition, physical activity, stress management and general preventive and health improvement activities.



### **Data Recognition Corporation**

Data Recognition Corporation's Healthy Measures program is dedicated to improving the health and well being of employees and their families by providing education, programs, and policies that promote a culture of wellness. Through claims data, health risk assessments, and biometric screening results, DRC has identified coronary risk and obesity as two of their most serious health conditions that can be impacted by preventive measures. The company's long term plan is to reduce the potential of employees developing diseases such as heart disease, diabetes and cancer by building programs addressing physical inactivity, unhealthy eating, and tobacco use.

DRC's "Healthy Measures" program, led by a health and wellness committee comprised of employees from across all areas and levels of the company, strives to build a culture of health and wellness by providing awareness, programs, tools, and an environment that supports and promotes healthy life choices. Healthy Measures program components include Disease Management programs, an EAP, a Nurseline, health risk assessments, biometric screenings, personal health coaching, on-site fitness centers, subsidized on-site massage, fitness classes, and Weight Watcher's, as well as targeted physical activity and nutrition programs. All of these components combine to create a culture in which DRC employees are able to make educated choices that will positively affect their personal health and wellbeing.

### **Kraft Foods Global, Inc.**

Kraft's total wellness mission is to create a culture where Kraft partners with employees and their families to adopt healthy lifestyles and achieve financial security. Healthy employees are an important business asset to Kraft. Not only do they reinforce the company's public commitment to health, but healthy employees bring more passion and focus to their work; they bring Kraft's vision to life.

Kraft's holistic approach incorporates three dimensions of wellness -- physical, financial and personal. Kraft provides resources and programs in all key components of wellness as well as incentives for behavior modification consistent with our total wellness mission. This commitment also takes into account the numerous demographic and cultural differences that exist within Kraft's global workforce. And, Kraft's goal is to ensure that employees receive the right support and information at the right time, without disruption, confusion or redundant efforts. Total wellness: Good for Employees and Good for Kraft.

### **Maersk, Inc.**

Maersk, Inc. cultivates a culture of health through Ship Shape Fit For Life, a highly integrated program designed to provide resources and monetary incentives to help colleagues chart a course toward better health. The program emphasizes preventive



measures colleagues and their spouses can take to improve their health at any health risk level. Ship Shape components include biometric screenings, health risk assessments, a national team weight loss competition, a wellness allowance up to \$150, health club and weight management program discounts, sports clubs and race sponsorships, on-site fitness centers at select locations, an incentive program, and a health and wellness website.

### **Nestlé**

The Nestlé HealthWorks program is based on three strategic pillars of awareness, engagement and longevity. The intent of the program is support Nestlé's worldwide vision to become a nutrition, health and wellness leader.

Introduced in late 2006, the HealthWorks program is a comprehensive health and wellness initiative designed to help all U.S.-based employees and their families make smarter choices about their health. HealthWorks offers an array of confidential, complimentary programs and resources to help participants meet or exceed personal health goals. Through on-site health screenings, an annual health risk assessment, and outreach initiatives, employees and their families are connected with the HealthWorks condition management and lifestyle health coach programs for expert health education and support. Participants can also call the 24-hour health line or visit HealthWorks online for reliable, immediate health information.

Participation is encouraged through compelling communications, incentive awards and a cash reward program. The HealthWorks program is continuously enhanced to meet the changing and diverse needs of 180 participating U.S. worksites and is dedicated to achieving best-in-class results.

### **Procter & Gamble**

While many Procter & Gamble employees lead relatively healthy lives, a growing percentage of employees are medium-to-high risk and do not actively address their health issues. Procter & Gamble's global Human Resources/Corporate Medical strategy is to partner with employees and their families in preserving and improving the quality of their health. Blueprint for Healthy Living is a wellness program that P&G designed with Matria Healthcare to meet the organization's needs. It offers a set of tools and resources to educate and empower employees and their family members to make the best possible health care and lifestyle-related choices. Blueprint for Healthy Living is a voluntary and confidential health benefit, at no additional cost to employees and their families, which educates, supports and encourages them in choosing a healthier future.



## **Target Corporation**

Target's corporate vision to be the best with guests, team members, shareholders and communities makes it no surprise that the company is creating a comprehensive strategy devoted to improving the health and wellness of one of its most important audiences – its employees, or team members. The goal of the company's health and wellness strategy is to make getting and staying healthy easier for all team members and their families. The company is achieving this by providing team members with tools and resources to help them better understand and manage their health with a focus on prevention, overall wellness and using resources wisely. Health and wellness offerings and programs include coverage of preventive health care services, health risk assessments, wellness coaching, a healthy pregnancy program, fitness center discounts and a Target Clinic and satellite pharmacy on site for team members at corporate headquarters.

## **The Schwan Food Company**

In 2007, developing a culture of health became a partnership between The Schwan Food Company's subsidiaries and its employees. The Get Healthy program, fitness center discounts, and other employee-driven wellness programs have helped create a culture of health. Get Healthy is a personal health management program for health plan employees and spouses. Participants receive reduced weekly health plan premiums by completing a Personal Health Analysis (PHA) and, if warranted, participating in a targeted health management program. Participants receive personal telephonic health coaching sessions, mailings of helpful materials, and access to online resources. The fitness center discount program provides membership discounts to members who exercise. In its first year, success is measured by over 8,000 participants completing a Get Healthy PHA, steadily increasing participation in the fitness center discount program, and continued employee driven wellness programs.

## **Verizon Wireless**

Verizon Wireless understands the direct link between providing healthy living support for employees and employee engagement, ultimately impacting productivity and work-life balance. The Verizon Wireless Health and Wellness Department consists of 26 on-site health and wellness centers nationwide. Each center is staffed by accredited, coaches who promote a variety of health and wellness initiatives. In 2007, the 26 centers collectively offered more than 4000 events including incentive contests, charity walks/events, health and wellness seminars, sports leagues, group-exercise classes, health screenings, flu shots, massage therapy, Weight Watchers® and more. Employees pay a \$15 monthly fee-- well below the national average of \$54--which maybe deducted from their paychecks. In 2007, more than 40% of Verizon Wireless employees were health and wellness center members. In locations without an on-site center, employees have access to discounted memberships at over 2000 health clubs through Global Fit.