

CASE STUDY

Banking on Employee Health

Background

Management at this bank is dedicated to reinforcing its reputation as a company that values its employees by offering solutions and programs resulting in healthy, productive lives. Partnering with Wellness Workdays, the bank brought its wellness program to new heights while focusing on its employees' financial, physical and mental health and overall well-being.

Wellness Objective

To develop a customized, comprehensive wellness program that promotes healthy behavior changes and outcomes for its 1,000+ employees.

Unique Challenges

The bank has more than 100 locations with a widely diverse workforce and thus it was critical for the wellness program to be accessible and convenient for all employees regardless of location or job title.

Wellness Workdays Strategy

Wellness Workdays implemented its proprietary, four-step wellness process (Figure 1). An analysis of the firm's culture, health claims, and employee interests confirmed the strategic approach needed to achieve the bank's desired outcomes.

As part of the wellness initiative, Wellness Workdays helped create an employee wellness council, comprised of associates from all areas of the bank, including branch and non-branch employees. This group champions the wellness program to the departments across the institution and includes employees of all levels of physical fitness.

Wellness Workdays incorporated a wide-ranging definition of wellness and included onsite and online programs while also utilizing the organization's available resources. Initiatives included weight management, physical activity, emotional and mental health, and fiscal fitness themes and programs. A team-based wellness challenge and walking challenge attracts hundreds of participants annually.

Figure 1: Wellness Workdays' Proprietary Four-Step Wellness Process





"The comprehensive wellness strategy developed by Wellness Workdays has been extremely valuable and is a key differentiator that has contributed to the success of our wellness initiatives." -**Senior Vice President, Human Resources**

Key Success Factors

Management support played a key role in the engagement and overall success of this program. A letter from the CEO supporting the program as well as participation in programs and activities across the various tiers of management sent a message to all that wellness plays a vital role in the company's core mission.

The employer's underlying message that 'we care for our employees and your families' resonated with employees who trusted that the program was being offered 'for them' rather than something being done 'to them.'

"The success of our wellness program is a direct result of three factors: senior management engagement, partnering with Wellness Workdays and effective marketing." -**Senior Vice President, Human Resources**

Wellness Outcomes

The bank's wellness program has won several industry awards and boasts high participation rates and enthusiasm. The bank has also experienced improvements in the following:

1. High Morale

- More than 90 percent of employees report that they are highly satisfied with the bank's wellness program and it is a key component of employee morale and retention.
- The bank is considered a *Best Places to Work* several years running.

2. Greater Productivity

- Employee and management surveys indicate that the wellness program is a key factor in reducing stress and increasing productivity throughout the bank's locations.
- A significant number of employees report that stress affects their productivity less often as a result of the wellness program.

3. Lower Health Care Costs

- Based on the data collected in the initial year of the wellness program, the total cost avoidance for medical costs and lost productivity is more than \$325,000.
- The number of high-risk employees dropped significantly, while the number of healthy employees increased due in part to the focus on physical activity and weight management.
- Overall health improved due to changes in blood pressure, weight, cholesterol and regular screenings.