

BE Well

Biss Enterprises Wellness and Fitness Program

I ♥ MY JOB



Why develop BE Well?

BE Well is a Wellness and Fitness program designed to be implemented in a fictitious company for the Administrative Communication course at Stephen F. Austin State University.

A team of three employees from the organization, Biss Enterprises, was asked to develop the program by the CEO of the company. The team researched and explored different options to create a wellness and fitness program suitable for all the employees in the company.



What can be included in a wellness program?

Yoga classes, Zumba classes, free massages, annual health fair and providing fresh fruit in the break rooms are a few examples of what some businesses are already providing for their employees.

Smaller companies that are unable to offer classes or a fitness center can form employee softball, volleyball, or flag football teams. Teams can play after work for 30 minutes to an hour.

What did we learn from our research?

Workplace wellness and fitness programs reap benefits for both the employee and the company. A study performed by ADP, Inc. reported that 79 percent of large companies and 44 percent of midsize companies offer some type of wellness program. These companies offer five or six different components in their program. However, companies of all sizes can implement a program to provide the necessary tools for their employees to start living a healthier lifestyle.

Companies are also discovering their established wellness programs are paying off by saving in health care costs. Research conducted by Johnson & Johnson Company concluded their wellness program has saved them \$250 million over the past decade in health care costs. When they calculated the numbers from 2002 to 2008, their return was \$2.71 for every dollar spent.



How do we apply what we learned?

Companies of all sizes would benefit from a wellness and fitness program. By making available health-risk assessments and on-site testing to employees, a business can help their employees become aware of unknown medical conditions. Employees end up receiving medical attention before their conditions worsen. If the screenings are made available during a workday, employees are more likely to participate. A fitness center located in their business location makes it easily accessible and encourages busy parents and employees with full schedules to use the facilities. The company can also implement an intranet webpage to promote healthy eating and information on upcoming fitness and wellness activities.

Involvement from the department heads and upper management will also play a key role to create a supportive environment. Management must be actively involved to persuade their department employees to also get involved in the program.

How does this benefit a company?

A benefit to companies with successful programs is a reduction in their turnover rate. SAS Institute reported their voluntary turnover to be 4% due to their implemented wellness program. Employees see wellness and fitness programs as valuable benefits and often stay longer with their current employers to keep those benefits. The younger generations are now looking for employers that offer these benefits and companies can use the programs to their advantage to attract top talent. Some companies such as MD Anderson Cancer Center, Biltmore, and Nelnet have all benefited from this unplanned advantage.

According to GENAVIX President and CEO Mike Benton, healthier employees contribute three things - lower absenteeism, higher productivity, and greater levels of job satisfaction. All three are essential for a company to be successful, and they can all be achieved with a great wellness program.

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