



2 0 1 5
wealth
 — OF —
health
 A W A R D S

Fitness
firms

From yoga classes to farmers markets, Rochester companies continue to raise the bar for creativity in their efforts to encourage employee wellness.

The variety of health-promotion tools used by local companies is growing. Some have fresh local fruit and vegetables delivered weekly to the office; others employ fitness experts in on-site workout facilities. Special focus areas include financial management tools, weight loss, stress reduction, relationships, getting outside—even pet therapy.

Twenty local employers, in five categories by number of employees, are finalists for the 2015 Wealth of Health Awards. Two of the companies and one other organization are receiving special recognition for creativity, fun and innovation in health and wellness programming. The awards are presented by Excellus BlueCross BlueShield, Rochester Region, and the Rochester Business Journal.

The awards now are in their ninth year. Finalists were judged on employee involvement in health initiatives, the creativity of these activities to reach specific targets, sustainability of programs and measurable outcomes.

Winners will be announced at the Wealth of Health Awards luncheon. It is scheduled for noon to 1:30 p.m. June 9 at the Hyatt Regency Rochester.

Inside is a closer look at each honoree's commitment to fostering health.

Profiles by Richard Zitrin

At work, embracing wellness as a way of life

By RICHARD ZITRIN



Butler/Till Media & Communications

Dog days are not just for summer at Butler/Till.

Employees bring their dogs to work each Friday as a morale booster. And a golden retriever/Labrador mix is in the office daily just waiting to be held and taken for walks.

The puppy, an 8-month-old named Gusto, comes to work each day with the company's director of human resources, whose family is raising Gusto to become an assistance dog. Now coworkers are happily involved in his training.

"Gusto is fitting in really well. He has a ton of personality and everyone just loves him," says senior media planner/buyer Pauline Marsh, who leads the Butler/Till wellness committee. "He needs to be cradled daily, and finding volunteers to do it never seems to be an issue. People love taking him for walks around the building or outside. Our office park has two small ponds he loves to walk around."

Walking is a high priority for many at Butler/Till. Employees take 15-minute walking breaks on a path inside the office—five laps is a half mile—or outdoors on paths through the Henrietta office park where Butler/Till is based.

Forty people, roughly half of employees, paired up in teams for a four-week walking challenge last year. The Butler/Till Jills won Fitbits by walking 406 laps, or 40.6 miles. (The Johnny Walkers and the Walking Dead were runners-up.)

In a Healthy Adds Up challenge last year, employees logged their activities for six weeks—such as drinking water, stretching and exercise. Beyond standard biometrics checks, Butler/Till offers yoga classes, on-site chiropractor visits and classes about nutrition, essential oils, dealing with difficult people, breast cancer awareness and ergonomics.

At 42 percent, the open rate on Butler/Till's monthly health and wellness e-newsletter is double the industry standard of 20 percent for e-newsletters, Marsh

says. The wellness committee fills the newsletter with healthy recipes, apps to download and activities in the community.

A quarter of the company's employees are on the wellness committee, reflecting the diversity of Butler/Till's workforce. Ranging in age from 21 to 40, committee members include dog lovers, fitness fanatics and foodies.

"We are 100 percent employee owned, so Butler/Till has a very passionate workforce overall, and the health and wellness committee is no exception," Marsh says.

Inspire Yoga LLC

Inspire Yoga is in the holistic health business, so naturally employee wellness is a high priority. Instructors at the Penfield yoga studio are expected to take at least two classes a week beyond what they teach and eat healthy and in moderation so they can be positive role models for Inspire Yoga students. Owner Joan Nichols also recommends that instructors get in cardio workouts in addition to yoga to maintain a healthy heart and stamina for teaching.

"As a yoga studio, well-being, fitness and health are extremely important to our mission as a company, and we practice what we preach," Nichols says.

Inspire Yoga, which has seven contract instructors and three substitute contract instructors, offers unlimited free yoga classes to teachers and additional teacher training at a significant discount. The studio is a Yoga Alliance-certified yoga teacher training school. Instructors also receive discounts on gear such as mats, bolsters, blocks and straps for their home practices.

Staff also may participate in Inspire Yoga's special programs and workshops on a variety of wellness topics, including healthy eating habits, juice cleansing and mindful meditation.

Inspire Yoga, which opened in November 2010, holds an annual monthlong "Spring Cleaning" program and yoga challenge that is open to instructors and students. The aim is to promote wholesome nutrition by eliminating several items from diets: sugar, gluten, alcohol, caffeine and animal products. Special classes in restorative and detox yoga as well as movies on health topics are part of the program. An in-house nutrition and health expert, Louis Papa M.D., is one of the studio's yoga instructors. A primary



Photo by Kimberly McKinzie

Instructors at Inspire Yoga take at least two yoga classes a week and eat healthily so they can be role models for their students.

care physician, Papa is a regular panelist on "Second Opinion," a nationally televised health show produced at WXXI.

In addition to having a doctor on staff to turn to with questions from time to time, one of the instructors is the go-to person for health coaching, and others manage Facebook pages the studio set up for health goals, such as weight loss.

"Inspire Yoga's wellness program is unique because of the kind of company we are and what we sell, which is a mind, body, spirit connection," Nichols says. "We have a wonderful and welcoming community that loves to encourage each other to be their best in these areas. Our staff and community of students work together to create health in all aspects, and as a result we have a very healthy staff that are great role models for our community within Inspire Yoga and Rochester."

KafI Inc.

Coming up with activities that appeal to everyone is paramount to the three-person wellness team at KafI Inc., a close-knit office of 30 people with different ages, fitness levels and goals.

Based on employee interest and involvement, the team is hitting the mark. Eighty percent of the insurance brokerage's employees participated in an annual step challenge, using pedometers to track how many steps they walked each day for three weeks. Two-thirds of staff embarked on a nine-week weight-loss program.

KafI employees also are embracing healthy snack sessions. Seventy-three percent participated by volunteering to make snacks two or three times a week for the office.

"When 3 o'clock rolled around, snacks like strawberries with light whipped cream, blueberry cream dip and pineapple with ginger were served," says Peter Cristantello, imaging quality control administrator and technology support and a member of the wellness team. "It cre-

ated such a huge response that we plan on bringing it back."

Two-thirds of KafI's employees took part in the Color Run, an untimed five-kilometer fun run. A third participated in the JP Morgan Corporate Challenge.

The wellness committee—Cristantello, Amelia Luce and Karen Doochan—meets regularly to come up with ideas that motivate their coworkers. The committee aims to incorporate the core company value of teamwork into office health challenges. Attention also is paid to attending events where participants can run or walk.

Among the activities: walks during lunch, yoga classes, stress-relief meditation, adult and infant CPR training, and 5K runs and charity walks.

Tips and articles in a blog and on an intranet site keep the wellness conversation going.

"Not only are we seeking to improve personal wellness, but participating in activities has helped strengthen our team approach to everyday business," Luce says. "We can work together and support each other to reach similar goals. It's great to see healthy competition in the step chal1

Continued on page 14



Photo by Kimberly McKinzie

A quarter of employees at Butler/Till Media & Communications are on the wellness committee.



Photo by Kimberly McKinzie

Wellness activities at KafI Inc. have strengthened the firm's team approach to business.



HAVE WON. WHO'S NEXT?



Join us at the 2015 Wealth of Health Awards luncheon to celebrate the workplace wellness initiatives that are making our region a healthier, wealthier place to live and do business.

Hyatt Regency, June 9, 2015, 12:00 p.m. – 1:30 p.m.
Reserve your seat at WealthOfHealthAwards.com today!

We'll **reveal the winners** of the 2015 Wealth of Health Awards and **share best practices** for creating healthier workplaces in our community.

Finalists: Winners announced June 9th

1-99 Employees	100-699 Employees	700-2,999 Employees	3,000-9,999 Employees	10,000+ Employees
<ul style="list-style-type: none"> • Butler/Till Media & Communications • Inspire Yoga LLC • KafI Inc. • Relph Benefit Advisors 	<ul style="list-style-type: none"> • American Packaging Corp. • Canandaigua National Bank & Trust • ESL Federal Credit Union • Lawley Benefits Group LLC 	<ul style="list-style-type: none"> • County of Ontario • MVP Health Care • Regional Transit Service • Terphane Inc./Tredegar Corp. 	<ul style="list-style-type: none"> • CooperVision Inc. • Ortho-Clinical Diagnostics Inc. • Rochester City School District • Rochester Institute of Technology 	<ul style="list-style-type: none"> • Stantec Inc. • Thermo Fisher Scientific Inc. • University of Rochester • Verizon Wireless Inc.

Special Recognition for Creativity, Fun and Innovation

Creativity: Jewish Senior Life **Fun:** Verizon Wireless Inc. **Innovation:** Terphane Inc./Tredegar Corp.



Photo by Kimberly McKinzie

Relph Benefit Advisors offers individual wellness coaching to employees. Medical benefits are based on embracing a healthier lifestyle.

WEALTH OF HEALTH AWARDS

Continued from page 12

lenge or hear people excited for our Wellness Wednesday stretch breaks.”

Kafl is based in Buckingham Commons, a downtown building with a rooftop deck—great for lunch and for a birds-eye view of Frontier Field baseball games.

Relph Benefit Advisors

Healthy lifestyles have friends in high places at Relph Benefit Advisors in Perinton.

“The sustainable wellness culture at Relph comes from the top down with very active and involved senior leadership,” says Megan Scott, director of employee healthy and productivity. “Senior leadership believes so strongly in living a healthy lifestyle that it is built right into the company’s tag line—‘The Healthy Plan Company.’ Our wellness program is not just a program that starts and stops; it is ingrained in the culture of Relph.”

Relph Benefit Advisors encourages employees to use work time for wellness activities including health coaching, healthy lunches, group education sessions, walking meetings and head-clearing walking breaks.

Relph’s wellness team often stocks the break room and other busy areas with seasonal fruit. Healthy options also are available in vending machines.

The employee benefits company’s morale committee aims to look outside the box of the typical nutrition and physical activity programs, focusing more on the emotional health and stress levels of employees. A committee dedicated to morale holds holiday decoration contests, themed dress days and inter-department competitions. A recent 12-week weight loss challenge drew 24 employees who shed a total of 113 pounds.

Every July for the last several years, Relph employees have participated in Project H2O, a friendly water-drinking challenge. Departments compete to drink the most water; for every ounce of water consumed, Relph donates one cent to Water Missions International, an organization that helps provide clean drinking water in developing countries and disaster areas.

The wellness team takes to the restrooms to share healthful tips; Newsletters and articles on health topics appear on the walls. The Stall Street Journal has

proved to be very popular, Scott says.

Relph offers individual lifestyle wellness coaching at its office, as well as courses and group education sessions on topics such as financial well-being, stress management, physical activity and nutrition. Employees have access to the Mayo Clinic Healthy Living Program online portal for health information, behavior change programs and daily use trackers. Biometric screenings for employees and partners and blood pressure education campaigns also are held each year.

Gym trials and reduced memberships are available through the firm, as well as fees to participate in the JP Morgan Corporate Challenge. The company offers medical benefits based on embracing a healthier lifestyle.

The wellness community is now considered the norm at Relph, where 93 percent of employees were involved in the healthy lifestyle program in 2014, a 12 percent jump in a year.

The company has tracked other positive trends. The share of low-risk employees, based on biometric screenings, has grown to 54 percent, a 2 percent increase. The percentage of high-risk employees has dropped 6 percent to 22 percent, and medium-risk employees now constitute 24 percent, up 4 percent.



American Packaging Corp.

American Packaging Corp. is taking steps, literally, to promote employee health and workplace harmony. Walking teams get together once a week to hoof it during lunch hour.

They have their choice of routes, either outdoors near the workplace on Driving Park Avenue in the city or inside the Mall at Greece Ridge if the weather is bad. Another group of employees heads to the nearby Maplewood YMCA before work or over lunch to take classes or work out in the gym.

As the company ramps up healthy opportunities like these, participation is increasing, says human resources manager Kelly O’Mealia.

“Our mission is to provide safety and wellness awareness at work and at home,” she says. “We believe that healthy employees are much happier and

more productive employees.”

A move to provide \$50 monthly discounts—\$600 a year—on health insurance premiums to staff members who receive wellness screenings paid off last year; employee participation went from 40 to 60 percent. Screenings have been expanded to provide more in-depth evaluations, and six-month follow-ups are available.

At the end of 2014, American Packaging’s safety wellness awareness team started offering healthy-living workshops more frequently, moving from several times a year to monthly. They are held before lunch.

“Having the workshops once a month allows the opportunity for more employees to be able to attend, provides them the opportunity to learn about different classes that may be available to help with their mind, body and spiritual needs,” O’Mealia says.

Additional healthy perks at American Packaging include an ergonomist/physical therapist on-site twice a month, healthy treats like fruit, a blood pressure machine and industrial weight scales, pedometers and online health measurement tools.

The firm follows a philosophy of providing incentives for healthy choices, from giveaways to gift cards. It covers employee registrations for charity runs and walks, and it has a golf league, weight loss and smoking-cessation programs, an annual health fair and Earth Day activities.

American Packaging has earned Fit Friendly Worksites recognition from the American Heart Association.

Canandaigua National Bank & Trust Co.

Employee wellness is evolving rapidly at Canandaigua National Bank and Trust Co., paying dividends through increased participation and improvements in absenteeism and disability statistics.

“Some employees were alerted through biometric screenings to medical conditions that they are now receiving treatment for,” says Allyson Roote, Canandaigua National’s employee development officer and chair of the 17-person wellness committee. “We are pleased that the word is getting out about all that we are doing, and we are proud of how far we have come in the past year.”

The bank’s growing investment in healthy employees includes further de-



Photo by Kimberly McKinzie

At American Packaging Corp., monthly discounts of \$50 on health insurance premiums go to staff members who receive wellness screenings

veloping the 12-week Spring Into Fitness challenge, which targets weight loss, body fat reduction and muscle mass gain. Nearly 60 people, 12 percent of the bank’s employees, participated in the 12-week fitness challenge last year, collectively dropping 105.2 pounds. Sixty-four percent of the participants lost body fat, and 56 percent gained muscle mass.

The winner in each of three categories received an extra paid vacation day. Prizes for monthly winners included gift cards and desktop “golden sneakers.”

Staff members address physical and mental vitality with yoga classes at the Finger Lakes Yoga Studio next to the bank’s main office in downtown Canandaigua and at the bank’s Basin Park office in Perinton. Committee members also have mapped out walking areas around its bank locations to promote exercising at work, as well as set up a library where employees can donate DVDs, books and other resources on health topics that co-workers can check out.

Fitness efforts by CNB include a greater focus on mental health. The bank has begun offering classes with the Rochester office of the National Alliance on Mental Illness and the bank’s Employee Assistance Program providers. Financial health is in the mix too, with seminars on retirement planning, saving for college and Social Security.

Continued on next page



Photo by Kimberly McKinzie

A 17-person wellness committee at Canandaigua National Bank & Trust Co. organized a spring fitness challenge, mapped out walking routes near branches and set up financial seminars.



Photo by Kimberly McKinzie

A four-week stress management campaign at ESL Federal Credit Union included fitness classes, meditation, art therapy and teambuilding.

Continued from previous page

Canandaigua National's wellness committee also will hold its first health fair in the fall. And it is considering offering employees the ROC Eats Real challenge and becoming a ROC Eats Real workplace.

The bank's wellness program objectives include lowering health care costs, reducing absenteeism and voluntary turnover, improving employee morale, reducing stress, improving the customer experience and educating the workforce about healthy habits.

The wellness team spreads the word on its healthy efforts through a themed monthly calendar, HealthSense, and a website on the bank's SharePoint page that includes an events calendar, photos, inspirational quotes and discussion boards.

ESL Federal Credit Union

ESL Federal Credit Union has spent considerable time and energy honing what it considers to be a robust health and wellness program for 680 employees: It held 105 activities for more than 5,000 participants last year.

Creatively and systematically expanding the company's diverse fitness offerings beyond the basics is the heart of ESL's wellness strategy, says ESL Total Rewards manager Lisa McLaughlin. Programs rolled out last year include local, organic produce delivered to corporate headquarters in downtown Rochester through the Good Food Collective, a family roller skating party, a fruit smoothie recipe charity event benefiting the United Way, and health screenings with additional optional tests available. Approximately 95 percent of employees enrolled in ESL medical plans participated in the comprehensive health screenings program.

A new four-week stress management campaign was a hit with 100 percent participation. The program agenda included free fitness classes such as yoga, Zumba, Pilates and kickboxing at ESL's fitness center at its Chestnut Street headquarters. The company also offered sessions on stress management, meditation and art therapy and a teambuilding puzzle contest. (Each of the 22 branches received a puzzle; the first three branches to send pictures of their completed puzzles were placed in a drawing for a free lunch.) Two Fitbits were raffled off for employees who submitted testimonials throughout the campaign.

ESL officials say their wellness efforts are paying off.

"Perhaps the strongest proof of our success in wellness is that we have been

able to maintain our employee medical cost shares for two years now, meaning a zero percent increase to our employees," McLaughlin says. "While our wellness efforts alone are not the only reason for this, they have absolutely played an important part."

In addition to the fresh produce deliveries, ESL promotes good nutrition through healthy menu items at the building's Market Cafe and by sponsoring the farmers market in nearby Washington Square Park. Recipes are posted on the company's intranet, and cooking demonstrations and soup and chili cook-offs are part of the mix.

The goal of ESL's wellness program is to improve well-being, reduce injuries, contain health care costs, decrease absenteeism and improve overall morale—an on-site manicurist helps see to that.

Generic prescription fill rates by ESL employees are going up every year—to 87 percent in 2013 from 72 percent in 2010. Use of urgent care centers has grown while reported emergency room visits have dropped appreciably to 82 in 2013—down from 216 in 2010—improvements ESL ties to its efforts to educate and communicate.

Lawley Benefits Group LLC

Healthy incentives are paying off for Lawley Benefits Group LLC, which is seeing signs of a fitter workforce.

Lawley officials attribute a 39 percent spike in biometric screening participation last year in large part to the attraction of a \$250 health savings account contribution and a half-day off.

The Buffalo-based insurance company promised its 340 employees the half-day off if at least 75 percent underwent wellness screenings. Lawley employees clearly like time off; they met the goal and then some with 82 percent participation in the screening program, a 20 percent increase over the year before.

Employees at Lawley's branches got to pick their day to get out of work early. The 45-employee local office in downtown Rochester chose Friday, June 13. They also were served a healthy breakfast that morning and received \$250 in their health savings accounts if they met two of the recommended measurements.

Lawley has shifted its wellness screenings to an outcome-based approach to encourage employees to take responsibility for their health. Early signs point to a healthier workforce. Employee water consumption is up 12.3 percent, at-risk employees have lowered their total

Continued on page 16



Congratulations

to all of our employees for focusing on wellness and participating in the many individual & team activities that APC sponsors throughout the year.

100 Years of packaging excellence



www.ampkcorp.com
Rochester, NY



answers to you

Caring about people. It's at our core.

Caring about people is at the core of all we do at ESL, with employees' wellness being a top priority. Through our Be Well @ ESL program, we encourage healthy habits and provide accessible, on-site opportunities for exercise, nutrition and education.

Happy, healthy employees providing a superior member experience — it's what makes ESL a great place to work and bank.

esl.org

Photo by Paul Warren. Membership subject to eligibility. ESL is a registered service mark of ESL Federal Credit Union.



Photo by Kimberly McKinzie

Emails to employees that promote wellness challenges, lunch-and-learns and stress management activities are sent from Artie the Artery, the wellness mascot at Lawley Benefits Group LLC.

WEALTH OF HEALTH AWARDS

Continued from page 15

cholesterol 50 percent, and three of five employees in the high glucose range improved their numbers enough to drop out of the danger zone. Also, participation in the Lawley nutrition program grew 186 percent from 2012 to 2014.

Lawley has a round table committed to wellness that meets with other Rochester businesses to share ideas on how to get more employee engagement. The company also has expanded its Rochester wellness committee to include representatives from each department, which has increased participation, and it surveys employees for feedback on wellness incentives.

The wellness team at the Rochester Lawley office organized a project for employees last year to create a cookbook with healthy recipes. There was 44 percent participation with 100 percent engagement for the five-week program. "We bought small photo albums and put the recipes inside the photo pages," says Lawley benefits marketer and committee member Hollie Johnson. "It worked out perfect."

Lawley's company wellness mascot, Artie the Artery, has his own email account to help promote healthy activities, including quarterly wellness challenges, lunchtime events on health-related top-

ics, stress management efforts including chair massages, and programs that focus on, among other topics, nutrition, weight management and heart health.

Another wellness initiative is Healthy Adds Up, which is meant to increase water consumption, stretching and exercise. Participants received water bottles and fruit-infused water throughout the challenge, with a grand prize of a Fitbit as an incentive to take part.

"We infuse meaningful and targeted wellness initiatives with fun, interactive events and activities to encourage engagement and motivation," Johnson says. "We receive the support we need from our owners and senior leaders, who understand the importance of creating opportunities for wellness at work and (give incentives to) our employees to help raise participation."



County of Ontario

Ontario County's employee wellness program is in the fast lane, going from a budget of zero to \$30,000 in two years to create a culture of healthy living for 900 employees.

Figuring good health is good business, Ontario County's elected officials and senior leaders are fully behind the wellness push, says director of human resources Mary Krause. Last year, in a small but telling move, the county board of supervisors voted to require vegetables or fruit be made available at all county employee meetings.

There are increasing signs of a more healthy and conscientious workforce, Krause says. It is not unusual to see groups of employees walking briskly on the outdoor path or through the stairwells at the county office complex just outside of Canandaigua in Hopewell. Other positive signs: rising employee participation in wellness programs and an 18-percent drop in disability claims in two years.

"We believe in our wellness efforts because they increase employee morale, support a healthy workforce and environ-

ment and help control health insurance costs for the long haul," Krause says.

Growth of the program also has expanded wellness communication from a small newsletter to a 40-page quarterly magazine delivered to employees' homes. Its pages are filled with employees' health success stories and articles on yoga, outdoor recreation and other healthy pursuits.

Ontario County offers financial incentives through Excellus BlueCross BlueShield's HealthyRewards wellness program, which grew in employee participation from 49 to 58 percent from 2012 to 2014. Sheriff's employees, including road deputies and jail personnel, receive free gym memberships; 82 of 140 sheriff's office employees took advantage of this perk last year, compared with 75 in 2012.

A portion of the wellness budget, which is funded by the county and Excellus, is used to purchase other incentives and items for the wellness program, including pedometers, exercise bands, defibrillators and videos for a wellness lending library.

The county conducted a survey about a year ago that showed support for its wellness programming, which includes weight loss and blood pressure challenges, a health fair, flu shot clinic, monthly lunch and learn sessions on health topics, and a program to teach employees at the Ontario County Health Facility how to lift patients safely.

A six- to eight-person steering committee and 17 employees, called wellness champions, guide Ontario County's program.

"Our wellness program has evolved into a plan owned by our employees," Krause says. "The recent addition of Wellness Champions has created an enthusiastic team of employees open to hearing wellness ideas from their coworkers as well as providing an education and support network for healthy choices.

"We plan to enhance our efforts through this network in the future," she adds, "and hope that every employee has a chance to participate in at least a part of the wellness program that they can call their own."

MVP Health Care

MVP Health Care is seeing encouraging trends in the health of its employees. To keep the momentum going, it is tweaking its wellness program with a process to ensure that food paid for by

MVP for company meetings is selected from approved healthy menus.

The company also is modifying its policy to clarify and encourage flex time for healthy activities, such as working out over lunch.

"Employee wellness is very important to everyone at MVP Health Care," says Lynn Manning, vice president of human resources. "Our vision to build healthier communities begins right here in our workplace. ... Our employees realize the importance of leading by example as they embrace healthy living."

Many of MVP's 1,545 employees, including 465 in Rochester, are involved in the company's Journey To Well-Being program. It has five components: friends, family and coworker relationships; mind and spirit; nutrition, exercise and medical care; money management; and home, work and community surroundings. Among its many offerings are fitness facilities at major office locations, health fairs, financial management training, exercise classes and healthy vending options.

"Added benefits in the workplace that provide opportunities to help us all make healthier choices is a priority," Manning says.

MVP also offers more standard perks such as smoking-cessation assistance and biometric checks. A significant incentive is a health insurance premium differential and WellStyle Rewards based on biometric outcomes that encourage participation in programs such as lifestyle coaching and weight loss challenges. MVP also offers prizes for healthy activities.

A review of wellness efforts last year showed that MVP exceeded targets for all objectives, including a 17.8 percent decrease in high cholesterol and a 3.2 percent drop in tobacco use since 2012.

Healthy initiatives also are credited with playing a role in containing medical costs. MVP's average annual increases of 6.7 percent in medical costs are below regional benchmarks. Disability and workers compensation claims have risen only modestly.

A survey last year showed 75 percent of MVP employees believe management is committed to the health and wellness of its employees, compared to 68 percent in 2012.

Regional Transit Service

All work and no play is not the way to a happy, healthy workplace at Regional Transit Service. Once a week during

Continued on next page



Photo by Kimberly McKinzie

Ontario County has injected its employee wellness program with \$30,000 in the last two years. It enriches communication efforts and funds workshops, fitness challenges and incentives for participants.



Photo by Kimberly McKinzie

Nearly 500 of its Rochester employees take part in MVP Health Care's Journey to Well-Being program. Its components are relationships, home and work surroundings, mind and spirit, and nutrition, exercise and medical care.



Photo by Kimberly McKinzie

Employees use exercise equipment and take group classes at the fitness center at Rochester Transit Service headquarters. More than two-thirds of the Rochester workforce—430 people—are active members.

Continued from previous page

the summer, on Wellness Wednesdays, groups of employees let the good times roll, gathering outside RTS headquarters in the city's Beechwood neighborhood to play games such as bean bag toss, ladder ball and KanJam.

Some employees also regularly get together to walk from the headquarters on East Main Street to the Rochester Public Market to shop and have lunch. Each employee receives a \$5 token to use at the market. Members of the employee wellness committee also purchase fresh produce and other items to share with colleagues who may not be able to break away from work.

Healthy U, the RTS program, has evolved considerably in the last year. A significant component of Healthy U is the RTS fitness center. Employees are offered a sweet deal—\$25 membership—to join the fitness center, which offers a variety of exercise equipment and a studio for group fitness classes.

The 3-year-old wellness center has about 430 active members, more than two-thirds of the RTS Rochester workforce. An average of 80 people attended free fitness classes each month last year, and that number has risen to 100 more recently.

The RTS fitness center is open to employees around the clock every day to accommodate all shifts, including drivers, washers and mechanics. RTS employees also have access to free fitness consultations and advice from a certified personal trainer five days a week.

"I'm proud of the Healthy U program and the way it has been bringing people together," says wellness coordinator Renee Elwood. "We are building a culture of health and well-being at RTS with people caring about and supporting one another."

Monthly health activities include holiday recipe exchanges and checkups for blood pressure, cholesterol and glucose levels. Healthy U also holds lunch-and-learn events on diabetes, heart health, nutrition, foot care and similar topics.

Twice a week, healthy meals are delivered to employees at work and vending machines are stocked with healthy options including salads, fruit, yogurt, sandwiches and soup.

Healthy U indicators reveal encouraging numbers. Participation in the Employee Assistance Program started at 7 percent in 2011 and doubled to 14 percent in 2014. Employee blood pressure checks have risen to an average of 132

each month on a machine at RTS. Employee participation in the Rochester Community Blood Pressure Challenge soared from 20 percent in 2013 to 57 percent last year.

Financial wellness is part of the mix: An average of 20 employees attended monthly sessions with Consumer Credit Counseling Service of Rochester.

Healthy U distributes a bimonthly wellness calendar that highlights health and benefits information, as well as Healthy U events and activities.

"One of the most loved components of the calendar is the employee celebrations with photos and short stories of accomplishments, such as quitting smoking, beating breast cancer, improving eating habits and weight loss," Elwood says. "It's a great way to bring people together and support one another."

Terphane Inc. / Tredegar Corp.

East Bloomfield polyester film manufacturer Terphane Inc. rolled out its wellness program last year by first turning to its 56 employees for their input and suggestions. Interest was high—85 percent of the firm's employees filled out surveys. The three most-popular activities were 5K races, the Eat Well Live Well campaign and geocaching.

Terphane, acquired by Tredegar Corp. in 2011, incorporated all three and then some into its inaugural wellness program in 2014, taking a one-size-does-not-fit-all approach in crafting a company fitness strategy.

"Our objective is to get employees involved with the program and build a community of getting healthier together," says Terphane human resources manager Karen VanDerEems. "Since employees have different wellness goals, we offer many different types of wellness activities to appeal to each individual's style. The health and safety of our employees are core values to our company."

Terphane's wellness program is off to a healthy start. The company is the winner of a Wealth of Health Special Recognition Award for Innovation for holding a geocaching event during the Terphane employee appreciation picnic last year. Geocaching is a recreational activity that uses GPS coordinates to hunt for containers, geocaches, containing prizes and other objects. Terphane's

Continued on page 18

Congratulations to the RBJ's 2015 Wealth of Health Finalists!



At Stantec, we design for a healthy future, of both our communities and our employees. We're proud to represent the healthy business community that calls Rochester home.



Design with community in mind
stantec.com

Ortho Clinical Diagnostics is proud to offer a premier wellness and fitness program as part of our commitment to the health and well-being of our employees.

For information about career opportunities within our growing global medical diagnostics business, please visit our careers site at Careers.OrthoClinical.com



Ortho Clinical Diagnostics



It takes healthy individuals to provide such great care for Rochester's elders.

At Jewish Senior Life, we know that wellness is the right thing to provide for our employees. Our programs offer variety and options to make wellness a part of our culture.

Wellness involves the whole person. We nurture the mind, body, and spirit of our employees:

- 'Lunch & Learns' covering health, financial, and educational topics
- Farmer's Market held on campus to encourage healthy choices
- Fruit Infuser Water Bottles given to staff to promote fresh water consumption and "being green"
- Fitness activities and programs such as Weight Watchers, Zumba, and Tai Chi to promote healthier lifestyle, movement and stress release
- Therapeutic Massage raffles every month
- Morale-building Community Activities - Heart Walk, Alzheimer's Walk, Rochester Blood Pressure Challenge

Health is OUR business! Taking the best possible care of ourselves is the only way we can continue to provide the best care to others.



Jewish Senior Life | 585-427-7760 | www.jewishseniorlife.org



Photo by Kimberly McKinzie

For Terphane Inc.'s inaugural wellness program in 2014, surveyed staff members called for geocaching, Eat Well Live Well and 5K races. The objective is to build a community that gets healthy together, organizers say.

WEALTH OF HEALTH AWARDS

Continued from page 17

geocaching prizes consisted of products that are made using Terphane's packaging film, as well as company swag, such as flashlights and key chains.

The geocaching event was so popular that Terphane is bringing it back for a second go-round by placing a geocaching box on the Victor Hiking Trails. Terphane became a sponsor of the Victor Hiking Trails last year to encourage employees and their families to get out and walk in the great outdoors.

The company aims to promote office camaraderie and a team spirit through employee appreciation picnics and

lunches. Off-site massage therapy is available for employees and chair massages are offered at special events. Employees participate in the United Way Day of Caring and Highway Cleanup. Some Terphane employees run in the JP Morgan Corporate Challenge and others go for a charity walk with their dogs during Lollypop Farm's Barktober Fest. Terphane also offers employees a six-hour defensive driving course.

Screenings are available through the company's Excellus BlueCross BlueShield plan to help employees learn more about their health and learn healthy habits. Health coaches are also available to Terphane employees. In addition, the company wellness committee holds sessions on health topics, including nutri-

tion, and distributes monthly wellness communications and webinars.

Since 2014 was the first year for Terphane's wellness program, it's too soon to see trends, although there already are some early encouraging signs. Employees who participated in the Eat Well Live Well program made significant progress throughout the 8-week health challenge. Less than half, 44 percent, of participants met their targets the first week of the program, which is designed to promote nutrition, activity and weight loss.

By the final week of the Eat Well Live Well program, 75 percent of employees were meeting their goals and were eating an average of 4.5 cups of fruits and vegetables each day, half a cup below the ultimate target. The grand prize winner received a \$100 gift certificate for a sporting goods store, other winners received prizes such as fruit infusers, vegetable steamers, resistance bands and hand weights.

2015 wealth OF health AWARDS 3,000-9,999 Employees

CooperVision Inc.

Contact lens maker CooperVision Inc. has its sights set on building a healthier workforce by tailoring fitness programs for three sets of employees at different sites in Rochester.

The fitness plan that the CooperVision wellness team designed for the corporate office in Perinton includes walk-and-talk meetings, stretching breaks during meetings and an on-site gym with fitness classes.

In lieu of a gym at the manufacturing



Photo by Kimberly McKinzie

CooperVision Inc. has designed fitness facilities tailored to employees at three locations in Rochester. Expanded offerings last year drew 497 new participants to the wellness program.

site in Scottsville, the company built a quarter-mile track outside the plant. Twenty-minute workouts are available during lunch breaks, including Zumba and strength and conditioning training.

The strategy created for the distribution facility in Henrietta involves employee-led stretching routines at the start of each shift and an open area for lunch-time fitness activities.

CooperVision's fitness focus is paying off in rising popularity among the company's 1,068 area employees. Expanded offerings last year drew 497 new participants to CooperVision's overall wellness program, increasing participa-

Continued on next page



Dedicated to the financial wellness of our community.

At CNB, we want to be the primary care physician for your total financial health. As the only local, full-service, community-owned financial institution in the Greater Rochester area, we offer a complete range of personal and business financial services and the education and advice you need to keep your finances in top shape.

investing in you



Canandaigua National Bank & Trust

(585) 394-4260 | (800) 724-2621 | CNBank.com | Member FDIC

We're proud to be recognized as a 2015 "Wealth of Health" finalist.

Congratulations to all of the other finalists who share our passion for the health of our colleagues, customers, and community.

In Need of a Back Issue?



Call 585-546-8303 or email service@rbj.net to contact our circulation department.

Back issues are only \$3.50 each if picked up at our office, \$5 each if mailed to you or if ordered at the Rochester Business Journal Newsstand at **RBJdaily.com**.



45 East Avenue, Suite 500
Rochester, NY 14604
(585) 546-8303 • Fax (585) 546-3398
RBJdaily.com • service@rbj.net

Continued from previous page

tion substantially to 85 percent.

“I’m excited to see the continued growth in our wellness plan,” CooperVision fitness trainer Brian Quinn says. “We are looking ahead in 2015 to provide education in everything we do to give our employees and their families the tools they need to live a healthy and active lifestyle.”

Several new healthy initiatives last year attracted a number of first-timers. A six-week walking challenge pitting bosses against sales representatives had 77 percent participation and included 85 sales reps taking part in their first company wellness activity.

Three hundred employees, including 135 newcomers to the wellness program, signed up for a four-week blood pressure challenge. CooperVision’s involvement in several road races and charitable walks drew 44 new participants; a 30-day diet and exercise challenge at the Scottsville facility brought in 33 new faces; and a monthlong wellness challenge attracted more than 200 new participants.

“We offer little incentives like gift cards every now and then, but have been turning more into wellness efforts that leave participants with intrinsic rewards,” Quinn says.

A five-person team oversees fitness at CooperVision. Forty-five wellness champions, employees from all levels and departments of the company, talk it up.

“We have a great plan that starts with our advisory and leadership teams that provides our wellness champions the information they need to reach out to our employees,” Quinn says. “It’s our champions that drive the message and energy in what we do here at CooperVision.”

Ortho-Clinical Diagnostics Inc.

Ortho-Clinical Diagnostics Inc. makes it easy for employees to get to the gym: Fitness centers are open every hour, every day at all three of the medical diagnostics and screening company’s Rochester locations.

Gym membership is high; 62 percent of the 1,100 area employees take advantage. Membership is free for employees, their spouses and domestic partners, and contractors at centers in Eastman Business Park, Canal Ponds Business Park and on Lee Road.

Ortho-Clinical Diagnostics expanded and renovated the fitness center at Eastman Business Park, boosting membership and use. The wellness team has updated and expanded group exercise offerings, hired higher-quality instructors and obtained stationary bikes for group cycling classes. Every week, 24 group exercise classes, including five in yoga, are held.

“When people take care of themselves, they are happier and more productive at work. And this spills over into their lives outside of work. We know the variety of wellness and fitness programs we offer helps in this capacity,” says Cathy Feldman, wellness and fitness program manager.

Ortho-Clinical Diagnostics holds several fitness challenges every year. In Tour de OCD, a three-week competition held just before the American Diabetes Association’s annual community-wide Rochester Tour de Cure, teams compete

in bicycling, running, weight lifting, walking and group exercise. Last year each team surpassed the goal of 250 mile equivalents. Walk the Plank is a 30-day challenge to do plank walk-up exercises, starting at 20 seconds and building up to 200. And in Group Exercise March Madness, fitness center members take two of almost every class offered.



Photo by Kimberly McKinzie

Fitness centers at Ortho-Clinical Diagnostics Inc. are open 24 hours a day, seven days a week at all three Rochester locations. Sixty-two percent of employees use them.

Incentives figure prominently in the program. They include gift certificates, car wash tickets, head lamps, day backpacks, cooling towels, exercise DVDs and books.

The company supports mindful eating habits with nutritious choices in cafeterias and vending machines, and it is a delivery point for the Good Food Collective CSA, which offers organic, locally grown produce.

Newsletters, emails and plasma screens in each building spread the word.

Fitness and wellness staff also provide consultations on exercise, nutrition and other topics. Chair massages, held biweekly, have been a part of company culture for nearly 10 years.

Rochester City School District

Encouraging employees to embrace healthy lifestyles is a big order at Rochester City School District, where 5,500 people work on varying schedules in 60 buildings.

The trick is to have a clear strategy. The school district’s wellness team has crafted a plan that includes programs such as yoga, stress relief and mindfulness classes in school buildings during lunch and after work at central locations accessible to larger numbers of staff. It also offers programs online. This spring, the district offered staff an online stress awareness and management program for the first time. Materials for it are available all year on the district’s Employee Assistance Program website.

The wellness committee spreads the word through email blasts and the enthusiasm of 70 district employees—called wellness leaders—in buildings throughout the district. Employees also are featured on posters and encouraged to share

Continued on page 20



GREAT WORK!

Workplace wellness makes our whole community stronger.

Congratulations to all the Wealth-of-Health finalists!





Photo by Kimberly McKinzie

A clear strategy for promoting wellness was crucial for Rochester City School District, where 5,500 people work in 60 buildings. In a program to change eating and activity habits last year, 400 people lost 1,205 pounds and exercised for nearly 5,600 hours.

WEALTH OF HEALTH AWARDS

Continued from page 19

their healthy-lifestyle success stories.

The best way to keep employees engaged is to talk up wellness, says Deborah Berardi, the district's director of employee benefits and a member of the wellness committee along with various staff, union representatives and consultants.

"Little things like hanging posters on elevator doors reminding staff to take the stairs instead of the elevator or sending daily emails as reminders to make healthy food choices all help to keep wellness on our minds and a priority in our lives," Berardi says. "Not all of us are perfect, but our message is to keep trying to make healthy choices for ourselves and encourage staff to support each other."

The wellness team also encourages participation in some activities by offering incentives—healthy lunches, food journals, gift cards, yoga mats and Fitbit activity trackers.

Four hundred employees maxed out enrollment last year in a 13-week program to lose weight and keep it off by changing eating and activity habits. Participants collectively lost more than half a ton—1,205 pounds—and exercised for 335,798 minutes, nearly 5,600 hours. About 82 percent of participants said the program raised their knowledge or awareness of a healthier lifestyle.

A 31-day program to encourage walking, Walktober, attracted 13 percent of district employees. Nearly 80 percent raised their level of physical activity through the program and 99.4 percent indicated they would participate again.

"We strive to expand wellness throughout the district and keep employees interested and engaged by continuously bringing fun and interesting wellness information and programs to the entire district community," Berardi says.

Other healthy initiatives in the district's quest to improve employees' physical and emotional well-being include a program to quit smoking and blood pressure kiosks at two of the district's busiest buildings.

On-site biometric screenings last year show progress toward a healthier workforce; in one year, participants' glucose and triglycerides levels improved two-thirds, and cholesterol levels dropped 37.5 percent.

Rochester Institute of Technology

Employee participation in Rochester Institute of Technology's Better Me fitness program is rising, due in part to the lure of \$100 for having an annual wellness check, officials say.

Roughly 10 percent of RIT staff members, 330, received an extra \$100 in their paychecks one week three years ago for taking part in the first wellness check. Last year, participation was up to 1,280—nearly 40 percent of RIT's faculty and staff. The screening involves a self-reported health assessment, a blood pressure screening and a full lipid profile. It has spurred more employees to become engaged in other aspects of Better Me, says Mike Stojkovic, associate director for wellness.

Participation also is up in a blood-pressure screening program. Through a partnership with Wegmans, faculty and staff have their pressure checked by a pharmacist and receive a coupon for a free meal

at Wegmans. If the numbers urge additional help, voluntary coaching sessions with a Wegmans pharmacist are available on campus. Sixty-two percent of RIT employees have had blood pressure screenings or voluntary blood pressure coaching.

RIT partners with a wellness vendor, Higi, on a program that incorporates health kiosks, wearable tracking devices and motivation. The university offers incentives such as free fitness classes, gift cards and massage therapy to boost participation in Better Me, spreading the word through email, website, social media and fliers.

With a lot of work schedules to accommodate, RIT offers multiple programs, including group exercise at two fitness centers, assessments, meditation seminars, on-site massage and stress management classes.

"We take a very personalized approach to meet the health and wellness goals of our employees," Stojkovic says. "Our model focuses a great deal on the individual through one-to-one wellness coaching where we guide employees to a robust menu of services. Each month our schedule is jam-packed with fitness options, customized weight management programs, low-back care and healthy cooking classes."

Two-thirds of RIT's employees are physically active in a given week, from exercising in the fitness center to walking on trails winding through the Henrietta campus. Another major RIT health initiative, a revised tobacco policy, dramatically restricts use on campus.

Screenings and fitness assessments show average body mass index has decreased since 2012, along with metabolic syndrome and newly discovered medical conditions.

The Better Me team's work is drawing

Continued on next page

Thought leadership, wellness, excellence, and creativity in everything we do. We're not your typical IT company

Find out how we go above and beyond meeting your IT and business goals. Visit www.smp-corp.com today.

SMP
When IT matters

SMP | 1020 John Street
West Henrietta, NY 14586 | 585.475.0670

GET IT FOR FREE

Local business news emailed directly to your inbox.

Sign up at rbj.net/dailyreport.asp.



Photo by Kimberly McKinzie

Rochester Institute of Technology uses one-on-one coaching to promote wellness. Activities include exercise classes and equipment, healthy cooking classes, customized weight management and low-back care.

Continued from previous page

attention: 85 percent of wellness survey respondents say they believe RIT supports a healthy culture.

2015
wealth of health AWARDS
 10,000+ Employees

Stantec Inc.

Stantec Inc.'s prescription for a healthy workforce features a strong dose of incentives to benefit employees and their wallets. The firm's formula, offering as much as a 10 percent health care premium savings for participating in the Stantec wellness program, clearly is working.

Participation in Stantec's wellness program at its U.S. offices, including the 85-employee Rochester operation in High Falls, has been consistently high—more than 80 percent for the last six years, which the company attributes to the lure of the health insurance discount. A majority of participants, 57 percent, earned the maximum 10 percent savings in 2013.

Stantec staff members get on the path to healthy living by first completing assessments and biometrics testing. They track their daily activity using monitors. Abundant activities are available for employees to earn points that convert into savings on their health care insurance premiums the following year.

The engineering and architectural company, which employs 15,000 around the world, has expanded its wellness program considerably in recent years. Stantec has added nearly a dozen programs and other activities for employees to earn points toward health insurance savings, including seminars and three month-long challenges, two for exercise and one for healthy behaviors. Points also are awarded for annual physicals and dental exams and testing out of biometrics screenings due to

good health. Bonus incentive points go to employees for community service.

Stantec also holds a Cool Commute contest each year to encourage use of alternative modes of transportation. Employees in Rochester placed fourth out of 63 medium-sized Stantec offices in the monthlong competition last year by biking, walking, carpooling and taking public transportation for more than 9,600 miles, an average of about 190 miles per participant.

"One of our values at Stantec is putting people first, and we mean it," says Stantec principal and Rochester office leader James Hofmann. "We want our employees to be healthy and productive, and our wellness program is one way we help do that. It's a terrific program, and it's really helped our office to live healthier."

Stantec provides nursing rooms and covers the cost of pumps for working mothers. It offers long-term programs for losing weight, stopping smoking and other healthy behaviors.

The Employee and Family Assistance Program presents seminars and helps with depression, substance abuse, stress, grief, and legal and financial consultation.

The fitness focus appears to be pay-
 Continued on page 22



Photo by Kimberly McKinzie

Stantec Inc. employees earn points for healthy choices. Fifty-seven percent of participants in its wellness program receive a maximum 10 percent savings on health care premiums.

Congratulations
Ontario County Employee Wellness Team!

2015
 Wealth of Health Award Finalist

Have a tip?

If you hear of something happening in Rochester's business community, call **(585) 546-8303** or email **rbj@rbj.net**.

RBJ
 RBJdaily.com f t in

Worksite Wellness Coordinator To-Do List

- Get healthy options in vending machines
- Add activity breaks to long meetings
- Host a training course in first aid and CPR
- Use the free Worksite Wellness Checkup at www.ihearteatwelllivewell.org

Has your company used the free online **Worksite Wellness Checkup** at ihearteatwelllivewell.org? The Checkup connects companies and other workplaces with local resources to enhance their worksite wellness programs.

We recommend companies complete the Checkup annually to track their progress.

The Checkup is part of the high blood pressure initiative, a non-profit community health campaign of the Rochester Business Alliance and Finger Lakes Health Systems Agency.

WEALTH OF HEALTH AWARDS

Continued from page 21

ing off for Stantec staff who took part in the wellness program for five months or more; in 2013, they spent an average of \$100 per month less in medical expenses than nonparticipants. Employee health baseline scores also improved by 51 percent from 2012 to 2014.

Thermo Fisher Scientific Inc.

Thermo Fisher Scientific Inc. takes the issue of employee health to heart. The medical device and products maker enlisted the help of the American Heart Association in mapping out three walking paths at Thermo Fisher Scientific's Penfield facility so employees can walk during lunch and work breaks. Colored maps of each path—one is 1.5 miles, another is one-half mile and the third is one-quarter mile—were printed and distributed to the company's roughly 900 employees.

"The walking paths are very popular, but like most outdoor activities in Rochester they get a lot more use in the warmer months," says Thermo Fisher Scientific human resources senior manager Leah Stormo-Soles.

Thermo Fisher Scientific also held a four-week walking program last year to encourage employees to reach the goal of 10,000 steps a day. Participants in the program were given pedometers to tally how many steps they took and management awarded spot prizes for employees observed walking during the workday, such as Garmin Vivofit fitness bands, insulated lunch bags, duffel bags, Nalgene water bottles that Thermo Fisher



Photo by Kimberly McKinzie
Walking is a big part of fitness at Thermo Fisher Scientific Inc. Three outdoor routes get a lot of use during warmer months; indoors, employees wear pedometers and aim to take 10,000 steps per day.

Scientific manufactures locally, and gift cards to Wegmans and other businesses. Twelve percent of Thermo Fisher Scientific's local workforce—123 employees—completed the four-week program and logged a total of 39,842,640 steps.

Thermo Fisher Scientific promotes proper nutrition by having healthy food choices on the menu at the company cafeteria. Nutrition information is provided on all vending machines with healthier options highlighted. Thermo Fisher Scientific holds events throughout the year in partnership with its food service vendor to provide employees an opportunity to learn about healthier cooking options.

The company offers healthy options at a discount in the cafeteria and healthy snacks during events such as the walking program and weight loss challenge.

Ninety employees lost a total of 736.9

pounds in last year's company weight-loss challenge. Employees are eligible to win raffle prizes if they maintain their lower weights six months after the challenge.

A Wellness Wednesday event is held during employee appreciation week. Activities included pushup contests, jump roping and hula hooping, as well as nutritional trivia and healthy food sampling. Representatives of the American Heart Association, American Cancer Society and other health organizations also are on hand to provide screening information and answer employee questions.

Thermo Fisher Scientific also invites health experts from local gyms to discuss fitness topics and offer discounted memberships.

The company's occupational health specialist coordinates the health and wellness activities with the help of the activity committee, made up of representatives from different departments and shifts.

Thermo Fisher Scientific's wellness team reaches out to employees using several different methods: a weekly health and wellness communication that highlights health facts and wellness activities; posters put up by time clocks and brochures placed in the cafeteria and kiosks; emails to employees; and a weekly communication shared every Friday during shift to shift meetings.

"Thermo Fisher Scientific's mission is to enable our customers to make the world healthier, cleaner and safer," Stor-

mo-Soles says. "We take pride in offering programs to help our employees be healthier through our series of wellness programs."

University of Rochester

The University of Rochester wellness team has a hit on its hands with a weekly farmers market in the Medical Center atrium.

The market debuted last year and caught on immediately. Four hundred employees showed up the first day to sample, shop and schmooze with more than 20 farmers and other vendors selling seasonal fruits and vegetables, jam, maple syrup, bread, baked goods, meat and specialty items. Interest and attendance remained consistently high throughout the market's first season, impressing the UR wellness team enough to make the market permanent. It is held every Wednesday from 3 to 6 p.m. from early spring to late fall.

Well-U, the university's healthy lifestyle program, launched Park & Stride last year to encourage employees to park in campus lots farther from their work locations, adding extra steps throughout the day. Employees who park in designated spaces are eligible to win monthly prizes, such as umbrellas and car washes.

UR promotes walking indoors as well. "Take the stairs" signs are posted on Medical Center elevators. Signs point to the stairwells and include facts about the health benefits of eschewing the elevator. The Well-U website has maps outlining indoor walking routes within the Medical Center. Employees can even take advantage of staff expertise and go for a stroll with a doctor, Geoffrey Williams M.D., to discuss any health questions they may have.

"We're excited about encouraging healthy behavior in our community and are committed to ensuring the University of Rochester provides the necessary tools, resources and education to support healthy living," says wellness manager Rachel Carmen. "Healthy employees tend to have fewer out-of-pocket expenses for health care and tend to be happier, more productive and less likely to miss work."

Well-U is partnering with the YMCA this year to roll out an eight-week couch-to-5K program. Participants meet once a week for training runs and receive coach-

Continued on next page



A special thanks to
ALL OUR EMPLOYEES
who help support and participate
in the Wellness Initiatives
at Terphane.

*"Inspiring Confidence
Inspiring Wellbeing"*

www.Terphane.com



Photo by Kimberly McKinzie

A weekly farmers market, launched last year, has proved to be a big hit with employees at the University of Rochester. Four hundred staff members showed up the first time it was held.

Continued from previous page

ing emails from a YMCA running coach.

In addition to a vast array of programs focusing on building healthy lifestyles, Well-U offers free fitness classes at eight locations, massage days twice a month at various sites and Weight Watchers at four locations. Therapy dogs visit university locations once or twice each month to mingle with animal lovers.

Incentives reward initiative, including \$125 for receiving a biometric screening and completing an online personal health assessment annually. Fitbits, cafe gift certificates and two-week memberships to the fitness center are among perks.

UR, the region's largest employer, fielded the most employees—505—in last year's JPMorgan Chase Corporate Challenge.

Verizon Wireless Inc.

Participation in Verizon Wireless' fitness program has grown, and company leaders are getting a good deal of the credit—particularly those so on board with the program that they're dressing up as fruits and vegetables.

Several associate directors in customer service have donned costumes to promote different events. Most recently, one dressed up as a watermelon slice and another as a pea pod to promote Heart Health week and kick off Verizon's American Heart Walk sign-up. This earned Verizon a Wealth of Health Special Recognition Award for Fun.

"Our employees love to see their leaders dressed up and encouraging healthy activities," says health and wellness coordinator Sarah Morgan. "Their support has been pivotal in our employee engagement success this year."

Overall wellness participation increased from 57.6 percent in 2012 to 61.2 percent in 2014, Morgan says.

"Getting our leadership to forward emails or mention a program during a morning meeting goes very far around here," she says.

At Verizon's call center and regional headquarters in Henrietta, Morgan heads a five-person health and wellness team that coordinates events and manages the fitness center, where staffers provide training and group exercise classes.

The company has invested in personnel with a minimum B.S. degree in exercise science or related field to staff its wellness efforts. The team includes a full-time employee, a full- and two part-time contractors and an intern. Most are certified personal trainers, exercise physiolo-

gists, and strength and conditioning specialists, and all are trained in ergonomics.

Three quarterly fitness challenges are held each year. Employees come to the office dressed in workout gear and earn points for every exercise they perform throughout the day. The employee and team with the highest point totals win a prize and a trophy.

Members of the staff at the Henrietta office also participate each year in Verizon's national fitness challenge. This year, a goal is to encourage Verizon's nearly 90,000 employees to go out of their way to do something nice for someone. So far, 2,816 Verizon employees nationally have logged 3,678 random acts of kindness. Verizon uses an online tracker to gather participation statistics in national fitness challenges and to award top participants with prizes such as fitness accessories and companywide recognition.

Prizes and incentives are the primary method of increasing participation in wellness programs and events. Public pats on the back also are liberally applied; the health and wellness team applauds employees' accomplishments through mass emails, closed-circuit TV, online and fliers.

"We're showcasing our employees' successes regularly," Morgan says. "It's nice to see employees congratulating each other and encouraging them as much as we do. This is part of the healthy culture we're trying to create."



Three companies will receive special recognition for efforts to promote wellness on the job. Jewish Senior Life, below, is being cited for creativity. The other two are finalists for Wealth of Health Awards: Verizon Wireless, left, earning kudos for fun, and Terphane Inc./Tredegar Corp., page 17, demonstrating innovation.

Jewish Senior Life

A fair number of the 1,100 people who work at Jewish Senior Life come to Rochester from non-English-speaking countries. So, as a part of its employee wellness program, the agency is lending extra support with English language classes and tutoring to help them adjust to life in a different country.

Since 2006, BOCES adult education instructor Ray Marks has been teaching English for Speakers of Other Languages at the Jewish Senior Life campus in



Photo by Kimberly McKinzie

English-language and GED classes are part of wellness at Jewish Senior Life, where many employees are from non-English-speaking countries. Other offerings include exercise classes and healthy choices in the cafeteria.

Brighton. He has worked with nearly 70 employees in English, science and mathematics, preparing some for the GED exam. A quarter of the students have attained their educational goals, from passing the GED to completing requirements that lead to health career programs.

The program earns marks in creativity for using resources to help employees assimilate into a new culture, learn a new language and better care for the agency's population.

Jewish Senior Life offers other support services such as employee counseling, health coaching, smoking cessation coaching, wellness sessions, exercise classes and healthy choices on its employee cafeteria menu. A weekly farmers market on campus last summer was a huge hit, says Emy Giacalone, senior

vice president for human resources.

A concern for employee health is not only the right thing to do but also a strategic investment, she says.

"Health is our business, but even more it takes healthy individuals with a vast amount of stamina, enthusiasm and love to care for individuals in long-term care," she says. "Every day, our people see the results of healthy lives and unhealthy lives in the faces and bodies of our residents. We know firsthand about the long-term dangers of unhealthy choices or neglect of health issues over time.

"Our work can be physically and emotionally stressful. Taking the best possible care of ourselves is the only way we can continue to provide the best care to others."

Richard Zitrin is a Rochester-area freelance writer.



Photo by Kimberly McKinzie

Leadership support for wellness is evident at Verizon Wireless. Managers promote activities by mentioning them in meetings, sending emails—even donning fruit and vegetable costumes.

CUSTOM ARTICLE REPRINTS & PLAQUES



HAS YOUR COMPANY APPEARED in RBJ?

Get the complete article as a PDF file or made into a plaque.

Let us help you create professionally designed reproductions of your favorable press coverage.



Contact Amanda Michael | service@rbj.net | 585-546-8303

More information available at RBJdaily.com [f](#) [t](#) [in](#)