

Well Workplace Award
Executive Summary

Briggs Corporation Bronze Recertification Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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WELLNESS COUNCILS OF AMERICA

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General Information

WELL WORKPLACE Bronze Re-certification Application

Basic Information

Name of Organization Briggs Corporation

Address of Organization 7300 Westown Pkwy.
West Des Moines, IA 50266

Work Telephone _____

Fax Number _____

Contact Person Erica Huyser

Title Human Resources Generalist

Alternate Contact _____

Parent Organization N/A

Number of Sites Covered by this Application 6

Number of Employees Covered by this Application 283

Nature of Business or Industry Health care products manufacturer and distributor

Name of CEO Dennis Billings

Date of Application July 1, 2000 (original)

BRIGGS CORPORATION ORGANIZATIONAL OVERVIEW

Briggs Corporation was founded over fifty years ago in Des Moines, Iowa as a printing company. As business grew, we started to specialize in the field of medical forms and documentation, which continues to be a core competency to this day. Over the years, other health care products were added such as charting, rehabilitation and activities, training and education, and medical supplies. Currently, our Chief Executive Officer is Merwyn Dan and the Chief Operating Officer and President is Dennis Billings. Our primary markets include Long Term Care facilities (nursing homes), Assisted Living residences, and Home Health Care agencies. Briggs is a leader in innovative health care solutions, developing consistently unique tools that provide cost effective answers to the markets we serve. Our ongoing relationships in the regulatory environment keep Briggs at the forefront of the health care industry and its evolution. Our mission statement is "Briggs will be a leading provider of product and service solutions centered on caregivers and administrators of care in non-acute healthcare settings serving those with disabilities, illness, and advance age."

The administrative offices are located in West Des Moines with the manufacturing and distribution facilities in nearby Clive, Iowa. We also have distribution centers located throughout the country in Sparks, Nevada; Dallas, Texas; Atlanta, Georgia; and Scranton, Pennsylvania. Between all of these locations, we currently have approximately 280 employees. The branch distribution centers employ three to five employees each, so the majority of our employees are in the Des Moines area.

Briggs Corporation also owns small companies in New Jersey and Missouri that operate under names other than Briggs.

The concern for company Wellness began in early 1998 with a small group of concerned employees. They had a personal commitment to Wellness and many had worked at other companies with some sort of Wellness program. After meeting informally and conducting an employee interest survey, a variety of ideas were passed by the Vice-President of Human Resources. The group was encouraged to make a presentation to the Executive team in an effort to garner support and an operating budget.

This presentation was favorably received and the group was charged with creating an operating budget for 1999. This was submitted, revised, and approved in the fourth quarter of that year. It was deemed most appropriate to have Wellness-related decisions and direction pass through the Human Resources Department. One of the Wellness Team's first official acts was to join the then Central Iowa Wellness Council, now known as the Wellness Council of Central Iowa (WCCI). We also developed our mission statement, "The Briggs Wellness program is committed to developing a culture of wellness that encourages long-term health lifestyle choices and attitudes, which benefit our employees, their families, and the community."

The first full year of Wellness programs at Briggs produced lots of activity including HRA/Health Screenings, on-site aerobic classes, lunch and learn seminars, a health club reimbursement program, monthly newsletter, etc. It was a very busy year. It wasn't until later that year when one of the Wellness Team members attended the

annual fall Wellness conference sponsored by WCCI that it became apparent something was missing.

Keynote speaker David Hunnicutt discussed the problem many Wellness programs fall into: being activities-based instead of results-based. It was clear that while there were many good Wellness activities going on at Briggs, they were without a direct purpose, following no plan, data was not being collected, and results were not being measured. It would be difficult, if not impossible, to continue to justify the existence of the Wellness program at Briggs unless it started to conduct itself with the planning and discipline expected of any other business unit.

Since that Conference, the Wellness Team has strived to focus on results-based programs. Our team has gone through some changes throughout the last three years; we have lost a few team members to other employment but we have gained a few new ones as well. It has been challenging to maintain our consistency with all of the changes but we have taken some definite steps forward with our program. We achieved the Bronze level of certification in 2000 and we hope to achieve a higher level in the next three years as our Team grows and accomplishes our goals.

We have really tried to focus our efforts on the 7 critical benchmarks, the 7 C's in the last three years. We have noticed an increase in the participation of our senior level staff. They have been very accommodating in allowing and encouraging their employees to participate as well. The Wellness Team continues to be compiled of a group of volunteer individuals throughout the Company. Erica Huyser has taken over leadership of the Team but each member takes an active role in helping achieve the goals of the Team. We also understand the importance of data collection and

establishing yearly operating plans. This helps us to keep our efforts focused on the most critical issues facing our employees. We analyze our data collection to draw our operating plans and to develop programs and interventions to reach our employees. Briggs Corporation has established a number of policies and benefits conducive to creating a supportive environment for our Wellness initiative. The final critical benchmark is evaluation, which we continue to do every day. We know that it is very important to keep tabs on where our initiative is to make sure we are headed in the right direction.

One individual in particular was instrumental in making our wellness initiative what it is today. Steve Vaught, former Senior Consultant for eBusiness, was instrumental in developing our Wellness Team and getting us on the right track. He completed the initial application for the Bronze level award and continued to educate all of us on the importance of focusing on the 7C's. He is no longer with the Company but he did provide wonderful guidance and direction for our Team.

Throughout the last three years, the Wellness Team has tried to incorporate a variety of activities, programs, educational pieces, etc... to encourage an all-inclusive Wellness attitude throughout the Company. We have really focused on promoting an overall Wellness lifestyle view, including things such as physical, emotional, and financial well-being. We also began extending some of our initiatives to our four branch locations. A few examples include things such as distributing the Well Workplace monthly newsletter to them and encouraging them to participate in our incentive programs. The most popular programs and activities that we offer are the yearly Health Risk Appraisals/Health Screenings, incentive programs, Weight Watchers, and Health

Club Reimbursements. We have very high participation numbers in each of these areas and have heard numerous positive remarks and encouragement to continue these.

People appreciate the Company paying for the HRA's every year and look forward to seeing how their results compare from year to year. We strive to come up with new and inventive ideas for our incentive programs. We have at least one program every year but have tried to hold more than that to keep employees motivated to make important lifestyle changes. Our programs have typically encompassed teamwork, which is also an important overall initiative of the Company. Participation has also been high in our Weight Watchers program and we have seen astounding weight loss numbers (our employees have lost well over 1000 pounds!). Our employees appreciate the reimbursements we offer them (based on the number of meetings attended, goals reached, etc...) and feel that the reimbursements help motivate them even more.

The three greatest strengths the wellness initiative offers for our employees are our focus on the overall Wellness lifestyle view, our volunteer committee made up of members from various departments, and our membership with the Wellness Council. First of all, we strive to focus on an all-encompassing view of a Wellness lifestyle. We incorporate a variety of life, family, and work issues into our programs and activities to reach employees in all avenues of life. We want our employees to know that Wellness is about more than just being physically fit; it includes being well in a number of different areas. Our second greatest strength is the fact that our Team is made up of volunteers from different departments in the organization. None of us get paid extra for the work we do, so we obviously believe very strongly in the value of our Wellness Program. We are willing to donate some of our time and energy to seeing our program succeed.

Also, we are able to reach more areas of the Company because we have representation in many departments. Our third greatest strength is our membership with the Wellness Council because we have so many resources available to us that we can pass along to our employees. The Wellness Council is such a value to our Wellness Program, which greatly benefits our employees.

It is our intention to continue integrating health information, healthy lifestyle choices, and participatory programs into the very culture of the Briggs Corporation. We have the support from senior level management and we continue to receive a healthy budget every year, which helps us achieve our goals.

Thank you for your consideration for the recertification for the Well Workplace Bronze Level Award.