

**Well Workplace Award
Executive Summary**

**EMC Insurance
Companies
Gold 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
Gold Application

Basic Information

Name of Organization **EMC Insurance Companies**

Address of Organization

Council Affiliation **Wellness Council of Iowa**

Contact Person **Jeff Anderlik**

Title **Director of Health and Productivity**

Work Telephone

Fax Number

Email Address

Alternate Contact **Michaelyn McClinton**

Parent Organization **EMC Insurance Companies**

Number of Sites Covered by this Application **One**

Number of Employees Covered by this Application **1224**

Nature of Business **Property and Casualty Insurance**

Name of CEO **Bruce G. Kelley**

Date of Application **July 1, 2004**

Preface

Overview of Organization

EMC Insurance Companies, located in Des Moines, Iowa, is a leader in the property and casualty insurance industry. EMC employs over 2,200 in the Des Moines area and 16 branch locations and 4 service offices across the country. While the insurance industry is ever changing, one thing that has not changed through the years is EMC's commitment to employee health and wellness. EMC received the bronze Well Workplace award in 1998, the Silver in 2001 and is applying for the Gold for 2004. EMC Insurance Companies is under the leadership of Bruce G. Kelley, President and CEO.

Background of Wellness Initiative

Since the early 1980s EMC has believed that a health promotion program including an on-site fitness center would not only be a positive motivational factor for employees, but also would create a more productive work force. The early stages of EMC's wellness program included educational and awareness opportunities, health screenings, an onsite fitness center and an employee newsletter.

As EMC started construction on a new building in the mid 1990s, the desire to have a comprehensive onsite health promotion program was reborn. The "new" LifeSteps Wellness Program kicked-off in 1997. This new approach to employee wellness included a full time Wellness Director, part time Wellness Assistants and fitness instructors. A 5000 square foot on-site Wellness Center was also constructed which encourages employees, spouses, and retirees to pursue a more physically active lifestyle. Over time the EMC LifeSteps program has continued to provide awareness and educational programs, but has evolved into focusing on targeted interventions, including behavior change programs and health and productivity management.

Vision and mission

EMC LifeSteps Wellness Program Vision:

To provide the opportunity for EMC employees, retirees and spouses to participate in programs and activities that foster a healthy and active lifestyle.

EMC LifeSteps Wellness Program Mission:

“To promote health and wellness within the workplace through comprehensive programs which encourage and support a healthy lifestyle and work environment.”

EMC Insurance Companies Vision Statement:

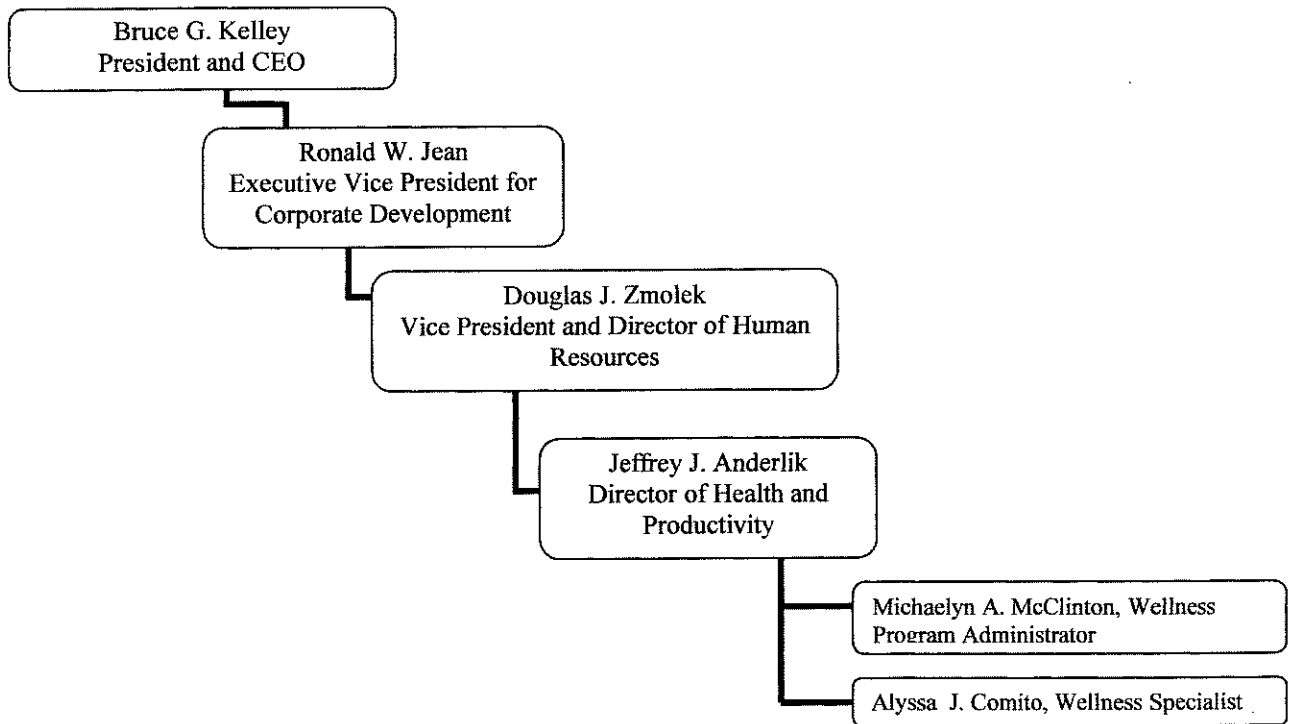
Our Employees: *The following is an excerpt from our Corporate Strategic Plan:*

“No matter how noble our vision, how good our strategy, or how elaborate our systems, how great our product—our company is only as good as our employees who do their jobs well. We truly believe the old adage "people are our most important asset" and we are doing many things to invest in and enhance the value of the most important asset. From incentive plans to engagement surveys, from leadership teams to wellness programs, from education and training to town meetings, we strive to continuously develop and engage all employees in *their* company. Understanding and responding to employee needs and concerns is just good business.”

EMC Insurance Companies Mission Statement:

“To grow profitably through partnership with independent insurance agents and to enhance the ability of our partners to deliver quality financial protection to the people and businesses we mutually serve.”

Organizational Chart



Overview of Initiative: Seven C's

Concentrating on Senior Level Support

EMC top management has demonstrated a long history of being committed to the health of its employees. Senior level support is evident throughout the executive level starting with our CEO Bruce Kelley who hosts the President's Walk every year on National Employee Health & Fitness Day and participates in incentive programs and screenings. Ron Jean, Executive Vice President for Corporate Development, participates in the strategic planning process of health initiative. Doug Zmolek, Vice President of Human Resources, is a regular participant in the wellness program including the EMC Wellness Center and a member of the Wellness Committee. Mark A. Reese, CFO, is a regular participant in our program and is on the Wellness

Committee. William A. Murray, COO, promotes the wellness initiatives at our 16 branch office locations.

Creating Cohesive Wellness Team

The EMC LifeSteps team is composed of three full-time staff members: Jeff Anderlik, Director of Health and Productivity, Michaelyn McClinton, Wellness Program Administrator and Alyssa Comito, Wellness Specialist. All three staff members are committed to promoting the importance of a healthy lifestyle, while realizing the uniqueness of the individual. In addition to the wellness staff, the Wellness Advisory Committee plays a role on the Wellness Team by acting as advisors and assisting with activities.

Collecting Data to Drive Programming Efforts

The EMC LifeSteps Wellness program uses data analysis to drive programming efforts. The data collected includes medical plan data, use of sick leave, workers compensation data, interest surveys, HRA data, screening data and others.

Crafting an Operating Plan

The EMC LifeSteps operating plan is driven from various pieces of data and by the EMC Corporate Operating Plan, which includes specific action plans. Once the priority issues have been established by the executive level planning committee, departments develop an annual operating plan based on the priorities of the company and individual departments. When developing our operating plan we use the collected data information including interests and health risks of the company. The operating plan is presented to Doug Zmolek who then approves it and includes it in the Human Resources Department's Corporate Operating Plan.

Choosing Appropriate Interventions

Interventions are chosen based on risk factors and employee needs and interests from the collected data. Once the data is analyzed, the Wellness Team determines priority areas and identifies the appropriate level of intervention according to budget, staffing and expected outcomes.

Creating a Supportive Environment

The EMC LifeSteps Wellness Program is a core program delivered to more than 2,200 employees across the country and is supported throughout EMC from the top. During new hire orientation, each employee is given a tour of the Wellness Center and is provided a brief introduction to the facilities and programs available. EMC provides a supportive environment including an on-site Wellness Center, healthy choices in the cafeteria, smoke free buildings, reimbursement programs for fitness center memberships, smoking cessation and weight management programs. In addition EMC offers various family-friendly benefits, policies and procedures.

Consistently Evaluating Outcomes

Evaluating the programs offered is a major job responsibility of the LifeSteps staff. We actively measure participation rates, pre- and post-knowledge and behavior, risk factor reduction, comparison of sick time and health plan dollars spent by participants versus non-participants, satisfaction ratings and screening results.

The wellness initiative today

Since I started with EMC in 1997 the wellness program has grown and evolved into what it is today. When I began in 1997 the wellness program was one of mainly awareness programs and memberships to the YWCA. Today it is a program that has its own identity, engrained into the culture of EMC, and seen by many as an essential part of the business plan. None of this could have been accomplished without senior level support. As the LifeSteps program continues to move forward and look into the future we realize the importance of tying our programs to productivity indicators and putting forth a more concentrated effort to look at the risks of the entire population. We look forward to the new challenges that we may face in the future.

Unique Strengths of EMC LifeSteps Program

1. Senior Level Support

Support of the LifeSteps program from the top is its biggest strength. Having a President, CEO and an executive team that believes in the positive effects a comprehensive program can have on the workforce.

2. Dedicated Staff

The EMC LifeSteps staff is dedicated to providing opportunities for EMC employees, spouses and retirees so they can pursue an active and healthy lifestyle regardless of their current health status. By having the ability to recognize the needs and interests of participants, we are able to offer programs that appeal to a variety of populations. Each staff member has talents and experiences that are unique and add variety and depth to the LifeSteps program.

3. Collaboration with Other Departments

The LifeSteps staff has recognized that it can't be done alone. The LifeSteps staff works with various units within the Human Resources area to collect and analyze data and offer financial wellness opportunities. We also have developed relationships with the risk improvement department to deliver ergonomic assessments and training as well as establish EMC First Responder teams at the Des Moines campus and each of our branch office locations. We also continue to work with the Swanson Corporation to offer healthy choices in the cafeteria and promote wise nutritional choices.

Popular Programs and Activities

The most popular programs and activities of the EMC LifeSteps program are the various health screenings, including blood profiles, flu vaccinations, colorectal kits, blood pressure, osteoporosis and hearing screenings. Blood profiles and flu vaccinations are the most popular among all the employees. We are fortunate to be able to offer these to our branch offices across the United States. Incentive programs are also popular; all employees like to step up to a challenge. One of the popular benefits located at the home office site is our on-site Wellness Center, utilized by over 100 people a day. We recently remodeled and expanded the Wellness Center another 1300 sq. ft., to allow for increased utilization that we continue to recognize. In 2003 we created a fitness center reimbursement program for our branch employees; they are eligible for a reimbursement of half of their yearly membership up to \$150 to a fitness center of their choice.

Additional Information about EMC & EMC LifeSteps Program

EMC management is continually making strides to make EMC a better place to work for employees. They understand and believe that we can keep our company healthy, reenergized and profitable if employees are satisfied. With a team effort of management, EMC LifeSteps Program, Human Resources, and employees, EMC will be a better place to work and a better company to do business with.

The EMC LifeSteps program is continually making our own strides to find ways of measuring the health and productivity of our employees, working closely with Human Resources and our healthcare plans. It is always a challenge to find and implement the most effective programs for our population, but as a team we are stepping up to the challenge and are working hard towards our goal of healthier and more productive employees.