

*Well Workplace Award
Executive Summary*

RDW Group, Inc.

Rhode Island

Silver Award

This document is an executive summary of the entire application submitted by this organization. For more information on the Well Workplace application criteria and the process for submission, please visit <http://www.welcoa.org/wellworkplace>. Complete applications are on file at the Wellness Councils of America.

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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Preface: Narrative

Organizational Background

RDW Group, Inc. is the largest independently owned advertising, communications and marketing company in New England. We have 110 employees in total. The corporate office is located in Providence, Rhode Island with offices also located in Worcester and Boston, Massachusetts.

RDW Group, Inc. was awarded the Bronze Well Workplace award in 2002. In addition, we have been awarded the Outstanding Worksite Health Award from the Providence Chamber of Commerce annually since 2002.

Wellness Initiative Background

Since 1997, RDW Group has offered the Good Health Benefit *worksite wellness program* to its employees. This comprehensive health promotion program is provided by Blue Cross Blue Shield of RI. Good Health Benefit Health Promotion Specialists, along with the support and enthusiasm of RDW wellness advocates, have offered a diverse list of wellness programs throughout the years.

RDW's wellness programming history has been quite comprehensive; focusing on significant wellness issues such as nutrition, stress management, safety, and physical activity. Different implementation formats have been utilized including on-site presentations, distribution of written materials, lectures, and mailings.

Corporate Mission Statement

RDW Group, Inc strives to maintain a diverse client base, including local, regional and national companies. We are committed to providing our clients with integrated communication plans which are based upon extensive research, sector experience, and cutting edge thought. Our mission is to not only develop these plans but to also assist our clients with the implementation of the plans.

Corporate Vision Statement

In order to maintain our current market position, and to achieve our goal of growing into a more dominant regional and national firm, RDW Group must continually strive for improvement. The strength of our service and value is our people and their abilities. We live or die by our analysis of market situations, ideas, thoughts, assessments, and recommendations. We must prove ourselves in the market every day. To do so requires constant attention, a workforce that is well trained management that is focused and enlightened, and an organization that is committed to quality from top to bottom. Our vision is to be that organization.

Wellness Program Vision/Mission Statement

The goal of our wellness program is to encourage our employees to lead healthy lifestyles, thus enhancing their overall well-being at home and at work, while decreasing health risks and health care costs.

Organizational Chart

See Attachment - Corporate Organizational Chart

Seven Critical Benchmark Descriptions

Senior level support has been shown through RDW Group's partners and President James Pontarelli's constant support and commitment to becoming a well workplace, the financial support of the Wellness Team's programs, partners' personal participation in wellness events and their continuous support of the Rhode Island Well State initiative. Second to senior level support, the RDW Group Wellness Team represents a united and committed group of employees dedicated to delivering a superior wellness program designed to meet the wellness needs of the company's employees.

Data collection has been an integral and ongoing process involving the use of health risk appraisals, employee health interest surveys, facility assessments, health fairs and wellness programs. This data has been used in analyzing population demographics, program outcomes and employee satisfaction. This information is then utilized to identify future needs. The data analysis assists the team in understanding the effectiveness of the programs in achieving the RDW Group Wellness Team's operating plan. The goals and objectives outlined in this plan mark a step by step process in achieving a well workplace and offer a way to measure employee health and tie into core business return on investments, including financial gains, increased productivity and increased worker safety.

Designing, planning and implementing programs and interventions that meet RDW Group's employee wellness operating plan's goals and objectives, is another important aspect of RDW Group's wellness program. Without appropriate wellness events and programs that have measurable outcomes, data collection efforts will not provide the critical information needed for the continuous evaluation and revision of the employee wellness program. Time, effort and specific consideration are given to the type of program chosen which best fulfills identified employee needs and interests. Evaluating all programs and interventions, population data, employee participation satisfaction, as well as data findings, gauges the effectiveness of the RDW Group Wellness Team's program and lends support to future programmatic changes based on employee needs and interests.

Finally, creating a supportive environment for employees to actively pursue achieving better health involves reviewing and updating existing policies and benefits. Internal communication channels are necessary to effectively deliver essential information regarding the employee wellness program to both senior management and employees. This allows constructive feedback from both a top-down and frontline perspective.

Personnel Contributions

In October 2000, RDW Group formally assigned health promotion responsibilities to Heather Smith. Since that time, the agency's health and wellness program has been elevated to a higher level. A Wellness Team was formed in 2001. As a result of both a designated health promotion coordinator and a wellness committee, employee participation in wellness activities has increased.

Unique Strengths

The Wellness Program has grown to become one of the most highly regarded benefits at RDW. The main focus of the program is to encourage and support healthy lifestyle choices and help RDW employees gain short and long-term wellness benefits. These benefits include: higher morale, enhanced employee recruitment and retention, healthier retirees who live longer, lower absenteeism, greater control over health care costs, greater employee productivity, fewer unnecessary emergency rooms visits, fewer hospital stays resulting from better management of chronic conditions, and lower workers compensation and disability costs. RDW strives to maintain a vibrant wellness program by using the Seven C's as a framework and, as a result, some of RDW's wellness program functions include:

- Keeping senior management involved in the wellness process
- Maintaining a motivated Wellness Team and scheduling regular (quarterly) Wellness Team meetings
- Collecting and analyzing data for every wellness initiative (for assessment and evaluation purposes)
- Maintaining a working Operating Plan (updating or changing when necessary)
- Implementing wellness interventions based on employee health risk and interest
- Allowing employees to attend wellness events on work time and promoting these programs with senior management support
- Evaluating every program in order to measure behavior change, employee satisfaction, and areas where improvement is needed

Popular Programs

Although all programs are well received and attended by RDW Group employees, the most popular programs in the past couple of years have been The Fitness Challenge, a Hearing Screening and Ask the Pharmacist. The Fitness Challenge was an 8-week fitness program designed for all fitness levels. Most employees commented they could not remember the last time they had their hearing checked so they were especially appreciative of the hearing screening. In addition to being an informational lecture, the Ask the Pharmacist program gave employees an opportunity to talk one-on-one with a registered Pharmacist.

Other Pertinent Information

The health promotion programs of RDW Group, Inc. are handled and coordinated by the Director of Human Resources, who reports directly to the Vice President of Administration. In addition to the health promotion programs, the Director of Human Resources is responsible for all facets of employee benefits including the health, dental, life insurance, and long-term disability plans. This allows for a close watch on the effectiveness of the health promotion program.

RDW GROUP INC. ORGANIZATION CHART

