



Case Study

Starting conversations Building trust Achieving goals



Building a culture of health is essential to improving employee well-being and controlling health care costs. CHS realized early success by embracing their unique structure and employee population.

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Starting conversations

CHS is a global company of 13,000 employees, with nearly 11,000 in the wellness program at diverse locations throughout the country. CHS faces unique challenges in reaching and communicating with employees.

For starters, CHS locations range from a corporate headquarters with hundreds of employees, to retail facilities or grain elevators with a handful of employees, and production facilities for a variety of agricultural and energy products and services.

The CHS Leadership was committed to improving employee health, but knew that a one-size-fits-all wellness program wouldn't work. So, in 2015, CHS partnered with StayWell to launch the CHS Fit360° wellness program.



FIRST-YEAR RESULTS FROM THE CHS FIT360° PROGRAM INCLUDE:

63%

Health assessment completion rate

49%

of health assessment participants completed all recommended exams and immunizations

33%

of employees had one or two risks

54%

of employees had three to five risks

13%

of employees had more than six risk factors

Continued:
Starting conversations



Setting the bar high

CHS wanted to establish a culture of health that engages employees and families in their journey to improve their overall health and well-being; from physical and social to financial and emotional well-being. To achieve this, the CHS Fit360° team focused on:

- **Improving the top risk factors and behaviors**
- **Establishing a culture of health, and**
- **Helping employees and their families understand how their health and well-being impacts their quality of life, finances and longevity.**
- **Containing health care costs**

A primary focus for CHS leadership was to improve compliance with preventive screening, boost physical activity levels and improve nutritional habits. They believed that by doing so, they could reduce the number of employees who were at risk for conditions that drive significant cost within their population, such as:

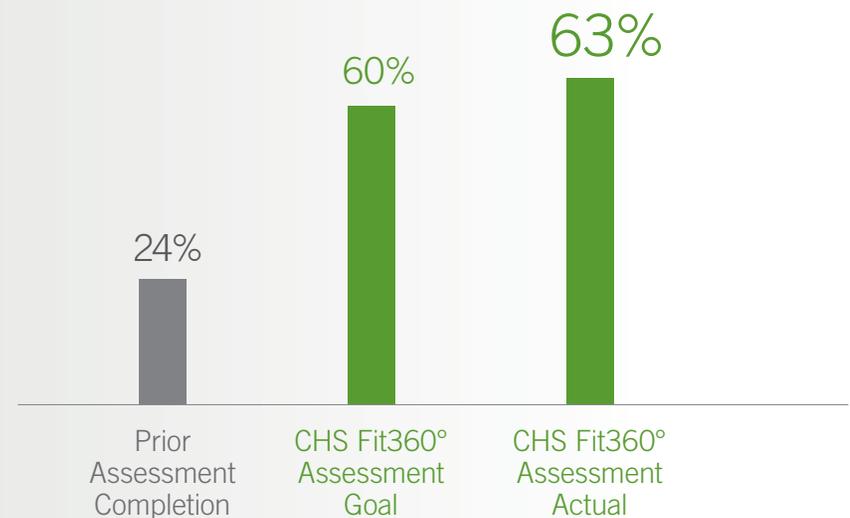
- **Obesity**
- **Heart disease**
- **Cancer**
- **Diabetes**
- **Hypertension**
- **Orthopedic conditions**
- **Rheumatology issues**

By utilizing StayWell onsite staff and following best practices that focus on offering a comprehensive, branded program with strong leadership, communications support and employee outreach, we were able to elevate our wellness program and drive participation. In year one, we achieved **63 percent health assessment participation**, which exceeded our original goal.

Kevin Newton, Benefits Director at CHS

Prior to the launch of CHS Fit360°, CHS conducted an annual health assessment which only 24 percent of their population completed. When CHS Fit360° was launched in 2015 the health assessment goal was 60 percent.

Assessments:
Exceeding the goal



Building trust



Personalized outreach

Companies with a diverse workforce and numerous geographic locations face distinct challenges, as well as opportunities. The key to wellness program success for such companies is to recognize that a one-size-fits-all approach won't work. Program outreach and efforts must be customizable for different locations.

In 2015, the CHS Fit360° program used 11 onsite health-screening locations across the country to encourage participation in a variety of locations.

Bringing the screenings closer to employees makes it easier and more likely they will participate. And, because job roles and access to resources vary greatly across the company, with only 60 percent of CHS employees having email available on the job. The benefits and wellness team has to get creative when communicating about the program to employees, to building their trust and motivating them to get involved.

For the CHS Fit360° team, that meant having a variety of communications tools at their

disposal, such as handouts, flyers or posters, email messages, and localized events; and using the power of social connections and word-of-mouth to raise awareness of, and interest in, the program.

“One of the main themes of the CHS Fit360° initiatives is tying tactics to the needs and health interests of each location while building trust,” said Kevin Newton, Benefits Director at CHS. “It’s a positive, powerful cycle: Trust leads to conversations about important health topics and program

opportunities. Conversations lead to participation and engagement, which in turn, leads to health improvement for individuals. And when people see positive change happening, it furthers their trust in the program and the company.”

How did CHS achieve this level of personal interaction and early success? According to Newton, their success is due in part to:

StayWell's onsite staff work full-time within CHS to keep CHS Fit360° alive and to advance program goals. This allows CHS human resources and benefits managers to focus on the broader suite of benefits, beyond wellness, that the company offers to employees.

46 employees —and counting— volunteer as wellness champions at various locations. They help spread the word about the program through face-to-face awareness and engagement efforts.

60%

Only 60% of CHS employees have email access

46

46 employees volunteer as wellness champions

Achieving goals



Connecting wellness to the community

In many communities, CHS is either the largest or one of few employers. Realizing the important role they play in the health of the community and how invested employees are in their communities, the CHS Fit360° team introduced a community giving challenge that was tied to participation in the annual health assessment.

Here's how it worked:

Locations received recognition based on the percentage of employees that completed the health assessment. CHS gave cash prizes in the amounts of \$2,000, \$1,000 and \$500 to the locations with the highest participation rate. A total of nine

cash prizes were awarded to account for variations in location size, so all locations had a fair chance to win the prize. This included categories for top locations with 100 or more employees, locations with fewer than 100 employees, and the Inver Grove Heights, Minn., location.

The winning locations were able to invest the reward money into their community, whether it was by making a donation to the local fire department, purchasing new equipment for a local public park, or programs like Toys for Tots.

As a result of this campaign, many locations saw 100 percent participation in the health assessment.

Building a lasting culture of health

For management at CHS, investing in employee health is simply the right thing to do. They realize that, by doing so, they can play an essential role in creating a workplace that makes the healthy choice the easy choice and, in the process, contribute to a healthier bottom line.

100%

As a result of this campaign, many locations saw 100 percent participation in the health assessment.

“Leadership is key to building a lasting culture of health in any workplace. We encourage all levels of management within CHS to play a visible, active role in CHS Fit360°, which also contributes to employee trust and engagement.”

Adam Holton, Senior Vice President & Chief Human Resource Officer at CHS



About StayWell

StayWell is a health engagement company that helps its clients engage and educate people to improve health and business results. StayWell brings decades of experience working across the health care industry to design solutions that address its clients' evolving needs. We fuse expertise in health engagement and the science of behavior change with an integrated portfolio of solutions and robust content assets to effectively engage people to make positive health care decisions. StayWell programs have received numerous top industry honors, including the C. Everett Koop National Health Award and the Web Health Award for health engagement programs. StayWell also has received URAC and NCQA accreditation for several of its programs. StayWell is headquartered in Yardley, Pennsylvania, and also has major locations in Salt Lake City, Utah, and St. Paul., Minnesota. To learn more, [visit staywell.com](http://staywell.com).

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