

WITH-U Boosts NSG Employee Wellness and Morale

CASE STUDY

Challenge

Like most companies in today's tough economy, National Services Group had experienced cutbacks such as salary freezes and some layoffs even as its health insurance premiums and other overhead costs rose. To help counteract the lean environment at the company's Irvine, Calif., corporate headquarters, the company introduced online health education program With-U (Wellness In Total Health University) as an employee benefit, designed to improve the health and wellness of the company's primarily 20-something employees as well as productivity and morale. A series of four five-week programs was planned for the year. Fifty percent of company employees participated in the first program, "5 Weeks to a Healthier You."

Solution

Employees received online training in fitness and nutrition, then used With-U's proprietary POG (Possibilities, Opportunities, Goals) System to set wellness goals, track their exercise and healthy eating successes and receive incentives and support. Employees competed for weekly rewards for most POGs completed; those who successfully completed at least 85 percent of their POGs were entered into drawings for American Express gift cards and Subway gift certificates. The employee who had achieved the most POGS at the end of the five-week program received the grand prize, a \$50 American Express gift card. A weekly newsletter reported on the group's statistical successes and prize winners.

Results

Employees who participated in "Five Weeks to a Healthier You" program experienced significant health and wellness improvements.

- Employees started a walking club as a way of motivating themselves to meet their activity goals and have kept the club going after the five-week program ended.
- Two employees lost significant amounts of weight during the five weeks and continued their progress afterward.
- Word of mouth about the fitness competition and prize winners helped generate excitement and positive buzz, and non-participating employees have expressed interest in joining the next five-week program.
- Employee morale, productivity and team spirit improved.

"With economic forces creating a 'lean' corporate environment, we wanted to create some 'value added' for our employees," said NSG Chief Administrative Officer Tracy Meneses. "With-U offered an easy-to-use program that fit our corporate culture and was fun for employees but also offered them the opportunity to focus on and improve their personal health and fitness."