



Dean Health Plan

Corporate Office: Madison | **Employees:** 520

Employees Participating in Wellness Program: All (in some aspect of program)

Success Story: Overall Wellness Program

Program Highlights

Dean Health Plan (DHP) focused on creating a comprehensive program that balanced participation and results in an effort to engage employees and create a positive culture, while also addressing the health risks affecting employees through intentional and well-planned interventions and initiatives. DHP began with a mission “to enhance employees’ health and well-being by creating an environment that supports healthful lifestyle choices and providing opportunities, tools, and resources to help employees become full partners in managing their health.”

One of DHP’s greatest successes has been the semiannual Wellness Week, when life at the organization truly revolves around wellness. A wide range of activities and exercise classes are offered, vendors visit to demonstrate their wellness products and services, information and presentations are offered to educate employees, and company-wide events and competitions—such as obstacle courses and kickball tournaments—encourage a collaborative team approach to wellness. Activities during the week are offered free-of-charge and during normal business hours, to make participation easy.

Program Success

DHP’s thorough planning and ongoing evaluation has been key to the success of the program. DHP’s wellness program was built upon a strong foundation that includes visible senior level support through communication and regular participation. A cohesive, dedicated wellness team comprised of employees from all divisions and levels plays key roles as both wellness advocates and active participants. The regular and comprehensive collection of data—both biometric screenings and interest surveys—has greatly contributed to the program’s success. Finally, a plan for ongoing evaluation of both individual interventions and the overall program ensures the long-term growth of the program. Three years after the start of DHP’s wellness program, their efforts and success were recognized with a Gold Well Workplace award from the Wellness Council of America.



Dean Health Plan Vice Presidents taking on the obstacle course during Winter Wellness Week.

Wellness Program Components

- Annual HRA and onsite biometric screening, with connection to health insurance benefits.
- Health coaching.
- Wide range of activities offered onsite and/or during work hours, such as semiannual Wellness Weeks, fitness classes, CSA program, twice weekly executive-led walks, onsite Weight Watchers, and daily salad bar in cafeteria.

“I understand the value of healthy employees and believe our employees are our most valuable asset. At DHP we believe that investing in an Employee Health and Wellness Program is a win-win opportunity, and it is the right thing; it is an investment that improves the health of our employees and the health of the company. I am very proud of our Employee Health and Wellness program, and I am very proud of our employees for embracing this initiative.”

- Lon Sprecher, President and Chief Executive Officer