



Physicians Plus

Insurance Corporation

Corporate Office: Madison | **Employees:** 130

Employees Participating in Wellness Program: 100

Success Story: Overall Wellness Program

Program Highlights

To meet the varied needs of employees, Physician's Plus offers a multitude of activities, including eight-week behavior change programs that encourage participants to take the stairs, eat fruits and veggies, and drink more water. The wellness program also features team challenges, lunch and learn sessions, on-site fitness classes, and online coaching sessions.

Employee Success

James Kloth, a pharmacist at Physicians Plus, set a goal to lose weight. Through his participation in wellness activities at Physicians Plus, as well as through personal choices to work with an exercise trainer and follow a nutrition plan, James lost 45 pounds in four months. James attributes much of his success to support he received from co-workers who provided encouragement and advice during the most challenging times. Being able to talk about issues and discuss best practices was essential to helping him stay on track to reach his goal.

Program Success

Since 2008, Physicians Plus has steadily increased participation in all of its wellness initiatives. In addition to the increased participation, they have had multiple employees make changes that have improved their overall quality of life. Annual employee surveys reveal a high satisfaction with the program offerings.

With the help of the wellness team, senior executives, advisory board, and engaged employees, Physicians Plus received a Gold Well Workplace award from the Wellness Council of America in 2010. While Physicians Plus was honored to receive the award, they felt it was even more rewarding to see that their wellness team created a strong and visible culture of wellness within the organization.

Overcoming Challenges

Physicians Plus faces the ongoing challenge of getting more people to engage in their worksite wellness activities. Offering a variety of programs and valuable incentives has helped the organization increase engagement and improve satisfaction.

Wellness Program Components

- MOVE Team (Motivating Our Valuable Employees) creates a supportive environment for improving wellness.
- Employees complete annual online health assessment, biometric screening, or physical exam.
- Points are given for participation in activities related to healthy eating and weight management, work/life balance, stress management, medical self-care, and tobacco-free living.
- Employees can earn cash incentives for completing designated wellness activities.

“Choice matters. To make a wellness program truly employee driven, there must be a full menu of options, enticing incentives, and a consistent message to get them involved. Finally, buy in from management, both philosophically and through investment of company resources, along with dedicated internal staff members that develop, implement and evaluate the program, is critical for success.”

- Marcia Hladilek, Director of Health Improvement
