

CDC Small Business Finance

Employee Size: Micro (~70 FTE)

Locations: San Diego, Orange County, Inland Empire, Sacramento, Bay Area, Los Angeles, Phoenix, Las Vegas

Today's economy is particularly difficult for small businesses. In order to compete, they need to actively seek cutting edge sources to reduce health care costs while simultaneously increasing their productivity & morale. CDC wanted to implement a program without using internal sources. They decided to extend total wellness services to their top performers and institute a simple program to invigorate and mobilize their employee population. Their executives are now part of the Chief Wellness Officer or LifeCheck executive wellness programs. Their employees take advantage of a variety of events, including:

- Health Risk Assessments
- Biometric Screenings
- Follow-up visits with a clinician to explain their results
- Team competition: The Great Health Challenge
- Wellness Lectures
- Training programs for the MS Walk & local Turkey Trots

Due to CDC's geographic location, Lifewellness was able to provide all services along with:

- Executive summaries & reports
- Tailored marketing & communications
- Systematic review of workers compensation claims and health care utilization



Intrado, Incorporated

Employee Size: Medium (~1750 FTE)

Locations: Longmont, Austin, Lisle, Montreal

Intrado had a goal—create a culture of wellness that was fun, innovative and all-inclusive of the cross-cultural environment that it embodied. Their idea was to implement a multi-year program that would seamlessly integrate with on-going internal marketing efforts. At their request, Lifewellness stepped in and now works successfully with their Marketing/Communications department to ensure a dynamic program. Over the course of the years the following events have been coordinated:

- Health Risk Assessments
- Biometric Screening
- Wellness coaching
- Biggest Loser Contest
- Holiday “Maintain Don’t Gain” program
- Lectures & educational events
- Ergonomic assessments
- Cooking contests
- 5K training
- Intrado Olympics

Lifewellness delivers direct service or helps coordinate with outside providers to manage the events and services.

Additionally, Lifewellness provides:

- Executive summaries & reports
- Content for company wellness intranet site
- Content for the quarterly Intrado Ink newsletter
- Cafeteria and vending machine nutrition enhancements
- Physician advocate for HR Department
- Content & direction for marketing posters



**Healthy
Holiday
Program**

