

Corporate Fitness Programs Pay Off

HEALTHFITNESS CORP., Minneapolis, Minn., provider of health and fitness management services, has had great success with its corporate programs at American Electric Power (AEP) and Florida Power & Light (FPL).

In 2007, AEP hired HealthFitness to consolidate the company's wellness program. To increase employee participation, HealthFitness administered a health assessment questionnaire (HAQ) to determine individual health risks and to introduce targeted health coaching. AEP offered a \$150 gift card to employees and their spouses to complete the HAQ. Results in the first year of the program show its success: 65 percent of employees completed the HAQ, and 1,900 employees and 900 spouses enrolled in HealthFitness' telephonic and web-based Empowered Health Coaching. Says Curt D. Cooper, director of employee health benefits for AEP, "Like everyone else, we're looking for ways to control costs. What could be a better solution than improving employee health?"

Since 1991, HealthFitness has partnered

with FPL Group with its FPL-WELL program, which features onsite fitness facilities, activity incentive programs, health screenings, flu shots, educational presentations and more. Employees who complete FPL-Well's online health-risk assessment are eligible for a \$5 reduction per pay period from their medical premiums. Additionally, a \$75 rebate is given for purchasing a membership to an outside fitness center. Monetary rewards are also given for the completion of online health courses, healthy behavior programs or engaging in physical activities.

FPL's rate of healthcare cost increases over recent years has been significantly lower than the norm for the utility industry. Plus, overall employee satisfaction with the program was 84 percent among all employees in 2008. Says Andrew Scibelli, FPL's manager of employee health and well-being, "Companies that have a long-tenure strategy and investments in health management are likely to see long-term payoffs." **FM**