

## CASE STUDY

## The Challenge

Many people think of chocolate when they think of Nestlé, but in fact Nestlé is the world's leading nutrition, health and wellness company. And to "walk the talk" on health, they introduced a comprehensive program to align their internal and external health focus. In 2005, Nestlé crafted an innovative plan to fulfill its commitment to better living. They created an internal environment that reflected its external focus of becoming the world's leading food, nutrition, health and wellness company.

## The Solution

Nestlé partnered with Nationwide Better Health<sup>SM</sup> to develop HealthWorks, the branding of its comprehensive health and wellness benefit program for its 31,000 participants.

During 2006-07, Nestlé and Nationwide Better Health introduced six core components of the HealthWorks initiative to employees. These activities included a health risk assessment, health screening, lifestyle and condition management health coaching, a health-related website, and a 24/7 health line for reaching a registered nurse. The main objective was to foster healthy lifestyles that would maximize the benefits of a healthy workforce, positively impact health plan expenses and align with Nestlé's global aspiration to be a renowned health and wellness company.

Because awareness and engagement were critical to the program, communications played an early role. Nationwide Better Health created a wealth of award-winning literature and mailings. To increase engagement, the program included specific visible activities for senior leadership/ management participation, resource commitment for project deliverables, organization-wide health and wellness ambassadors, and local onsite wellness teams with recognition programs.

## The Results

Participation results were exactly what Nestlé had dreamed of. Since its inception, the HealthWorks program has touched thousands of lives, and in 2008 alone:

- > More than 13,000 employees participated in the health risk assessment
- > More than 9,000 employees participated in more than 85 health screening events
- > More than 3,000 health line calls were placed
- > More than 4,000 employees enrolled in the condition management program
- > More than 200,000 pages were viewed at the online health resource
- > More than 7,200 employees were stratified and contacted for lifestyle health coaching, while more than 2,000 enrolled in the program making healthy lifestyle changes.

By promoting and encouraging a culture of wellness, introducing innovative strategies and tactics, and aligning with the comprehensive and integrated health and welfare approach, Nestlé employees will be on track to stay fit for life. They'll also be increasing long-term productivity for the company and producing an overall return for the company's investment.

### About Nestlé:

Nestlé in the United States, which includes Nestlé, Nestlé Nutrition, Nestlé Purina PetCare Company, and Nestlé Waters North America, is a part of Nestlé S.A. in Switzerland - the world's largest food company - with 2008 sales of \$93 billion. For more information, visit [Nestlé.com](http://Nestlé.com).

### More About Nationwide Better Health:

Nationwide Better Health, a subsidiary of Nationwide, is a leading provider of health and productivity management solutions, aimed at improving the health and productivity of America's workforce. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available today, including health and wellness, and disease, disability, absence, medical and maternity management. **For more information, call 866.404.6924 or visit: [www.nwbetterhealth.com](http://www.nwbetterhealth.com).**