



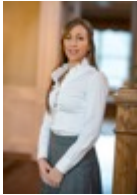
Healthiest Companies: Linking Wellness and Leadership Competencies

**2016 SEBC Annual Education
Conference**

May 19th 2016

2:15 pm

Introductions



Caryn Cook

Area Senior Vice President, Health & Welfare Consulting
Gallagher Benefits
Atlanta, GA

Moderator



Speaker

Michelle Mumpfield

Benefits & Wellness Specialist
Asbury Automotive Group
Duluth, GA



Speaker

Robyn Smith

Vice President, Human Resources
Jackson Healthcare
Alpharetta, GA

Today's Discussion

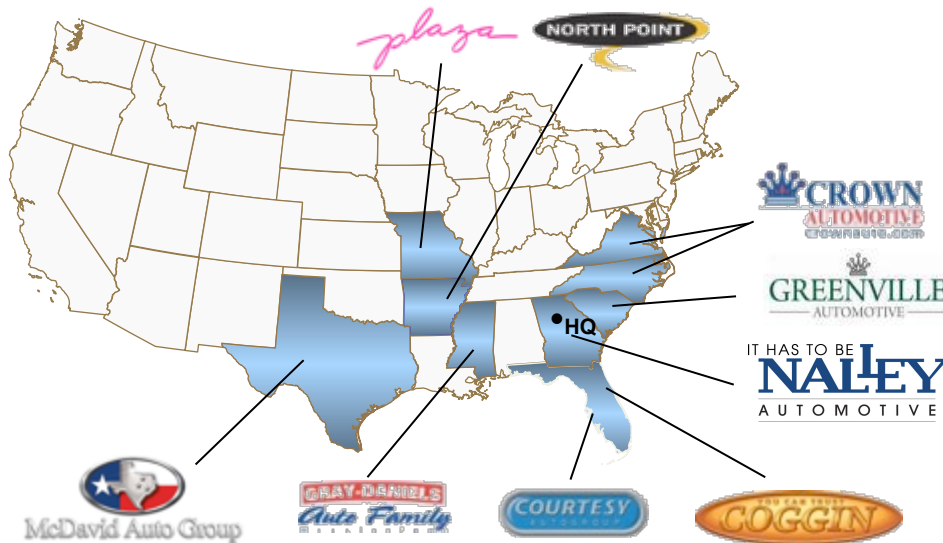
- The Journey
- Successes
- Challenges/Opportunities
- Lessons Learned
- Trending



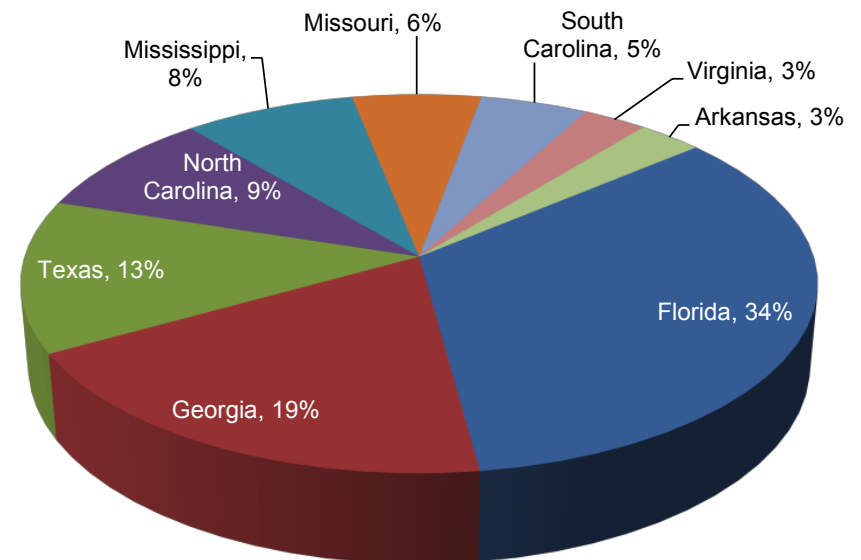


Asbury Automotive Group (NYSE:ABG)

- Fortune 500 automotive retailer
 - 8th largest U.S. based franchised auto retailer⁽¹⁾
 - Over \$6.5 billion in total revenues⁽¹⁾
 - 82 retail locations; 99 franchises
- 28 vehicle brands (79% luxury / import)
 - Sold over 185,000 retail vehicles⁽¹⁾
 - Handled over 2.6 million repair orders⁽¹⁾
 - Operating 25 collision repair centers



New Vehicle Revenue by State



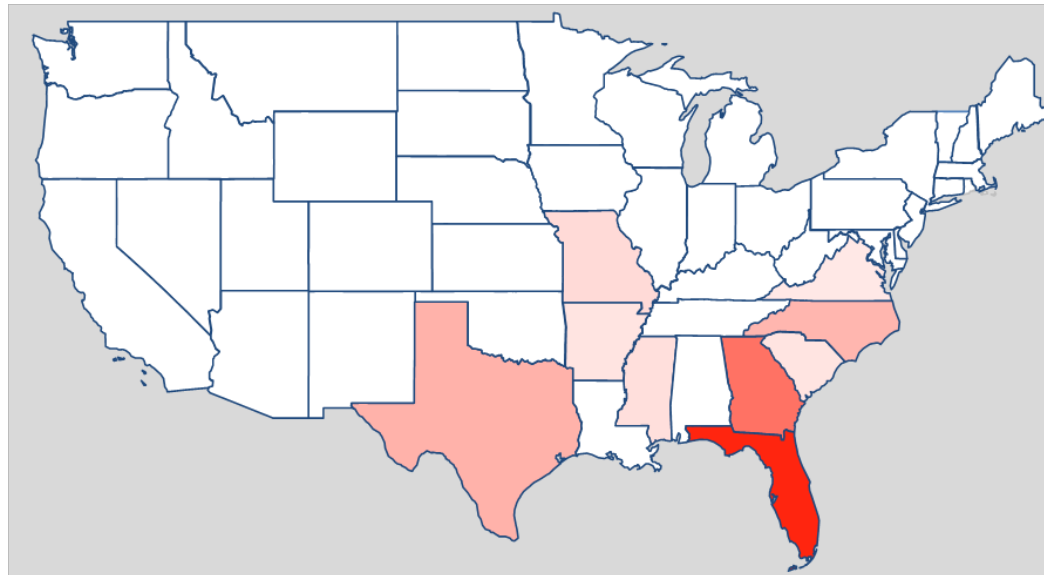
Based on New Vehicle Revenue for
Three Months Ended March 31, 2016

Fortune 500 public automotive dealer group

(1) For the year ended December 31, 2015



Industry & Footprint



Automotive Retailer (New & Used) & Automotive Service & Repair
10 Regional Brands
Concentrated Primarily in Southeast
8296 Employees

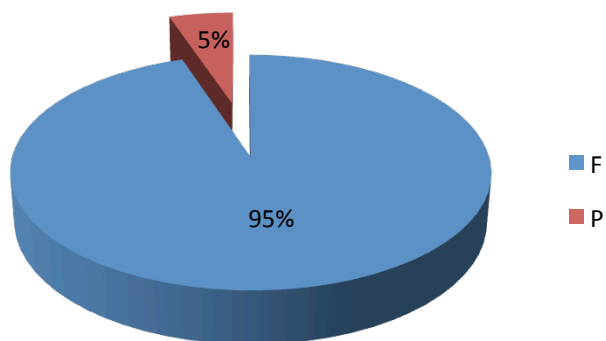
ASBURY

BENEFITS

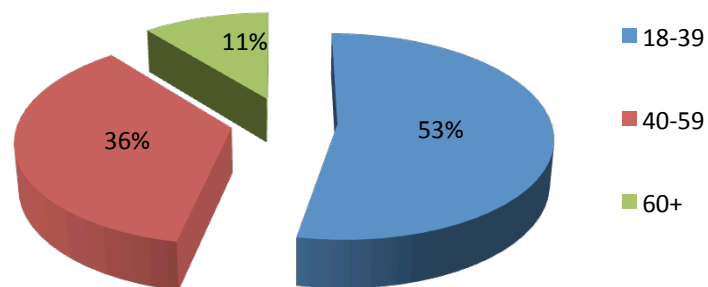
Be well, \$pend wisely!



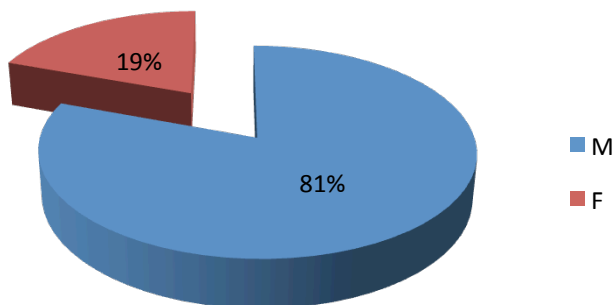
Fulltime/Part Time



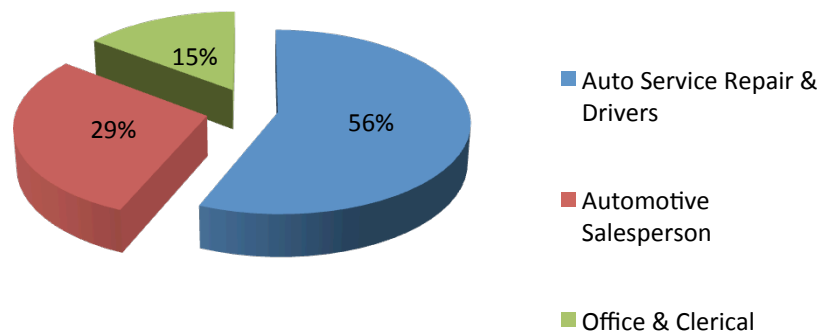
Age



Gender



Occupation



Jackson Healthcare



- 3rd Largest Healthcare Staffing Company
- Multiple Companies
- Over 700 Million Patients Served
- Over 1,300 Healthcare Facilities Serviced
- 1,200 Associates
- Alpharetta Campus
- Giving Back
- Work/Life Balance





What Worked.....

- Engagement Health modified model
- Health coaches do biometric screening
- Surcharge approach
- On-site communication investment
- Weekly communication to employees
- Wellness Champions
 - Promoting challenges and local events
- On-site Kiosks

Jackson Healthcare Wellness Story

- Began in 2009
- Coliseum
- Clinic/Health Screenings
- Farm to Fork Initiative/Organic Garden
- Medical, EAP, Flu Shots, Smoking Cessations Plan, Disease Management, Health Coaches, Weight Loss Management
- Work/Life Balance



Jackson Healthcare Wellness Story



“Live Well at Jackson Healthcare”



ASBURY

BENEFITS

Be well, \$pend wisely!



Year	2010	2011	2012	2013	2014	2015
PEPM	\$518	\$555	\$567	\$634	\$557	\$480
# Claims >150K	10	11	12	20	16	10
HRI Score - Prospective	N/A	N/A	.94	.94	.96	.91
HRI Score - Retrospective	N/A	N/A	.94	.80	.72	.66
Wellness Participation	N/A	N/A	61%	65%	68%	80%

Jackson Healthcare Program Success

- Employee Engagement
- Health Risk Assessments
- Compliance
- Success Stories
- Reduction in Chronic Diseases
- Catching of Potential Life Threatening Diseases Early
- Providers On Site That Work & Play With Associates
- Medical Claims Reduction



Success/Areas of Opportunity

- Clinic
- Coliseum
- Health Insurance Discounts
- Discounted Food Choices
- Medical Premium Discount
- Personal Health and Wellness Seminars
- Wellness Rallies
- Remote Program



Program Roll Out

Top Down
By Department/Location
Wellness Champions
Combination of All
Other Methods

It's All About Culture

Behavior is highly influenced by culture, environment and social norms.



Expect The Unexpected.....

- Farmers Market Born
- Increased Demand in Clinic/Added Rx Program
- More Classes in The Coliseum
- Pick The Right Partner For Your Organization/Culture
- Redesign The Remote Program
- Decrease The “Healthies”
- Removed The “Ciao Bucks”








Implementation Challenges



42%
Have a wellness
program

Top five challenges related to
wellness planning

1	Participation	
2	Budget	
3	Cultural shift and reluctance to change	
4	Geography and/or multiple locations	
5	Communication	

Due to diverse workforce
Due to geographic locations
Due to communication
Executive buy in

Lessons Learned.....

- Select a Partner Not a Vendor
- Select Providers That Mirror Your Culture & Values
- Brand Your Program
- Remote Programming
- Data Warehouse
- Medical Insurance Discounts
- Always Be Fluid and Open.....



Communication is Key



Gen Y—Early Career

- Expects technology
- Prefers multiple focal points in presented information
- Needs guidance and structure



Gen X—Mid-Career

- Prefers summarized, visually appealing information
- Seeks advice of peers in similar life stage



Late Gen X/Boomers—Established Career

- Prefers practical and factual information
- Prefers individual attention
- Expects to be asked for feedback

How have you used technology (wellness related technology, technology games)?

Has it made a difference in the success of the program?

Employee Engagement

- Include the Associate Mind, Body & Spirit
- Smoke Free Campus
- Fully Stocked Locker Rooms
- 9 Hole Putting Green
- Leadership “Walks the Talk”
- 10 Minute “Stretch Times”
- Pal 5K Run
- Family Fun Day/Family Dinner Night
- Live Well at Jackson Healthcare Campaign



Trending

Whatever you are
thinking about
Wellbeing,
Engagement and
Financial
Wellness...



Trending.....



- Workspace Design
- Community Engagement
- Tuition/Adoption Assistance
- Team Community Projects
- Ongoing Financial Education
- Childcare
- Dog Day Care

Our Cadence at Jackson Healthcare

“Together, With Hard Work, Proper Physical, and Emotional Nourishment, and The Never-Ending Desire to Learn Can Help Every Individual Realize Their True Potential”



Secrets to Success

1

COLLABORATION:

Open, Honest, Clear Communication, Share the Journey, Vulnerability

2

DON'T BE AFRAID TO FAIL:

Course Corrections

3

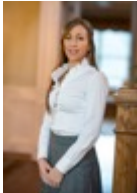
CHOOSE THE RIGHT PARTNERS:

Values Must Align

Questions?



Contact Information



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Speaker

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