

Healthiest Employers 2020: Winners in the Large Business category

Philadelphia Business Journal

Rebecca Logan

By Rebecca Logan

25 June 2020

The Philadelphia Business Journal will print its 2020 Healthiest Employers publication in the June 26 edition of the paper. Throughout this week, we will roll out the top 3 winners online in each of the five categories.

To determine our winners and finalists, we partnered with Healthiest Employers, which uses an online survey to measure a company's wellness programming using the Springbuk Health analytics engine. Once companies filled out the survey, Healthiest Employers scored each organization on their wellness program's culture and leadership commitment, foundational components, strategic planning, communication and marketing, programming and interventions, and reporting and analysis.

Companies were then divided into five groups based on the number of employees they have nationally: Micro (2 to 99 employees), Small (100 to 499 employees), Medium (500 to 1,499 employees), Large (1,500 to 4,999 employees) and Extra Large (more than 5,000 employees).

Below, the winners and finalists in the Large Business category:

First place: CNO Financial Group

Top executive: Gary C. Bhojwani, CNO Financial Group, CEO

Location: Carmel, Indiana

Total employees: 3,200 total employees with 262 of them in the Philadelphia market

What they do: CNO provides health, life insurance and retirement solutions through its insurance brands: Bankers Life, Colonial Penn and Washington National.

The tagline for CNO's well-being program is "Live Your Best Life!" To help employees do that, CNO applies a comprehensive, data-driven approach that pairs strong onsite clinic resources along with a variety of onsite and virtual resources focused on physical health, job satisfaction, community involvement, financial security, spiritual well-being and mental and emotional well-being and diversity. CNO has onsite fitness centers and classes. Among several programs launched last year were free financial coaching and assessment. CNO offered suicide prevention training and brought in Kevin Hines as the keynote speaker. CNO added 100% pay for maternity and paternity leave and added flex holidays. Survey results show that 96% of employees feel supported by their manager to engage in well-being at work.

CNO officials offer some additional insight:

Why Kevin Hines?

To support our mental well-being initiatives in 2019, we sought out Kevin Hines, mental health and suicide prevention advocate, to speak to CNO associates. Kevin, who suffers from bipolar disorder, survived jumping off the Golden Gate Bridge in an attempt to take his own life.

How would you describe employees' response to him?

His message of truth, hope, healing and resiliency was powerful and eye-opening.

Has your company implemented any new initiatives as a result of Covid-19:

CNO has been very committed to the physical and emotional well-being of our associates throughout the Covid-19 pandemic. Over the last several months, we have launched multiple new communication channels focused on education, free resources and sharing leadership and associate experiences. Other programs launched during Covid-19 include: mental health first aid training, free virtual counseling services, free access to virtual telehealth services, virtual fitness classes, free virtual ergonomic assessments and equipment reimbursement, free access to Sleepio and Daylight to help with sleep and anxiety, an inspirational speaker series and launch of a caregivers support networking group.

Second place: CBIZ

Top executive: Jerome Gisko, CEO

Headquarters: Cleveland

Total employees: Of the 4,944 nationally, 395 are in the Philadelphia region

What they do: With more than 100 offices in major metropolitan areas and suburban cities throughout the country, CBIZ delivers financial and benefits and insurance to organizations of all sizes.

Each benefit plan or program at CBIZ is stacked under custom well-being icons that provide a visual connection to each of the company's five pillars of well-being: physical, financial, social, community and purpose. In 2019, the company conducted an Employee Benefit Survey for the first time and learned there is a real interest in plans that help reach financial well-being. In response, CBIZ introduced a host of new voluntary plans to include IonTuition, a student loan repayment platform.

Anne Zeitelhack, director of associate development and engagement, elaborates:

After learning of a growing number of cancer patients, CBIZ added cancer support tools and ramped up communications about the importance of cancer screenings, and folks responded. How much of that response do you think was driven by seeing first-hand what some of their coworkers were going through? Yes, our actions were based on seeing what our team members were experiencing. For the 2019 plan year, after learning of a growing number of cancer patients in our population, we made new cancer support tools available to our plan members. Additionally, our communication ramped up about the importance of completing cancer screenings that are covered benefits under our plan. Breast cancer screenings were up over 11% from the previous period. And, in a few of our locations for the first time we offered mobile mammograms. Over 30% of the population who should be completing routine cervical cancer screening were compliant, and over 20% of those who should complete a colon cancer screening did so.

What have you learned about how financial well-being connects to physical?

Our program looks at the whole person: physically, financially, and socially, in their career, and in their community. Taking this broader approach has captured the attention of a larger audience. For example, someone struggling financially is unlikely to be worried about their physical condition. Our program now includes tools to help an employee move towards greater financial security so they can focus on their entire spectrum of well-being.

Has your company implemented any new initiatives as as a result of Covid-19?

Free virtual medical visits; Employee Assistance Plan virtual visits; Covid pay for those unable to work (6 weeks); Remote Team Member Engagement Guide for Great People, Great Place leaders; Developed or curated Covid Learning and Development; 58 resources (e-learning courses, webinars, articles, videos, etc.) loaded in library within our learning management system; launched Working Remotely Social Forum in our LMS; Conducted three pulse surveys to gain feedback and input from team members regarding communications, technology, wellbeing, etc.; developed CBIZ Cares Guide for Virtual Volunteering and other support opportunities during Covid; and specific Covid communication program.

Third place: Drexel University

Top local executive: John Fry, president

Headquarters: Philadelphia

Total employees: 4,155

What they do: Founded in 1891 in Philadelphia, Drexel engages with students at three Philadelphia campuses and other regional sites, The Academy of Natural Sciences of Drexel University, through international partnerships and Drexel Online.

Drexel University employees aren't likely to get bored with the wellness offerings heaped on their plates. The university offered 165 wellness programs or activities onsite last year. That's three opportunities per week ranging from an onsite walking club to weekly guided meditations, monthly chair massages and one-off programs and workshops covering emotional, physical and financial fitness programs. Recent workshop topics tackled included non-violent communication and finding freedom within the workplace. Drexel's annual Employee Olympics event recently added a non-competitive "fun walk" for employees who aren't so much into dodgeball and the like. The university's wellness portal offers financial incentives.

Megan Weyler, senior vice president and chief human resources, shares more:

Why do you think you receive more positive comments on on-site programs than the financial incentives?

While money can be a great motivator, it's also an extrinsic (external) motivator. By offering a rotating set of topics specifically requested by employees, our onsite programs and events tap into our population's intrinsic motivation to grow and learn. Additionally, these opportunities contain a natural social component that helps us build community and create a culture of care.

How does the annual Olympics fit into the overall wellness picture?

You don't have to be a gold-medal athlete to participate in Drexel University's annual Employee Olympics event. While we do award medals for performance, we also award medals for "sportsmanship" and "teamwork" as we want this event to encourage both physical activity and camaraderie.

Has your company implemented any new initiatives as a result of Covid-19?

Our brand new Ten-at-10 Wellness Program, which launched in April in response to the social isolation and mental health challenges of Covid-19, encourages maintaining meaningful connections with colleagues while completing life-sustaining activities that promote physical and emotional well-being. Every day at 10 a.m. a different 10-minute wellness activity, from meditation to walking to chatting with colleagues or practicing gratitude, is offered for faculty and professional staff.

Here are the Philadelphia Business Journals' other finalists in the Large Business category, listed in alphabetical order:

Benchmark Senior Living

Top executive: Tom Grape, chairman and CEO

Headquarters: Waltham, Massachusetts

Total employees: 4,000; 152 in Philadelphia area

What they do: Founded in 1997, the company is a provider of senior living services in the Northeast.

Brightview Senior Living

Top executive: Marilyn Duker, CEO

Headquarters: Baltimore

Total employees: 2,460; 284 in Philadelphia area

What they do: Builds, owns and operates more than 40 senior living communities across eight states, including locations in Wayne and East Norriton.

Fox Rothschild LLP

Top executive: Mark L. Silow, chairman

Headquarters: Philadelphia

Total employees: 1,840

What they do: Full-service law firm with 27 offices coast-to-coast.

Gilbane

Top executive: Thomas F. Gilbane Jr., chairman and CEO

Headquarters: Providence, Rhode Island

Total employees: 2,970; 65 in Philadelphia area

What they do: One of the county's largest privately held construction, real estate and facility management services firms.

Morgan Properties

Top executive: Mitchell Morgan

Headquarters: King of Prussia

Total employees: 2,052

What they do: Manages over 300 apartment communities and over 75,000 units across the Mid-Atlantic, Nashville, and the Northeast.

Philadelphia Insurance Cos.

Top executive: Bob O'Leary, chairman

Headquarters: Bala Cynwyd

Total employees: 1,996

What they do: Property/casualty and professional liability insurance carrier designing, marketing and underwriting commercial products and services for 120 niche insurance markets.