



John C. Erickson  
Chairman and CEO

## What Is Health Promotion?

### Erickson Retirement Communities

#### Health Matters

#### Company Overview

- Type of industry: Retirement housing and health care
- Number of employees: 8,770

#### Program Components

- Online self-service for medical claims, provider directories, and health information
- Personal health coach
- *FutureFootsteps* pregnancy program
- Onsite fitness centers
- Well care and checkups paid at 100%
- Health Savings Account (HSA) medical plan
- Free smoking cessation resources
- Health and wellness assessments
- Onsite employee health care
- *Wellness Fund* (to pay for health-related items such as fitness equipment, gym memberships, weight loss programs, etc.)

#### Program Highlights

- Workplace wellness and employee health are a top priority for 2006 and beyond
- Recognition by the Society for Human Resource Management (SHRM) Board Chair as “setting a standard of excellence that other U.S. companies should follow”

#### CEO Statement

“At Erickson Retirement Communities, we firmly believe that health matters—not only the health of our residents, but of our employees as well.”

**H**ealth promotion is a multidisciplinary field that relies on education and targeted interventions to help change behaviors and environments in ways that are conducive to health.

The main goals of health promotion are to reduce health risks and **optimize health and productivity while lowering total health-related costs**. At its best, worksite health promotion creates a culture that fosters vitality, motivation, and overall effectiveness of human capital. In this way, health promotion can have a positive impact on policies and practices that support profitability for the organization and employability of the individual.<sup>57</sup>

#### Common Program Elements

Effective worksite health promotion programs begin with **benchmarking** and incorporate an **evaluation system** that measures process and outcome variables. Additional program elements include:<sup>54</sup>

- 1. Health education.** Programs that focus on skill development and **lifestyle behavior change**.
- 2. Supportive environments** in which organizational values, norms, policies, and initiatives reinforce and support a **healthy work culture**.
- 3. Integration.** **Health promotion programs that are embedded** effectively within the organizational structure.
- 4. Linkage.** Linking health promotion **cross-functionally** to **other employee support services** (e.g., benefits, Employee Assistance Program [EAP], work/life) to optimize reach and effectiveness.
- 5. Health screening.** Programs that help employees **assess health risks**. These programs are ideally linked to the health benefit plan to provide **appropriate medical follow-up and treatment**.



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