

From the Boston Business Journal

<http://www.bizjournals.com/boston/printedition/2014/03/28/healthiestemployers-large-company-finalists.html>

Healthiest Employers: Large company finalists



Courtesy photo/Granite Telecommunications

The ribbon cutting for Granite's newly expanded and fully renovated fitness center. Sharing the scissors are, from left: Jeff Stoffel, Granite's fitness instructor, and Granite COO Rand Currier.

Granite Fitness and Wellness Director [Jeff Stoffel](#) said high participation rates in the wellness program has prompted company leadership to devote more resources to it, including a \$800,000 renovation that tripled the size of an on-site gym.

“Our program continues to evolve and grow thanks to the engagement of our teammates because they have been empowered to take their wellness program into their own hands,” he said, adding that the Quincy-based business technology firm is “confident” wellness is one reason behind the company recording its best year ever in terms of sales and profits in 2013.

The nine finalists in the large employers category (500-plus) of the Boston Business Journal's Healthiest Employers represent the technology, health care and housing industries, but all share more than sheer size. All have created internal cultures around wellness by constantly growing, adapting and customizing their programs to drive employee engagement.

In addition to Granite, the other technology companies whose wellness efforts stood above the pack of large employers include [Hewlett-Packard](#), whose four-year-old “Winning with Wellness” program has garnered its share of awards and reaches nearly 300,000 workers worldwide, or more than 90 percent of its total workforce; [CA Technologies](#), where the “Balance Your Life” program has expanded over the years to include a wide range of amenities, including quiet rooms in office settings where employees can nap or meditate; and [EnerNOC Inc.](#), the Boston-based maker of energy efficiency software, which has tapped into employees' naturally competitive natures with pedometer challenges and stayed within a limited budget by leveraging partnerships with organizations such as The Food Project, Cigna Wellness and EBS Capstone.

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At [Blue Cross Blue Shield of Massachusetts](#), Director of Benefits [Kathleen Quirk](#) said the “Healthy Blue” wellness program has gotten more personalized and easier to use as it has evolved, with employees now given access to premium discounts for participation, helping drive near full participation in 2013.

“It has been exciting and rewarding to see our associates engage in wellness and take their own initiative,” Quirk said, adding that employees are creating their own challenges, such as lunchtime walking or stretching groups.

Fellow health insurer Tufts Health Plan has an equally broad and comprehensive program that includes everything from subsidized fruit and salad bars to acupuncture and massage and annual walking challenges.

At [Zoll Medical Corp.](#), 2014 marks the third-straight year the Chelmsford medical device maker has earned highest marks from the [American Heart Association's](#) “Fit Friendly” company rankings, reflecting long-standing efforts to improve diet, health screenings and activity levels, including a smoke-free campus and a mile-long walking route at the company headquarters.

Benchmark Senior Living has sought to integrate wellness into its culture, emphasizing the need for employees to be at their best in order to take the best care possible of the company’s residents.

[Amanda Clermont](#), manager of the Center for Community Health and Wellness at [Lowell General Hospital](#), said a wellness program that addresses an employee’s overall well-being is necessary in order for the hospital to achieve its own goal of providing “complete connected care” to the community. “For a wellness program to be successful, it must truly be embraced by all,” Clermont said.