

Nomination: 6106

Pharmavite's PharmaFit Employee Wellness Program

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Pharmavite

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Pharmavite's PharmaFit Employee Wellness Program

Category

B01 - B59 Achievement > B31 - Achievement in Workplace Health & Wellbeing

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Over fifty years ago, the founders of Pharmavite aimed to improve health by focusing on complete nutrition through essential nutrients and minerals. Since that day, we've been a leader in the health and wellness industry, earning the trust of consumers, healthcare professionals and retailers. Nature Made, our primary brand, continues to be the #1 recommended brand by pharmacists. Our company purpose is "To bring the gift of health to life" for our customers, consumers and local communities.

Our wellness program, PharmaFit, helps bring our company purpose to life for our employees by offering a holistic approach to support their health and wellbeing. We offer wellness challenges and onsite activities including massage, yoga, vaccine clinics, nutrition and financial wellness education, and meditation. We partner with Virgin Pulse, to bring a digital platform that drives behavior change and provides easy access to wellness resources.

Our PharmaFit Program is grounded in our wellness strategy. Our leaders visibly support our program and sponsor initiatives each quarter. Our program launched in 2017 and has grown to a strategic companywide wellness program supported by our CEO, with 92% employee enrollment, a full time Manager of Wellness, an innovative digital platform, and a generous medical premium reduction.

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Our 2020 wellness plan was redesigned to be delivered virtually when the pandemic arrived.

At the beginning, we published biweekly themed wellness guides called "PharmaFit@Home" filled with resources to support employees during the pandemic. Each of the guides included activities to stay engaged in wellness, promotion of benefit and Nature Made products to support employees.

We offered monthly challenges to promote wellness engagement on a variety of topics and selfie challenges to keep employees connected. Yoga and meditation offered virtually through Teams and are still offered today.

As mental wellness rose to the forefront, we curated special programs to support employees and families. Yearly, we sent "self-care" wellness gifts to each employee to remind them of our mental health benefits along with wellness items to promote good sleep and relaxation. In partnership with our EAP, we offered webinars focused on stress, anxiety, and burnout and when we returned to the office in 2022, an EAP therapist was onsite to help employees adjust.

Pharmavite brought new benefits to support the changing needs of employees:

- Free digital memberships to ClassPass@Home and Peloton with discounts on bikes and treadmills so employees could stay active in the safety of their own homes
- Care.com to support caregivers
- Free tutoring for the children of employees
- Zoom fitness classes for kids at home, giving parents a much-needed break
- Lyra Health to provide free emotional support for employees and families
- Onsite wellness rooms including a Peloton and space for yoga and meditation

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Year over year, our employee engagement and enrollment continue to be significantly higher than Virgin Pulse's book of business.

2020 Pharmavite 2020 Virgin Pulse Benchmark Comparison 2021 Pharmavite 2021 Virgin Pulse Benchmark Comparison
Employee Enrollment 84% 43% 90% 40%
Employee Engagement 67% 35% 66% 38%

Wellness Incentive

Pharmavite invests in the health and wellbeing of our employees. Employees in the PharmaFit Program can earn a medical premium reduction (\$225-\$550 depending on the medical plan) each year. To drive higher engagement, PharmaFit added new quarterly rewards in 2021.

In 2020, 69% of employees earned a Wellness Incentive. In 2021, 71% earned a Wellness Incentive.

Additionally, in 2020 and 2021, our program was recognized by American Heart Association's Workplace Health Achievement. This award recognizes employers for creating a culture of health and investing in employee health.

To show our commitment to employee health and safety, we offered drive-through flu shot clinics in fall 2020 and outdoor COVID-19 vaccine clinics at all Pharmavite locations for employees and family members. Booster shot clinics continue to be offered.

In Pharmavite's 2020 employee engagement survey, 72% of employees responded favorably to "I feel supported with Pharmavite-provided programs, tools and resources to help me effectively manage my health and well-being during the pandemic."

In our 2021 survey, 81% responded favorably to "I feel my benefits are competitive" which is 16% higher than external benchmarks.

Our holistic program supports the unique needs of our employees as they bring their personal gift of health to life.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Would you like to add an additional supporting document?

No

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