

## Lincoln Industries says workplace health program brings 3:1 ROI

**Company Name:** Lincoln Industries

**Location:** Lincoln, Nebraska

**Industry:** Metal finishing and supply chain management

**Founded:** 1952

**Number of Employees:** 550

**Age of Workplace Health Program:** 14 years

### Company Profile

Lincoln Industries is a leading supplier of products requiring metal finishing.

### Employee Health Program Origin

The Lincoln Industries workplace health program, go!Platinum, originated with the company's chairman and CEO because he thought it was the right thing to do. Lincoln's senior leadership built up the program and hired a wellness manager in 2000. The idea driving the program is that people who eat right, sleep right and exercise properly are going to feel better, and will be high-performing at home, in the community and at work.

### Lincoln Industries Workplace Health Program Features

Some of the main features of the Lincoln Industries program are:

- « Mandatory annual biometric screenings
- « Online wellness assessments
- « Medical plan discount
- « Healthy U worksite health center managed by a vendor to provide acute medical care, assessments, and coaching and Healthy U Fit, a gym located on site
- « Emotional wellness employee assistance program
- « Smoke-free campus
- « Vending machines offering healthy choices and healthy food choices for meetings
- « Outdoor walking path
- « Employees who reach the platinum status in the Lincoln Industries health program are eligible for a company-paid trip to Colorado to climb a 14,000-foot mountain (shown above)



*Photo provided by Lincoln Industries*

Employees who reach the platinum status in the Lincoln Industries health program are eligible for a company-paid trip to Colorado to climb a 14,000-foot mountain.

## Program Costs

Lincoln Industries' annual wellness budget is approximately \$300,000, or just over \$5,000 per employee.

## Program Outcomes

Tobacco use among Lincoln Industries' employees has dropped to 15 percent from 40 percent; their metabolic syndrome has fallen to 14 percent, compared to the national average of 28 percent; the company's health care cost per employee in 2012 was \$7,300, compared to the national average of \$11,600. Lincoln Industries also is getting a 3-to-1 return on its investment in the health care of its employees.

## Challenges

Lincoln Industries' biggest challenge was overcoming employee skepticism when the company hired a wellness manager in 2000.

*"As leaders of organizations where people spend eight or nine hours a day, we have a greater chance to influence their lives than most any place else," says Lincoln Industries' Wellness Manager Greg Howe.*

## Lincoln Industries

### Facilitators of Program Success

One of the prime boosts to the Lincoln Industries worksite health program success has been senior management's participation, which is highly visible. All employees set annual wellness objectives as part of their performance objectives, and wellness is recognized, along with work productivity, and rewarded at employee luncheons and annual dinners.

CDC supports a coordinated, systematic and comprehensive approach to workplace health promotion. This profile is intended as an example of one employer's approach and is not intended as an endorsement. For more information on developing workplace health programs, please visit <http://www.cdc.gov/workplacehealthpromotion>.



*\*Based on interviews with Lincoln Industries in October 2012 as part of the development of the CDC Work@Health® employer training program. This employer is not a participant in the Work@Health® program.*