



News

December 7, 2012

Wellness Workdays' Client Putnam Investments Wins Best Benefits Practice Award from the New England Employee Benefits Council

Innovative Technology Drives ROI for Wellness Program

Putnam Investments, a client of Hingham, Massachusetts based Wellness Workdays, is the recipient of a Best Benefits Practice award by the New England Employee Benefits Council (NEEBC) for the innovative use of technology in Putnam's well-established wellness program. The award will be presented at NEEBC's 14th Annual Best Practices Conference on December 6.

"Wellness Workdays continues to develop innovative programming for our employees year-after-year," said Michael Seagren, Benefits Analyst at Putnam Investments. "The state-of-the-art technology that Wellness Workdays introduced to our established wellness program provided measurable, verifiable data to help employees make a long-term commitment to wellness."

Wellness Workdays has worked with Putnam Investments since the inception of its wellness program more than seven years ago. With the strategic direction of Debra Wein, founder and president of Wellness Workdays, Putnam Investments put technology at the forefront of its wellness program with the introduction of a 12-week Nutrition for a Lifetime class. The cutting-edge 12-week program, which covered weight management, nutrition education and behavior change, and a special focus on technology, was run by a registered dietitian from Wellness Workdays. During the program, a safe, scientifically-based eating plan was developed for each employee, targeting their specific goals and needs.

In addition to weekly meetings, each employee was given calorie burn tracking equipment (accelerometers) and had access to a USB enabled scale and body composition machine. A key component of this program was the use of this state-of-the-art technology, which provided measurable, verifiable data to help employees make a long-term commitment to wellness that is a win-win for everyone involved.

At the end of the program, weight, body composition measures and a post survey were collected from the 92 participants who collectively lost 350 pounds and 57.5 BMI points. Several employees increased their physical activity to recommended levels and many noted

that stress affected their health less than before the start of the program. The cost savings associated with the overall program is over \$47,462, and resulted in an ROI of 4.7:1.

A seasoned entrepreneur, Debra Wein develops and implements award-winning programs such as these for companies throughout the country. Her business, Wellness Workdays, is a leading provider of worksite wellness programs and the only worksite wellness provider in Massachusetts to receive state and national certification as a woman-owned business enterprise. Debra is also the president and co-founder of partner company Sensible Nutrition, Inc., a consulting firm of RD's and personal trainers, which provides nutrition and wellness services to individuals. Debra is a nationally recognized expert on health and wellness with nearly 20 years of experience in the industry.

The New England Employee Benefits Council (www.neebc.org) was founded in 1979 to promote discussion, networking, and informational exchange among the region's employee benefits practitioners. Since that time the organization has grown to 1,350 members representing both purchasers and providers of benefits services and products. NEEBC remains committed to providing high quality benefits-related education while fostering sound procedures, principles and practices.

About Wellness Workdays

Wellness Workdays (www.wellnessworkdays.com) is a Hingham, Massachusetts based company committed to providing corporate health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health while working to lower health care costs for businesses. Wellness Workdays has worked with hundreds of companies, including Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland Trust, Perkin Elmer, Old Mutual Asset Management, Waters Corporation, Sekisui Voltek, Objet Geometries, the Town of Westwood, Bentley University and Harvard Business School.

For more information contact:

Melissa Maichle

essentia Marketing & PR

781.534.8620

melissa@essentiemarketingandpr.com