

Shape Corp. workplace health program protects “most important asset”

Company Name: Shape Corporation

Location: Grand Haven, Michigan

Industry: Engineering and manufacturing

Founded: 1974

Number of Employees: 1,487

Age of Workplace Health Program: 20 years

Company Profile

Shape is a privately held, family owned corporation that engineers and manufactures products primarily for the automotive industry, but also for several other industries, including medical supply, office furniture, recreational vehicles and more. It is headquartered in Michigan, but has expanded to include facilities in Texas, Mexico, China, Japan, South Korea, India, Germany and the Czech Republic.

Employee Health Program Origin

Shape’s workplace health program dates back more than 20 years, when an employee asked the president if the company could install a treadmill in the cafeteria so he could run during his lunch break. The president decided that if Shape was going to have exercise equipment for staff, it should do it correctly. In 1993, one of the cafeterias was converted into a full-service on-site fitness facility, known to employees as the “Fitness Factory.” The program grew to include incentive programs, blood pressure readings, lunch-and-learns, and exercise classes.

In 2005, Shape’s vice president for human resources projected that the company’s future health care costs would rise at double-digit rates each year and would soon become out of control. An initial health risk assessment was completed indicating that the majority of the company’s employees were at high risk for preventable health issues. The company asked employees to do everything possible to control the cost of healthcare. Shape’s wellness program kicked into high gear, is now extensive, and is connected to the company’s employee health insurance plan.

Shape Corporation Workplace Health Program Features

Some of the main features of the Shape program are:

- « Strong eight member wellness committee
- « Full facility “Fitness Factory” with exercise classes and personal training
- « Requires all employees on Shape health insurance plan to complete a health assessment every year
- « Requires all employees to sign an affidavit stating whether they use tobacco/nicotine products and enrolls tobacco users in a cessation program



Photo provided by Shape Corp.

A glimpse of the Fitness Factory where employees can work out on campus.

- « Stairwells have art in them, and are well lit
- « A tobacco-free campus
- « Weight-loss challenges and programming throughout the year, with awarded gift cards and t-shirts, an annual golf outing and family Halloween party
- « Nutrition, stress management and tobacco cessation classes offered four times during the day to accommodate multiple shifts
- « Bicycle racks
- « Cover 100 percent of tobacco cessation medications and regular physical exams.
- « On-site wellness staff

Program Costs

Shape Corp. has a health program budget of \$230,000 a year.

Program Outcomes

Shape's health program participants spent 11 percent less in health care costs than non-participants in 2012-2013, amounting to a cost savings of \$600,000 in that one year. Also, 88 percent of those enrolled in the weight loss or tobacco cessation programs successfully complete them. Of those enrolled in the company's disease management program, 97 percent are actively engaged in preventive care.

Challenges

Changes in food provided on Shape's campus have created a challenge. Typical fare for a ceremony, celebration, or meeting often involves less healthy choices, leading Shape to feel like it was forcing a culture change on its employees by providing only nutritious food on campus, and in its vending machines. In the beginning, employees were very resistant to this policy change, but over time have begun to bring in healthier lunches and the company is tracking the sales of healthy vending machine items to see what is popular. It was also a challenge to accommodate workers on all three of the company's shifts with the health program interventions.

"We feel that in order to carry (our) core value through all levels of the company in an authentic and caring way, we must cultivate a culture of wellness," says Shape's wellness manager Valeria Williams.

Shape Corp.

Facilitators of Program Success

What has helped Shape's workplace health program success is its transparency. Shape keeps employees fully informed about why the company adopts the wellness activities it does, explains the costs to the company and the employee, the savings they will enjoy from being healthier and that upper management is held to the same standards as the rest of the workforce who are 100 percent on-board and supportive.

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 an interview with Shape Corp. 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.*