

Wellness Program

Hoffman-La Roche

Company Background

Hoffman-La Roche Inc. is the U.S. prescription drug unit of the Roche Group. Headquartered in Nutley, N.J., it is a research-intensive pharmaceutical company that discovers and markets prescription drugs in key therapeutic areas. Roche U.S. health care businesses are part of a global organization with locations in more than 100 countries. The company employs about 66,000 people worldwide, with 8,000 in the U.S. and 3,000 in the Nutley location.

Challenge

Hoffman-La Roche wanted to increase participation in on-site activities that are part of its Choosing Health® program.

Solution

In an effort to increase participation in the Nutley-based Choosing Health program, a strategy shift was initiated. Choosing Health wanted to move away from the emphasis on individual health management and focus more on group health management. They planned a variety of activities targeted to address select health issues/topics.

To show corporate and management support of the program, Hoffman-La Roche offered employees \$25 SuperCertificate® REWARDS from GiftCertificates.com™ for completing four out of the nine activities offered quarterly. Announcement of the incentive and requirements were included in a direct-mail piece sent to employees' homes. The piece detailed the quarterly themes for the Choosing Health program. Employees potentially could earn as much as \$100 in SuperCertificate® REWARDS for the year. GiftCertificates.com customized the SuperCertificate® REWARDS with the Hoffman-La Roche logo and a personal message from the Choosing Health staff to acknowledge each employee's

From the Source

"In the past, we would have been lucky to have 100 participants in any given quarter; now we are seeing about 600 employees actively participate. Now, instead of worrying about having to cancel our Choosing Health activities due to lack of attendance, we are booking larger rooms and adding sessions to accommodate the employees who are interested in attending."

Molly McCauley
Director of Wellness
Hoffman-La Roche

Program Results

- Hoffman-La Roche noted a significant increase in on-site participation in the Nutley-based program.
- Attendance in Choosing Health activities necessitated an increased number of sessions, and larger room sizes, to accommodate the growing number of employees.

