



CASE STUDY: TRANSPORTATION



4,532 Lives



100+ Locations

JOURNEYING TO WELL-BEING

Implementing a wellness program can be challenging. Implementing one when the majority of your employees have non-desk job roles located across 100+ U.S. locations makes it more challenging—just ask Forward Air Corporation, a leading provider of time-definite surface transportation and related logistics services.

Ultimately, a partnership with Viverae®—a leading workplace wellness technology company—proved the right fit to engage a dispersed member population without on-the-job computer access.

PROGRAM DESIGN SOLUTION

In 2012, the two worked together to create a program design that complemented Forward Air's unique situation and empowered their goal of helping employees create healthy lifestyles and manage healthcare costs. Health coaching and Disease Management (DM) programs were included to prevent, reduce, and manage members' health risks.

Forward Air utilized a dedicated Viverae client relationship manager (CRM) to assist with planning, implementation, and management—a valuable asset for any busy company. To engage and motivate employees, they incentivized the program with an **annual health insurance premium discount of over \$1,600 for individuals**, and even higher for families—an effective way to ensure positive long-term health outcomes.

SUCCESS MATURING YEAR OVER YEAR

Forward Air's "LiveWELL, Delivering a Healthy Life" program has completed three plan cycles. Results have improved year over year, proving wellness program longevity pays off.

Three-year Results: 2012-2015



“With Viverae’s help, we’ve established a culture of health and well-being that unites our employees. We’re excited to see our wellness program evolve with our needs, continuing to improve our employees’ health outcomes and decrease healthcare costs.”

— Scott Simmons, SVP HR, Forward Air Corporation

CULTURE AND CARE

Now in their fourth plan year, **Forward Air can visibly see their culture of health thriving**, and more employees are participating and completing the program sooner. Success is due in part to its flexibility and incentives, but the ultimate triumph is that employees now truly value their health and well-being.

As Forward Air's wellness program and needs continue to grow, Viverae evolves, too—understanding wellness programs should be flexible. Forward Air has fostered a culture of health and well-being, and they continue to partner with Viverae for support and influence on their well-being journey.