

ATLANTA'S HEALTHIEST EMPLOYERS



Companies that set the standard for healthy workplaces.

Celebrating the leading companies in employee health and wellness



Welcome to Atlanta Business Chronicle's Healthiest Employers special section, highlighting companies that take the lead when it comes to workplace health and fitness.

Once again, we partnered with Healthiest Employers LLC, a data aggregation and analytics organization developed to help improve wellness programming outcomes, to bring you our third special section and awards event celebrating the top organizations in employee wellness. Healthiest Employers utilizes proprietary technology to collect, measure and compare corporate wellness data worldwide. Atlanta companies were invited to take a survey that measured their workplace wellness efforts. Data from the surveys was collected, and an online assessment tool measured wellness programming in six categories:

1. Culture and leadership commitment
2. Foundational components
3. Strategic planning
4. Communication and marketing
5. Programming and interventions
6. Reporting and analysis

The scoring methodology includes an assessment made up of 75 scored questions with a point value ranging from 0.25 points to 3 points per answer, plus a 500-word narrative description and

highlight of the employer's wellness program. Questions are arranged in "yes," "no," "I don't know," multiple choice, and "select all that apply" formats. Each application produces a final score or Healthiest Employer Index (HEI) for the participating employers.

The categories, scoring and analysis were developed by a private panel of medical, academic, business, wellness, finance and statistics professionals.

The Benchmark Scores are generated by a proprietary algorithm that automatically ranks an organization based on its individual responses in comparison to the survey set. The respondents include public and private employers in more than 20 industries.

In this section, we highlight and honor the top 10 companies working to improve employee health and fitness in each of three categories: Large Company, with 500 or more employees; Medium Company, with 100-499 employees; and Small Company with 1-99 employees. All of the organizations were scheduled to be honored at an awards breakfast on Feb. 15.

We hope you enjoy reading about the inspiring results achieved by these innovative, health-conscious companies.

— Jessica Saunders,
Managing Editor

MEDIUM COMPANIES (100-499 Employees)

Service Foods Inc.

All-natural food company **Service Foods Inc.** takes its own advice on healthy living. Its team of doctors, registered nurses, registered dietitians, fitness experts and all-natural chefs provide health assessments to clients and also to employees and their families for free. With a mission of “improving your health through all-natural food, nutritional education, fitness and proper supplementation, thus helping to prevent disease and solve America’s health-care crisis,” Service Foods is the No. 1 company in the medium company category in Atlanta Business Chronicle’s 2013 Healthiest Employers Awards.

“Our company takes great pride in making sure all of our employees lead a healthy lifestyle and participates in our healthy living programs,” said CEO Keith Kantor. “This starts at the time of employment and is constant through their tenure.”

From wellness counseling and nutritional coaching to health assessments and gym memberships, the wellness offerings run the gamut. The company hosts contests and offers incentives to get everyone involved.

Employees are provided one-on-one coaching with Service Foods’ health team members.

“All employees are on teams and all teams must participate in the different contests and programs we constantly run, like Biggest Loser, etc. All employees are given a personal trainer and registered

dietitian and free gym membership to use and it is monitored for results and prizes,” Kantor said.

The wellness offerings also include free or discounted all-natural foods for employees and dependents, but one of the most popular programs is the Biggest Loser contest. Employee participants receive prizes for losing weight and body fat, lowering blood pressure, glucose levels and cholesterol or for hitting a personal health goal. During a recent contest, Service Foods employees lost 572 pounds and collectively lowered glucose levels 7 percent and blood pressure 6 percent in three months.

“Our feedback has been very positive and based on that feedback we are constantly changing the programs and innovating,” Kantor said.

“Recently we gave every employee pedometers and made a contest about how many steps they walked.”

Currently, the participation rate is 97.3 percent in at least one health and wellness program, but Kantor said the company is striving for 100 percent participation. To reach the

goal, Service Foods plans to continue to expand and innovate wellness programs.

“Our programs work so well because we truly believe in them and all the employees believe in them and want to participate,” he said. “We make them fun, rewarding and truly educate everyone on why and how they work.”



Kantor

*The city of Alpharetta was the Number 1 entity in this category.