



Spotlight on Hines

International real estate firm, Hines, is “sold” on employees’ accomplishments

Hines is committed to offering health-related events for its employees, including hosting steps challenges and offering free Fitbit® devices. Inspired by the opportunity, Andrew Cooke, an employee for 19 years, embarked on his own challenge to lose weight with his Fitbit.

Vitality spoke with Ann Kirby, Assistant Benefits Manager at Hines, about the success of their wellness efforts and how employees like Andrew are the best ambassadors.

What made Hines pursue a wellness program?

Having healthy employees is a priority for Hines. Lifestyle-related diseases continue to increase across the United States. Vitality provides a fun alternative for employees and their families to make healthy choices.

What was your health culture before initiating a wellness program?

Hines has supported health-related events (e.g., local 5K and 10K walks, races, softball leagues, etc.) and offered free health screenings and preventive care for many years, so while the foundation of a

wellness program was there, it needed direction. As more employees become involved in Vitality, a culture of wellness will naturally emerge.

What results are you most proud of?

Getting our employees moving! Based on our Vitality Health Review profile, employees want help increasing their physical activity level. We felt that utilizing the Vitality individual step challenge with the Fitbit devices would offer the most flexibility for every activity level and could be sustained throughout the year. We offered our first Step Out challenge for over two months with various daily step goals to encourage everyone to participate. At the close of the first challenge, we surveyed the participants to find out if or how the Fitbit has helped get them moving. We received great feedback from our employees. Here are a few examples of what they had to say:

I became a Fitbit user in January and have loved it! I love being able to physically see how active or non-active I am each day! I love challenging friends and family with our steps. Keeps us all motivated!!

Walking at lunch has helped to reduce my stress and make me more productive.



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Wearing the Fitbit has made me more aware of my daily activity level at work. It is so important to take time each day to get away from your desk and to get moving!

Participation in our Step Out challenge continues to grow weekly. The second Step Out challenge encourages participants to increase their daily steps goal. To keep the momentum going throughout the year, we will offer team and regional steps challenges using the Fitbit device.

What's been your greatest challenge?

Getting employees involved in the program. Everyone is extremely busy both at work and at home. Taking the time to learn about a new voluntary benefit usually gets pushed to the bottom of the priority list. We have seen an increase in program participation this year by getting leadership involved and offering regional challenges. In addition, employees – like Andrew – who became active with Vitality last year are our biggest supporters. They are helping to spread the word about Vitality which is better than anything we can communicate.

What do you think of Andrew's achievements?

Andrew's story is such an inspiration for us as well as many of our employees. He is a huge advocate of the wellness program, and we use his success story to help promote the importance of receiving an annual health screening. As more employees get involved with the program, we will have the opportunity to hear more success stories throughout the organization.



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