



*“Wellness programs show you truly care about your employees. Intercare enables you to effectively engage your employees in ways that increase participation and create excitement about your wellness initiatives.”*



## Rashida Arnold

HR Manager

Escalate Retail

Number of Employees: 280

### **Their Challenge:**

Escalate Retail, a developer of results-driven software for e-commerce, order management and retail CRM, adopted a true passion for improving the health and well-being of their workforce. The management team shared the desire to instill a culture of wellness within their organization, but they weren't quite sure how to proceed. Prior to selecting Intercare as their broker/consultant, Escalate established wellness committees at some of their locations and held a few weight loss and healthy living contests. But they wanted to do more to target their wellness initiatives to the needs and interests of their employees.

### **Our Solution:**

With Intercare's partnership, Escalate was able to take their passion for wellness to a whole new level. They began by instituting "Get Fit on Route 66", a companywide, incentive-based walking program where participants logged their activity to virtually travel across the country. Following the success of the program, Escalate decided it was time to implement a Health Risk Assessment and on-site biometric screenings. They learned their population's top interests through the Health Risk Assessment and have been able to gear their wellness initiatives around those interests.

### **Success:**

- Achieved over 45% HRA participation
- Developed a companywide wellness brand - "Escalation to Wellness"
- Implemented new companywide activity tracking and incentive program through Sonic Boom Wellness
- Senior executive dramatically reduced his weight by exercising and eating right
- Created an exercise area in each office to make exercise convenient for employees

Escalate's first priority is their employees. Their mission was to move their employee's to a healthier frame of mind, which would enable them to lead healthier lifestyles. With Intercare's partnership, and the passion and dedication of top management they have successfully improved employee morale and created a culture of wellness. Escalate has streamlined their vision and offers programs that are both effective and motivating. Escalate has wellness committees in each location, hosts lunch and learns to educate employees on their top health and wellness concerns and regularly distributes a wellness newsletter which provides employees with helpful tips on staying healthy and living well.



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