

real estate

RETAIL HOUSING DEVELOPER

For more information contact your Conner Strong & Buckelew representative at 1-877-861-3220.

THE ISSUE

A large real estate conglomerate was committed to starting a wellness management program to deal with a serious smoking issue within their population. Being a national organization with a population that spanned a large geographic area, they struggled with a solution that would reach all associates in an integrated and meaningful way. Smoking costs, both hard and soft, were negatively impacting their business and benefit costs. Losses in productivity related to smoking breaks alone were escalating at a dramatic rate, not to mention costs related to medical illnesses.

OUR RESPONSE

Conner Strong & Buckelew studied the data and the population to determine the best way to implement a smoking cessation platform nationally. Plus, to get maximum penetration, Conner Strong & Buckelew designed a suggested non-smoker contribution incentive so that associates that quit would benefit from a reduced payroll contribution. Conner Strong & Buckelew selected a national coaching organization to provide one-on-one coaching for cessation services. The solution included coaching, a web platform for self service, and access to no-cost cessation products like the patch and gum. The cessation service and new incentive platform were communicated to all employees as a value-added service and were received very favorably. Through Conner Strong & Buckelew, the client got discounted terms with the coaching company that helped them install the program at a reasonable cost.

THE RESULT

The client realized a significant participation rate with the smoking cessation coaching plan. Nearly 20% of the smoking population signed up for coaching in the first year, and participation thereafter has been even greater. The client now has smoking ambassadors that successfully quit and have become spokespersons for the client's plan.

