



WHAT CEO'S ARE SAYING ABOUT NUVITA AND HOW THE PROGRAM HELPED THEIR BUSINESS AND EMPLOYEES.

Chat with a CEO

Steve McKee is president of McKee | Wallwork | Cleveland a full service advertising and marketing agency. Clients include Heritage Hotels & Resorts, Porsche and Mr. Rooter.

Why did MWC adopt the Nuvita Program?

Not only do we continually struggle with keeping our healthcare premium increases down, we know that increased productivity is essential to the health of our business. And we care about our employees and the environment in which they work. Nuvita was a terrific opportunity to help us make progress towards all three of those objectives.

What were your expectations?

We had a tremendous level of interest from our staff. Almost everybody wanted to participate, reflecting the fact that everybody struggles with the best way to maintain and improve their own health. As such, we had high expectations that the program would not only be good for us, but fun and team-building as well.

Were your expectations met?

We were thrilled with the way everybody embraced the program. Different people had different goals, of course, and some were better at making changes in their lives than others. But everybody got something out of the program, whether it was a better understanding of nutrition in their daily lives, a deeper understanding of how exercise benefits them, new ways to exercise, and even the opening of some of our eyes to the importance of things we may not have thought about, like stretching and flexibility.

What did you like best about Nuvita?

What I liked best personally was the opportunity to improve my own health at the margin. I'm a pretty healthy person overall, and I have a regular workout routine. But where I fall down is in the area of nutrition.

Nuvita really helped me understand better the steps I can take--both small and large--to address that part of the equation. I think that's the same thing I liked best overall, for our organization--instead of a "one size fits all" program, everybody got something personal out of the Nuvita program. Which not only made it more effective, I suspect it will make the effects more lasting.

Did the program have a positive cultural impact within your organization?

To start with, we have permanently changed what's in our pantry and refrigerator and elevated the dialogue about doing what's good for us. That doesn't mean we don't still have chocolate in the candy jar or celebrate birthdays with an occasional cake and ice cream, but that we're doing better in general. I think everybody appreciates that everybody else is concerned about their health--and it doesn't come across as punitive, that we're taking away the "good" snacks, but as something we've agreed to do together. It's funny, but we had talked about making a snack change for some time but didn't really know how to go about it. Nuvita took care of that for us. Plus, for a lot of us it was just plain fun to compete on our Nuvita Age analysis.

Do you believe the program had a positive business impact? If so what and how?

Healthier people are more productive people, and as people continue their Nuvita program they can't help but feel better day-to-day and take less sick time. We have been told by some staff that they simply feel better after having been on the Nuvita program and that can't help but improve productivity. I look forward to our annual meeting with our health plan.

