



Stacy Adams is the Human Resource Manager for Heritage Bank and Trust Company in Columbia, TN. Her company has been using Bukoo Gifts to incentivize employee wellness for two years. We spoke with Stacy about how the wellness program has changed the employees and what changes she has seen come about for the company because of it.

Bukoo: Have you seen positive changes in your employees' health?

Stacy: We have seen fewer sick days taken and our prescription drug costs go down since we started incentivizing wellness. If you don't take care of your body, it won't take care of you.

B: Do you think that the positive changes would have come about without incentives?

S: I think that the motivation found in getting these incentives to get healthy and really have people look at themselves and start looking at how they live has definitely made a big difference.

B: What kind of response have you gotten from your employees?

S: They love to shop! Each month they know they are getting points in their account and if I'm even a little late they're all over me! That means they are looking and they are out there trying to earn points so they can get on there and shop. There's a great excitement about getting healthy now because of this. About 66-70% of our employees are utilizing the program and actively participating in earning the points for incentives.

There's a great story here about one of our employees who weighed about 325 lbs when we had our bank sponsored health assessment at the beginning of this program. He is a young guy and when we introduced this and had the assessment he really had an eye opener and had to look into further bettering himself. Everyone was excited about the incentives, earning the incentives, getting those incentives, all of that excitement and the eye opening assessment prompted him to partner with an outside program as well to help him eat better day to day and he has been turning in his points each month. Since we started he has lost 130 lbs, he feels better, and has more energy. It's been great for him, and great for the program!

B: What do you as the person in charge of the program like the most?

S: Everyone is excited not only because of the incentives but because they are getting results. It's been great because (Bukoo) has been able to take what I wanted as an idea and make it into a real program. I didn't have the time but from what I told you, you built it to what we needed. It's been great.

B: Would you recommend health and wellness programs to others to effectively cut healthcare costs and increase wellness in the workplace?

S: I think it can be difficult to find the culture of wellness but with the incentives you cultivate excitement for wellness. I've found that the incentives get people talking about the program and everyone wants to participate. When people are participating, we definitely see results!