



CASE STUDY

WELLNESS PROGRAM FOR THE FIELD SALES FORCE

Despite the rapid growth of employee wellness initiatives within corporate America, it has been a challenge for organizations to deliver these initiatives to their field sales force. The remote sales force is often geographically dispersed, and thus, can rarely take advantage of these centralized programs. For many organizations the field sales force contains a significant proportion of the employee population.

InHouse Physicians unique position in both the corporate meeting and the employee health space has allowed us to provide a solution to this issue by delivering an effective wellness solution to our clients' field workforce. Below is a case study from one of our clients, Genentech. This case study demonstrates how InHouse Physicians can deliver an effective employee wellness solution to a corporation with over 4,000 sales personnel in the field.

Genentech 2009/2010 – Field Sales Force Wellness Initiative

Field Sales Force – 4000+ employees

Geography – Entire U.S.

Goal – Deliver a flu vaccination, health screening, and lifestyle coaching program to the field sales force

InHouse Physicians designed a program that could be delivered at the various sales meetings throughout the year. In total, the wellness services were administered at 15+ sales meetings across the U.S.

Results

- 2400 flu vaccinations were administered
- 950 health screenings were administered
 - HRA, blood pressure, fasting lipid/glucose panel, BMI, and body fat %
 - Patient Summary Report and consultation with a primary care physician
- 1100 lifestyle coaching sessions



- On-site with either a fitness, nutrition, or stress management coach
- Follow up telephonic coaching sessions

Next Steps

Genentech will be conducting this same program in 2010/2011. InHouse Physicians will be administering the services and will be reporting comparative data year over year.