

# Heffernan launches wellness program

**Heffernan Insurance Brokers** recently unveiled a new wellness offering to Bay Area clients. The program was piloted in the group's Walnut Creek office



## BUSINESS INSURANCE

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and is now available to North Bay customers as a package or as an a la carte option.

"Since we are a health benefits provider, one advantage we have is the ability to utilize wellness tools already in many benefits packages that employers didn't know were there," said Heffernan Wellness Director **Adam Cox**, who created the program.

"The programs have proven successful in improving company culture and it makes business sense, though it usually takes a few years to realize the savings in premiums," said Mr. Cox, who is based in Walnut Creek.

Two years ago the company hired Mr. Cox to create and a pi-

lot wellness program within the business with the ultimate goal of producing an external offering. Their experience was used to fine-tune the program called Heffernan Wellness at Work, which was officially released late last month. Since implementation within Heffernan, staff has shed more than 700 pounds and participated in many philanthropic events including organized runs and bike races.

Depending on the level of service purchased, the program costs an average \$30 per person and includes one-on-one health assessments, nutrition plans, goal-setting, performance tracking software services and other services. Premium savings are realized as claims are reduced.

"Wellness is a huge topic among employers today, but buy-in is kind of like how business reacted when they first started talking about workers' comp loss prevention. At first employers were slow to rigorously participate, thinking it was a lot of effort without direct pay-off, but then they started to see the reduction in claims," Mr. Cox said.

At the same time, the brokerage also recently hired 17 producers to lead a new professional practices division specializing in architectural, engineering and law firms



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