

SmartCEO's

HEALTHIEST COMPANY awards

POWERED BY



celebrating workplace wellness



2015

about the program

The Healthiest Company Awards program honors companies that have demonstrated a commitment to their employee populations through health and wellness programs. Through these programs, today's health conscious companies are not only investing in the strength of their businesses' futures but also the futures of employees and their families. An independent committee of local business leaders selects finalists based on engagement, effectiveness and ROI. SmartCEO shares their inspiring stories in the September/October issue of *SmartCEO* magazine and celebrates their success at an awards reception in September where the winners will be announced live.

There is no cost to apply. If you are selected as an award finalist it is mandatory that you attend the event and pay a registration fee, which is applied to the finalist's ticket to attend the event.

NOMINATION PROCESS

WHO SHOULD NOMINATE

Companies applying to the 2015 Healthiest Company Awards must meet the following criteria:

- Companies must be headquartered in the Greater Baltimore, Philadelphia or Washington, DC, metro regions.
- Companies must generate a minimum of \$2.5 million dollars and have 10+ employees.
- Applicants must hold an executive leadership role in their company for at least one year.
- Applicants must have specific, tangible and measurable wellness programs and wellness initiatives in place.

submission directions

Please complete the following application fields in their entirety. Incomplete applications will not be considered. Once complete, email your complete application in the form of an attachment to:

Baltimore: baprograms@smartceo.com

Philadelphia: phprograms@smartceo.com

Washington, DC: dcprograms@smartceo.com

evaluation process

Upon completion of the application, applicants will receive notification that their application has been received and is under review. All applicants will be evaluated by an independent panel of local business leaders and assessed strictly based on the information provided in the application. Applicants will be notified of their status by a SmartCEO Program Coordinator.

materials

If you are chosen as a Healthiest Company Awards finalist, you will be required to submit a professional, print-quality head shot (300dpi JPEG file), which will be published with your profile.

benefits of SHARING YOUR STORY

- Each Healthiest Company Award finalist will be profiled in the September/October 2015 issue of *SmartCEO* magazine and online at SmartCEO.com for a combined audience of more than 100,000 CEOs and C-level executives in the Mid-Atlantic region. **Each finalist's profile will be written based on the answers provided in the essay portion of the application form.**
- SmartCEO will also capture each finalist on camera at a video shoot in May 2015. Portions of each finalist's video interview will be played the night of the event.
- Finalists will have a chance to network with their successful peers and other industry leaders at the awards ceremony in September 2015.
- Media benefits: Promotion via video, social media, digital and print, lends longevity, credibility and market recognition to the program and those being honored.

questions If you have questions about the Healthiest Company Awards program or the application process, contact us at:

baprograms@smartceo.com

phprograms@smartceo.com

dcprograms@smartceo.com

THANK YOU FOR YOUR SUBMISSION



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APPLICATION FORM

nominee information

CEO's name (as it should appear in print): _____

CEO's title (as it should appear in print): _____

CEO's email: _____

CEO's phone: _____

company information

Official company name (as it should appear in print): _____

Street address: _____

City: _____

State: _____

ZIP code: _____

Headquarters (City, State): _____

Website: _____

Year founded: _____

Yearly Revenue: _____

Full-Time Employees: _____

Company Twitter handle (if applicable): _____

Preferred Point of Contact: _____

Title/Company: _____

Email: _____

Phone: _____

How did you hear about this award?

- SmartCEO employee
- Committee member
- Email blast
- SmartCEO.com
- Through a colleague
- SmartCEO* magazine
- Prior year award recipient
- Other: _____

Please indicate the company's industry:

- Real Estate
- Healthcare
- Manufacturing
- Media/PR
- Construction
- Technology
- Professional Services
- Financial Services
- Nonprofit
- Other: _____

Strategic Business Partners

Please provide up to five (5) strategic business contacts that SmartCEO can notify if you are selected as a finalist for this award. Strategic Partners are outside organizations/companies that play an integral role in your company's success.

Partner 1 Name: _____

Company Name: _____

Partner 2 Name: _____

Company Name: _____

Partner 3 Name: _____

Company Name: _____

Partner 4 Name: _____

Company Name: _____

Partner 5 Name: _____

Company Name: _____

I wish to receive email communications from SmartCEO.

Sign me up!



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survey questions

How long has your wellness program been in operation?

- <1 year
- 1-2 years
- 3-5 years
- >5 years

What percentage of your workforce is enrolled in your wellness program?

- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- >50%

How is your healthcare program funded?

- Trust
- Self-funded
- Fully-insured
- Other: _____

What is the dollar value of your wellness program budget?

Amount: \$ _____

Which of the following is used to track and calculate ROI?

- Participation
- Changes in health risks/Improvement in outcomes
- Decline in claims
- Recruitment/Retention
- Employee feedback/satisfaction
- Productivity/Performance
- Other: _____

Do you conduct employee health assessments? If yes, how often are they conducted and with what software/assessment tool?

- Yes
- No
- Once every _____ months years
- Software/Tool: _____

List the methods and frequency in which you promote your wellness program to your employee population.

- Newsletters (printed/electronic)
- Email
- Posters/Brochures
- Text messages
- Presentations/Meetings
- Social Media

Every _____ weeks months

Does your company offer any physical wellness environments?

- Healthy vending/cafeteria options
- Fresh/filtered water
- Fitness Center
- Standing/Walking Desks
- Other: _____

Do you offer customized course/seminars on any of the following topics?

- Diabetes
- Physical Activity
- Tobacco cessation
- Nutrition/diet
- Weight management
- Stress management
- Financial wellness
- Depression
- Blood pressure
- Other: _____

What incentives are offered to employees to participate in your wellness program?

- Monetary (cash, contributions, gift cards, memberships)
- Recognition
- Vacation time/PTO
- Gear (T-shirts, water bottles, etc.)
- Other: _____

ESSAY QUESTIONS

Take this opportunity to “tell your story,” highlight the benefits of your wellness program and showcase the program’s effectiveness in managing your workforce’s health. *Information collected from the essays will serve as judging criteria for each nominee and will be used to craft each finalist’s award profile.*

Answer the following questions in a word document and attach it with your completed application form.

Answers should be no shorter than 250 words, unless specified.

1. Please provide a business description of the company (100 words max).
2. Describe your robust wellness program and its benefits.
3. Why did you start a wellness program, and what outcomes did you hope to achieve?
4. Describe any tangible, measurable results of your wellness program.
5. Describe your wellness program’s most unique benefit, feature or incentive.
6. Provide a “success story” about your wellness program.

