

INDUSTRY

public sector

COMPANY: Metropolitan Airports Commission (MAC)

EMPLOYEE POPULATION: 650

LOCATIONS: 7



UNDERLYING BACKGROUND

The year following COVID, MAC recognized the increased need to re-engage employees in their health metrics and the importance of preventive care. The catalyst for engagement started with onsite biometric screening events where they emphasized the importance of preventive health care and completing the online health assessment. Additionally, a key objective was to drive more engagement in the health portal and onsite coaching.

The onsite HealthSource Solutions Wellness Program Manager led employee trainings on how to maximize all aspects of the portal, worked with managers and supervisors to engage and promote the wellness program, and collaborated with other departments to support community outreach. As a result, MAC experienced significant improvement in engagement.

MAC LOCATIONS



The MAC owns and operates MSP International Airport and six reliever airports and has employees located throughout the Twin Cities Metro Area.



STRATEGIC APPROACH

- Develop a comprehensive strategy that works across the company's diverse demographics and reaches deeply into the organization by engaging spouses as well as employees.
- Implement a comprehensive portal training to help employees better navigate resources and track progress towards their goals.
- Utilize the portal to drive awareness and engagement with the onsite health coach.
- Establish communication strategies and implement targeted programs for high-risk areas.
- Partner with wellness champions to deliver a wellness overview during new employee onboarding sessions.
- Organize community-oriented activities such as an employee garden, adopt a highway clean-up program, and bring local therapy dogs into departments for stress management breaks.
- Leverage the resource hub on the wellness portal to drive awareness to vendor partners that support wellbeing and highlight each every quarter.
- Develop onsite events and activities that increase awareness of health options available to all employees.
- Leverage the cohesive culture to boost engagement with wellness programming through team-based activities.

SOLUTION OVERVIEW

By implementing a comprehensive communication strategy that incorporated multiple approaches, along with securing commitment and support from both leadership and managers, MAC exceeded their engagement targets for 2023.





OUTCOMES

- Integrated health coaching, stretch breaks, and engagement opportunities optimizing an environment that promotes health and wellbeing
- 281 active spouses in the wellness portal participating alongside the employee with an activation rate of 89%
- Exceeded portal usage targets with 63% average unique log ins per month; benchmark was 49%
- Exceeded health assessment, biometric screening and preventive care targets:
 - 81% of eligible completed the health assessment
 - 60% of eligible completed their biometric screening
 - 85% completed an annual preventive care exam



IN THEIR OWN WORDS...

“

I'm a very active person, seeing my daily routine on the computer really inspires me to continue to want to be in great shape. *For myself, wife, children, and grandchildren. Thank YOU!*

“

...the more I started doing the challenges, medical checkups and learning about how beneficial this is to my health, the more I enjoyed it. *Now I make it a goal to get in a certain amount of steps per day.*

“

I'll be retiring from the Airport Police soon, but I plan to continue utilizing the knowledge I learned through the wellness program. I'll continue living a healthy lifestyle as I enter the next chapter of my life. *I would recommend to any new employee take full advantage of the wellness program!*

dimensions of wellbeing

Physical

Social

Financial

Purpose

Career

Emotional