



The Health Project is a tax-exempt, not-for-profit corporation, formed to bring about critical attitudinal and behavioral changes in addressing the health and well-being of Americans.

Past Recipient Spotlight: **United Bank & Trust**

Since being awarded Honorable Mention for the C. Everett Koop National Health Award in both 2020 and 2021, Union Bank & Trust (UBT), based in Lincoln, Nebraska, has continued to assess, evaluate and implement new approaches, strategies and policies as they remain committed to supporting a culture of health as an organization.

Wellbeing Officer Dr. Samantha Dolezal explains, *"Historically, sometimes wellness has this sort of an identity that this is going to be all sunshine and rainbows. But wellness is not just about getting well for the good times, it's about being able to weather the not-so-great times well. So that when difficult times do occur, they come out more resilient, and if they can't, they know there are resources around them."*



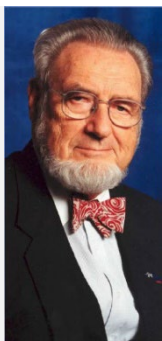
They began to identify the gaps that they could fill, providing more tools and putting resources into the hands of the employees.

Those resources include EAP, peer support, and education. As Dr. Dolezal puts it, *"We made a shift from 'We have an EAP' to 'We have an EAP, plus plus plus...'"*

Education and awareness campaigns include bathroom signs that rotate between topics including domestic violence support, 988 and other services.

A peer support tool are stickers that employees have placed on their laptops and other places in their workspace. Messages include such statements as *"Hey — do the best you can today"* or *"Take a deep breath."* So throughout the workday, employees see one another's stickers and are reminded that their mental health is important, and support is all around them.

A large shift in the past few years has been a move from providing onsite biometric screenings to having the employees see their primary care physician. This is supported through health premium incentives and has resulted in a big change in claims, not necessarily in costs but in how healthcare is being utilized, shifting to primary care provider visits and away from ER and urgent care.



Our mission is to define, promote, and increase the adoption of employer-based health and well-being programs that translate into measurable operational impact.



Updated May 2025