

Site Visit Report

Mission: To establish the benchmark standard for corporate health promotion by rigorously measuring our performance against "best-in-class" companies.

Company: L.L. Bean, Inc., Casco Street, Freeport, Main 04033 Phone: (207) 865-4761, ext. 4538

Program Name: Health & Fitness Program

Program Administrator: Susan Tufts

Number of Employees: 3,000 regular; 5,000 including temps

Eligibility: All employees; small fee for some of the health education and activity classes

Program Start Date: 9/82

Fitness Center: Freeport: 1200 sq. ft., Northport: 1500

Lewiston: 1800 sq. ft., Brunswick: 1500

Attending Team Members: P: Flynn, D. Ragosa, M. Schaefer, R. McNealy (J&J Quality Institute)

Benchmarking is one of our strategies in applying the principles of Quality to our business. Benchmarking gives us a process for assessing ourselves, looking at industry leaders and using the results to develop plans for continuous improvement.

By assessing ourselves through the Quality Audit, we have identified seven processes for benchmarking. On a site visit, the team reviews practices in these process areas:

- Health Risk Assessment
- Program Management
- Programming
- Management Commitment
- Exercise
- Support Programs
- Evaluation
- Intracompany Partnering

The team has identified the following after a review of L.L. Bean's Health & Fitness Program:

Program Strengths

- Management Commitment - The commitment of Leon Gorman and the overall management is exemplary. Their support of the Health & Fitness Program is demonstrated by participation in activities, support for employee involvement in the program and their view of Health & Fitness as important to their company for the long term.
- Program Leadership - The designation of qualified health professionals with strong technical and motivational skills is an outstanding feature of the program. The staff has been successful at integrating the program into the L.L. Bean culture. They are responsive to the employee needs, and their enthusiasm and interest in all employees is evident. There is an overall quality focus on prevention and customer satisfaction.
- Intracompany Partnering - The reporting structure of the Health & Safety areas leads to excellent integration. This integration of Safety, Employee Health & Fitness, Rehab, Ergonomics and Work Hardening helps avoid duplication of efforts and guarantees better service to the employee.
- Programming - A variety and depth of programming is evident. Programs are based on employee interest and health need and are convenient to employees in time and location.
- One outstanding program, reaching a high percentage of employees, is the Worksite Stretch Program. This program is conducted at the work area, on company time, using employee leaders.

Other Strengths:

- 80% participation in the Health Risk Appraisal
- Benefit Bonus incentive program
- Attitude of continuous improvement - evidenced by reception to Benchmarking Project