

STRATEGIC PARTNERSHIP AWARD
**AMWAY CANADA CORP.
& EMPLOYEE WELLNESS
SOLUTIONS NETWORK**

Small Employer Draws Strength From Numbers



Meaghan Jansen,
Employee Wellness
Solutions Network and
Jeff Johnson, Amway
Canada Corp.

“It was a bold move, one that could have fallen flat on its face,” says Jeff Johnson, national sales manager, Canada and Caribbean. “It turns out it was the best thing we could have done.”

Amway Canada worked with the groups that represent three of its largest IBO populations, representing IBOs in Quebec and those of Chinese-Canadian and East Indian-Canadian descent. These groups translated and tailored the educational materials and live events to reflect the needs of their members. The results speak for themselves: revenue of health-related products more than doubled in Quebec after three years, and the other groups saw double-digit growth within months.

Meanwhile, Amway Canada’s head-office employees access numerous wellness offerings, and its volunteer wellness committee regularly collaborates with EWSN to present a comprehensive, results-based program that targets the health risks of the organization, says Meaghan Jansen, corporate wellness specialist with EWSN.

EWSN also launched a portal that enables Amway Canada employees to record their personal workplace wellness activities. The results so far? Employee health surveys reveal significant improvements in nutrition and fitness, and the drug plan’s share of costs has dropped from 80% to 70% in three years.

Introducing wellness into the workplace—and well beyond—was “the right business decision to make,” says Johnson. “It’s not as expensive as people think. In fact, it’s one of those things where you invest a dollar and get 10 dollars back.”

“This is a successful partnership on many different levels, showing sensitivity to specific cultural and community issues. Great results on a very extensive and wide-reaching wellness initiative!”

—Judge’s comment

We know that employee wellness can improve productivity and reduce benefit costs, but can it generate new revenue? For Amway Canada, the answer is a resounding *Yes!*

Partnerships are key. Five years ago, Amway Canada hired Employee Wellness Solutions Network (EWSN) to establish wellness initiatives for its 85 head-office employees. The results were so positive, the company decided to parlay the partnership to reach the thousands of independent business owners (IBOs) who sell Amway’s products—none of whom have health benefits. Its objectives were threefold: first, improve the health of its IBOs; second, build upon its reputation as a caring employer; and third, increase sales of its health-related products.