

# WELLNESS CASE STUDY

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## **Kwik Trip, Inc., Wisconsin**

Kwik Trip is a convenience store chain that has more than 7,500 employees and more than 380 stores in Wisconsin, Minnesota and Iowa. The company introduced its wellness program in January 2007 in an effort to have healthier workers and to hold down medical costs.

Employees (and spouses) begin by filling out a health risk assessment electronically. The assessment asks for such information as medical history, cholesterol and blood pressure scores, exercise, eating habits, drinking habits and use of sunscreen. Later, they'll receive a report in the mail along with their incentive (a Kwik Trip store gift card). Health risk assessments are done once a year, and all employees, whether participants or not, receive a health newsletter.

If people are at high or moderate risk, they're asked if they would like to participate in a series of up to 10 telephone sessions with a health coach. Participants receive a Kwik Trip store gift card after they complete the sessions. Coaches can help with changing eating habits or beginning an exercise regimen. In the smoking cessation program, coaches help people quit smoking. If they are smoke-free for six months or longer, they receive another gift card.

Free fruit has been available for employees as part of the wellness initiative, and response has been "very good," says Dena Zezulka, Kwik Trip's benefits manager.