

# CASE STUDY

## First Citizens National Bank

### A Healthier Tennessee Worksite

First Citizens National Bank, an organization with more than 20 sites across Tennessee, wants their teammates to be thinking about health every day. To accomplish this, they've tied their employees' annual incentives to their wellness program through a point system. Employees earn wellness points by participating in company approved activities. The bank's program initially had a 5 point requirement, but employees were easily meeting that goal within the last month of the year. First Citizen National Bank later raised requirement to 35 points in order to meet what they've adopted as a strategic goal - **employees thinking about their health every day!**

#### The point system

At First Citizens National Bank wellness **points can be earned a number of ways:**

- Attending a nutrition class.
- Participating in a company wellness competition.
- Attending a smoking cessation class.
- Participating in an onsite Pilates class.
- Exercising for 30 minutes, 3 times each week.
- Drinking 64 ounces of water daily in June/July
- Participating in a monthly promotion such as 'No-caffeine March' or 'No-alcohol April'.
- Completing on site biometric screenings.



Teammates participate in "Bring Your Tennis Shoes to Work" day, FCNB's effort to kick-off Walk Across Tennessee.

#### Results

Raising the bank's wellness point requirement tied to annual incentives from 5 to 35 was initially a concern for teammates, but they have found they have plenty of opportunity to earn points throughout the year and reported satisfaction with the program in a corporate culture survey. Most importantly, a full **94% of First Citizens National Bank teammates earned all of their wellness points toward their incentive in 2016!**

#### Keys to Success

According to Kerrie Heckethorn, First Citizens National Bank's HR Director, important elements for a successful wellness program include:

- Offering a variety of activities.
- Being open to feedback.
- Being prepared to modify.
- Starting at the top – leadership buy-in.
- Keeping it fun, interesting, and exciting.
- Tying it to financial incentives.

First Citizens National Bank is proud to be a 2016 Healthier Tennessee Worksite.

