

CASE STUDY: PUBLISHING HOUSE REED ELSEVIER MOTIVATES WORKFORCE IN FITNESS CHALLENGE—USING ONLINE FITNESS LOG

- Online Fitness Log delivered an easy-to-implement fitness-tracking program to major international publishing company Reed Elsevier, empowering the company to launch its own competitive workplace fitness initiative.
- Employees of the company were encouraged to form teams to compete with one another in fitness challenges, ultimately winning funding from the company to go toward charities of their choosing.
- By using Online Fitness Log as a tool for tracking their progress, teams were able to go head-to-head in intense rivalries while simultaneously boosting workplace camaraderie and enhancing the company's in-house fitness campaign.

REED ELSEVIER PRIORITIZES EMPLOYEE WELLNESS

Reed Elsevier is a major publishing and information solutions company, based in London but with a significant workforce in the United States and a client base that spans the whole world. For years the company sought to establish a culture of true wellness, knowing that healthy and fit employees tend to be better motivated, more energetic, and less prone to using sick days. However, actually designing and implementing a program long proved difficult.

The biggest obstacle the company faced was simply generating enthusiasm among its employees. The company boasts a workforce of 28,000 employees, spread across multiple countries and continents. The company's administration struggled to devise a way to organize a company-wide fitness initiative that would truly attract participation and generate excitement.

EMBRACING COMPETITION

Reed Elsevier developed an initiative they believed would meet all company criteria: The re:Fit2Win challenge, company-wide contest in which employees could form teams and compete against one another to see who could log the most miles walked or ran. By making it a competition, the company believed that it could motivate employees to not just participate, but to have fun doing so.

UTILIZING ONLINE FITNESS LOG

The next challenge to overcome was how Reed Elsevier might keep track of employee progress and actually facilitate the contest. Enter Online Fitness Log. The company engaged Online Fitness Log as a vendor for an internal system that could be used to run the competition, allowing each employee and team to log miles walked or ran and keep an ongoing catalog of their progress.

Additionally, Online Fitness Log furnished a Leader Board, which kept up-to-date rankings of how each team was performing. The Leader Board proved to be the most popular and the most helpful feature of all, and generated ample enthusiasm as the various teams sought to outperform one another.

RESULTS OF THE RE:FIT2WIN CHALLENGE

The re:Fit2Win Challenge has been going steady and each year there are more employees excited to form teams and participate. Throughout the lifespan of the program, Online Fitness Log has been the vendor of choice for the online fitness tracking program. The cumulative results of re:Fit2Win have been significant:

- The company has seen a marked uptick in employee motivation as it relates to in-house wellness initiatives.
- The company has also detected a rise in employee connectedness, especially between employees in different parts of the world; the online tracking abilities of Online Fitness Log have empowered employees to connect and compete with their counterparts all across the globe.
- Employees say they think more about their own well-being, and are more invested in corporate health and fitness programs.
- Major donations have been made to a variety of local charities and nonprofits, chosen by the winning teams.

Online Fitness Log has become the platform of choice among companies looking to implement workplace wellness programs. The company is proud to play a role in the re:Fit2Win project at Reed Elsevier.

“Leadership at Reed Elsevier was and is committed to the best in employee wellness—it realizes that healthy employees are happy employees. Partnering with Online Fitness Log has allowed our employees to engage in positive health initiatives. It has been fun and rewarding, and participation continues to grow. We appreciate Online Fitness Log and the role the platform has played in our company.”

–Emmy Stevens, Reed Elsevier HQ