

## Local Health Programs Featured in BusinessWeek



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Rochester, N.Y. -- A local healthcare initiative is making national headlines. As leaders in Washington wrestle with healthcare reform, companies appear to be finding their own solutions.

The cover article of BusinessWeek, "Why Wait for Health Reform," lists 10 ways to cut costs now and one of them is well known to people in Rochester.

The magazine credits the **Rochester Business Alliance** and local hospitals and business leaders for building a healthier community.

This BusinessWeek article lists 10 ways to cut healthcare costs and in the last year alone Verizon is deploying at least three of the tactics.

And it all started with a gym.

Health equals Wealth. A simple concept that 3 in 10 Verizon Workers are now pursuing just one year after the company opened its health and wellness center in its headquarters.

"I was able to get back into fairly good shape, actually dropped about 25 pounds, so I feel real good about that," said Verizon employee Gary Wood.

"Also having the trainers available. They're always watching us making sure we're eating healthy things... They promote bringing your own lunch, stuff like that, which saves a lot of money in the end," said another employee Dave Schneider.

But a bagged lunch is just the beginning.

All 1,400 local Verizon workers have regular access to blood pressure screenings, nutrition counseling, and fitness trainers that personalize a healthier lifestyle.

"People love it!" says health and wellness coordinator Sarah Morgan. "There's no other gyms that you can pay \$15 a month for and receive unlimited personal training. I mean, it just doesn't happen."

The company goes a step further – paying workers to be healthy when they enroll in medical plans.

"If you did a healthy quotient survey, you'd get a \$100 credit towards your medical plan contribution," said Verizon spokesman John O'Malley. "And if you declared yourself a non-smoker, you'd get a \$600 credit towards your medical plan and \$60 towards your dental plan."



### Related Links

- ♦ [BusinessWeek: 10 Ways to Cut Health-Care Costs Right Now](#)

Paul Speranza, the Wegmans executive who's among those credited with helping this community land in BusinessWeek's article says any company that does anything to help create a healthier workforce is going to see a bottom line difference -- a difference that doesn't take decades or years, but can be seen in months, as Verizon workers are now realizing.