

To whom it may concern:

The BeWell @ Stanford Employee Incentive Program (EIP) was conceived in 2007 and born into existence in January 2008. Due to administrative support from the highest levels of the University, the BeWell@Stanford EIP has served as an innovative beacon of light that has positively affected thousands as we work towards our goal of creating the Healthiest Campus in America.

The BeWell EIP has grown each year as **NEW** dimensions have been added. The program highlights are listed below:

2008:

Stanford Health and Lifestyle Assessment (6,667), \$150 incentive, Wellness Workshop (2,471), Free Fitness Assessment (708), Personal Training (621) and \$20 Group Fitness Classes (1,200).

2009:

Stanford Health and Lifestyle Assessment (7,273), \$150 incentive, Personal Wellness Plan (4,374), **NEW** BeWell Berries, \$100 for completing 5 of 9 berries including Free Fitness Assessment (1,581), Free Personal Training (1,289), Wellness Coaching (172), Healthy Living Class (973), \$20 Group Fitness Classes (1,764), Well Visit (2,095), Commit to Healthy Behaviors (2,733), Wellness Workshop (1,188), Completed 5 or more berries (1,368).

2010:

Stanford Health and Lifestyle Assessment (7,301), \$150 incentive, Personal Wellness Plan (2,743), BeWell Berries, \$100 for completing 5 of 9 berries including Free Fitness Assessment (1,337), Free Personal Training (1,069), Stress Workshop (1,109), Nutrition Workshop (1,273), Wellness Coaching (101), Healthy Living Class (1,212), \$20 Group Fitness Classes (1,654), Wellness Advocate (872), Well Visit (1,621), plus **NEW** BeWell Numbers Health Screenings (\$50)(3,314), Completed 5 or more berries (1,392).

2011:

Stanford Health and Lifestyle Assessment (9,303)(\$0), **NEW** Wellness Profile including Biometrics and Wellness Advising Session of 30-40 minutes (6,505)(\$200), plus eligible for \$480 Health Premium reduction in 2012, BeWell Berries \$100 for completing 5 of 9 berries including Free Fitness Assessment (2,210) and Free Personal Training (1,356), Group Fitness Class (3,352), Stress and Resiliency Workshop (1,926), Nutrition Workshops (2,189), Healthy Living Class (1,542), Well Visit (2,108), Wellness Advocates (1,588), BeWell Walkers (8,94), Completed 5 or more berries (2,208).

2012:

The 2012 program began in January and the **NEW** addition this year is spouses and partners are eligible for \$240 if they participate in the Stanford Health and Lifestyle Assessment and Wellness Profile.



We have received generous financial support from the University General Fund and Fringe budgets in order to finance the program as we work together toward curtailing the continual rise in health care costs. Truly, “Choices Drive Change” and “Small Steps and Great Strides” towards better health and wellness at Stanford could serve as an innovative model at universities across the country to follow. Thereby, we recommend the BeWell@Stanford Employee Incentive Program for Stars Innovation Credit for a program that is “Creating a Healthier Culture” at Stanford.

Thank you for your consideration,

Eric L. Stein
Senior Associate Director of Athletics for
Physical Education, Recreation and Wellness
650-736-8494