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FOR IMMEDIATE RELEASE

CREDIT UNION IMPLEMENTS WELLNESS PROGRAM

Xceed Financial offers health incentives to promote employee wellbeing and lower insurance fees

El Segundo, Calif. (April 15, 2011) — “A \$1 investment in a wellness program saves \$3 in healthcare costs,” according to the Wellness Council of America. Last year, in an effort to stabilize, or even reduce, health insurance costs, Xceed Financial Credit Union implemented a wellness program for its employees.

With healthcare costs rising more than 6 percent a year, Xceed hopes the wellness program will have a sizable impact on the credit union’s insurance experience rate by reducing controllable illnesses—like obesity and diabetes for starters—in its workforce. An insurance company (e.g., Anthem Blue Cross, Aetna, Kaiser Permanente) will often reduce its fees to a client company as a reward for fewer instances/costs of employees using its health insurance.

“Any reduction in insurance fees could then be passed on to our associates,” says Teresa Y. Freeborn, Xceed Financial president and chief executive.

In creating the program, Xceed challenged its internal “event and promotion committee,” called Team Xceed (made up of 11 associates from across the organization), to research other wellness programs within and outside the industry. The team then proposed its own program that focused on several core elements that play a role in a person’s overall health: physical fitness, community involvement, environmental “green” efforts, personal development, and weight loss and maintenance.

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Points are assigned to all types of activities—such as running, playing volleyball, volunteering, donating blood, composting at home, taking a college course, cooking healthy or carpooling to work. Associates log their personal achievements on a daily/quarterly basis, and a cash payout of \$300 is awarded to each employee who hits the 1,000-point mark by the end of the year.

In its inaugural year, 128 associates out of 213 participated in the program, with an accumulated point total of 104,603—representing an average of 817 points per person. And 56 associates broke the 1,000-point barrier. Associates are encouraged to send Team Xceed new ideas on how to accrue points and feedback has been very positive. One new associate is a guide-dog volunteer while another is part of a rowing club, so these activities were added to the online “activity report.”

The program also offers printed information on wellness tips on Xceed’s intranet and in the associate newsletter. This year, the credit union also hosted its first-ever “health fair” that included 28 vendors (two from the organization’s largest insurance carriers) that were on site during work hours, allowing associates at the corporate headquarters to meet one-on-one and learn more about their benefits and options for a healthier lifestyle.

This past October—deemed National Walking Month—Xceed partnered with Health Enhancement Systems to take part in its Walktober 2010 campaign. The month-long campaign is free to all Xceed associates and helps motivate them to increase their walking by taking advantage of enticing fall colors and ideal walking conditions. Participants are given a pedometer with which to log dedicated walking minutes (or steps) and earn brightly colored “fall leaves” based on their minutes/steps during the 31-day program. Walktober is also another way associates can accrue activity points toward the Xceed wellness program.

“We want to do all we can to help stabilize insurance costs, which is why we’ve invested in our own custom wellness program,” says Freeborn. “It feels good to contribute to the health and wellbeing of our associates.”

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About Xceed Financial Credit Union

Headquartered in El Segundo, Calif., Xceed Financial Credit Union is a federally chartered workplace credit union that focuses on meeting the needs of businesses and their employees throughout the United States. The credit union started in 1964 as Scientific Data Systems Credit Union and later became Xerox Federal Credit Union in 1970. A new name and brand identity were launched in 2008 to reflect its expanded field of membership and new business model. Xceed delivers personal banking and financial literacy directly to “select employer groups” (SEGs) and is proud to help nearly 62,000 members realize their dreams. Xceed Financial has more than \$720 million in assets and 15 Financial Centers in six states.