Cobb, Strecker, Dunphy & Zimmermann
Journey to Wellness

In the heart of the hustle and bustle of downtown Minneapolis, Cobb, Strecker, Dunphy & Zimmerman, Inc. (CSDZ), an independent insurance and surety agency is working to improve worksite wellness. Established in 1919 to serve the design, manufacturing and construction industries, CSDZ employees committed to values of integrity, insight, innovation and impact. CSDZ employees serve to protect their clients. In 2006, CSDZ made the same promise to protect their employees by making an investment in their health and well-being.

To begin, CSDZ formed a wellness committee of volunteer employees and leaders. Their first charge was to define what wellness meant to CSDZ and their employees. The group agreed there are a variety of factors affecting health and happiness - and it’s important to meet people where they are in life. The committee also agreed with the idea that wellness is more than physical; it also includes mental, spiritual and financial well-being. Thus, the “Journey to Wellness” program began.

With a program mission and committee in place, the next action was to perform health screenings in the office. The impact could be seen immediately because a few employees, who weren’t regularly visiting the doctor, learned they had high cholesterol or high blood pressure. Their conditions could have continued to go undetected, but after their health screening, these employees were able to lower cholesterol and blood pressure through a healthy diet and exercise.

Employee feedback has been integral to the Journey to Wellness program design. By asking and listening to what employees want, Journey to Wellness has developed 5Ks, walking routes, Lunch and Learns, fruit and veggie challenges and more.

Journey to Wellness also includes out-of-the-box programs to get employees away from their desks and having fun. Sharon Scharf, director of human resources, recently hosted a poker walk contest and patched together an obstacle putting challenge for employees. Employees enjoyed the challenge and friendly competition with colleagues.
A free 45-minute yoga class is offered each Thursday in a conference room at the CSDZ office, and employees have access to a gym on the first floor of their building.

“It’s so important to have happy and healthy employees. Any tools you can offer will help employees be more productive, and clients will be happier too,” said Steve Gfroerer, chief financial officer and early champion for investing in employee wellness.

CSDZ plans to continue to do health assessments and listen to employees. The wellness committee believes that the only way to stay relevant and effective is to keep up with what they are asking for.

“Our program is going where our employees are going,” said Steve. “Currently, a lot of our employees are in the ‘sandwich generation,’ with kids and parents to take care of, so it’s a priority to connect them with resources to help reduce and manage stress. It’s all about being flexible and evolving as our employees change and evolve.”

“It’s a family-oriented approach here. We’re a team and we work together. We’ll continue to take an approach of trust, dedication and teamwork as we support one another not only in our work responsibilities, but also in our health and well-being goals,” said Sharon.

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**JOURNEY TO WELLNESS MISSION STATEMENT**

The Cobb, Strecker, Dunphy & Zimmermann Journey to Wellness program strives to enhance the overall physical, mental, spiritual and financial health of each employee both at work and at home.

**EMPLOYEE ENGAGEMENT BY THE NUMBERS:**

- **95% Participation** in biometrics screenings
- **78% Participation** in health assessment
- **100% Participation** in family and volunteer activities
- **77% Participation** in total wellness programs

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