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“The health portal
fitimjob-online®
is one of the most
frequently used
services.”

**Regula Keller, Head of Health Management,
AXA Winterthur**

The promotion of health – the little something which has a major impact for in-between times.

“Healthy employees are one of the basic requirements for a company to meet future requirements. Health is a resource which has to be looked after continuously. It is our goal to enable employees and management to do this and to support them in integrating health into everyday life,” according to Regula Keller, Head of Health Management at AXA Winterthur.

The first service within the scope of workplace health promotion was offered at Winterthur Versicherung in 2000. The fit im job module ‘exercise & nutrition management’ is now used at management level. With in-house trainers it has been optimised gradually and is today a permanent and desired component of the management seminar programme.

Winterthur becomes AXA Winterthur

Management approved the resources for the specialist “Health Management” department, led by Regula Keller, a WHP expert, before the sale of Winterthur Versicherungen to the AXA Group. On 1 May 2006 she started to set up holistic health management at AXA Winterthur.

The first healthReport[®], which AXA Winterthur carried out with fit im job within the scope of a pilot project, confirmed that numerous employees were suffering from problems which were related to working with computers, increased requirements in the services sector and the resulting stress.

Based on the findings, AXA Winterthur decided to intervene at various levels and commissioned fit im job with:

- The implementation of the health portal - fitimjob-online[®]
- The TeamWorkshop range “fit & well” (fitimjob⁵)
- The evaluation with a second survey with the healthReport[®]

In addition the Health Management department of AXA Winterthur held various seminars on the topics of “work and health” and “presence management”.



Viviane Ratter, Seminar Leader, fit im job AG

Identify. Inform. Change. Review.

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fitimjob⁵: The TeamWorkshop range with tests and performance review

The essential benefit of fitimjob⁵ is that the recurring health inputs support the change in behaviour over a period of 12 months. By being carried out in a team, health also becomes an issue in everyday working life and as a result this increases the implementation of personal measures. A further benefit is that the modules are short enough to be integrated without any problem into the work routine of a team. The workshops show how even minimal changes in behaviour in exercise, nutrition, relaxation and posture have a significant impact on both fitness and well-being.

Module 1 – check-up, goals, exercise and GO!

First of all awareness is raised among the participants with regard to their health: “What is my balance within the ‘magic triangle’ private environment – professional environment – health factors?” After this they define their individual health goals and implement the first important pillar: exercise management – including determining the ideal personal stress levels including fitness profile.

Module 2 – Nutrition management

The module ‘nutrition management’ shows how simple measures and individually customised nutrition can have an impact on performance and concentration. From digestion, to food and to snack checks in order to determine the optimal “little something for in-between times”.

Module 3 – Relaxation & sleep management

With ‘relaxation & sleep management’ the participants learned among other things which immediate relaxation measures appeal particularly to them. Special: Sleep – the most important source of regeneration, how to optimise it simply and sleep better.

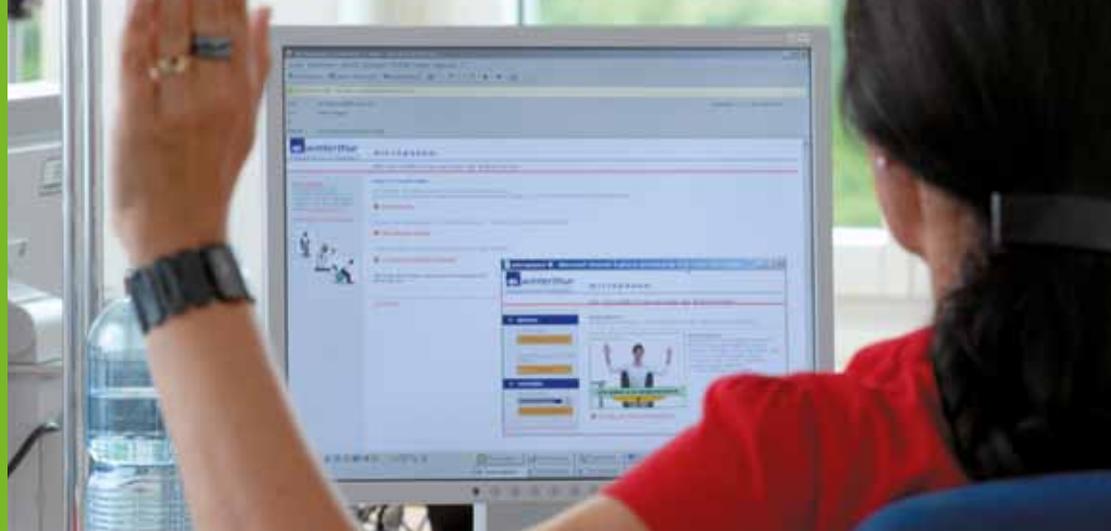
Module 4 – Back management

And within the scope of ‘back management’, alongside short theory units and extensive testing, above all a broad active practice session was held.

Module 5 – Follow-up

A first performance review with all the tests then took place in the follow-up six months later. During the coaching stage the participants were already taking more and more control of their health management and achieved great personal successes.

With the PC break programme micropause® 13% less PC mistakes.

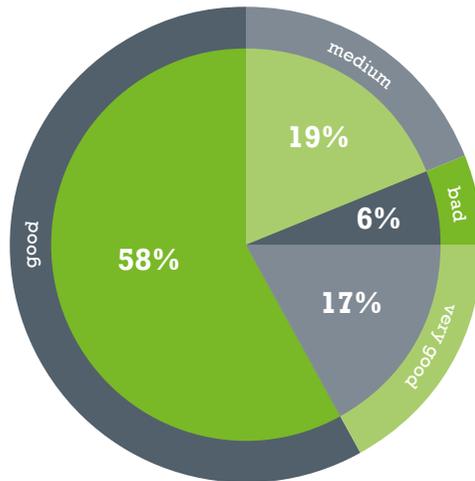


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Set an example. Lead. Support online.

What is your overall assessment concerning use of the portal?



The survey was web-based using an online questionnaire which could be completed anonymously.

Result: 75% of users assessed the portal to be "good" to "very good" (questionnaires completed: 1,191)

From the "test centre" to micropause® with trinktimer®: everything is online and individual

Between workshops and follow-up the participants were also supported: online via a health portal.

In the "test centre" they could do everything by themselves, from the stress test to figure control. In addition numerous other modules from the "health diary" to the "infotheque" were also available to them. The absolute hits were 'micropause®' and 'trinktimer®'. With a portal which could be set to individual needs, it was naturally most frequently set to personal success.

The results too were correspondingly successful. Not only because 75% of users assessed the portal to be "good" to "very good". Thanks to the sustainability of the fit & well seminars and the online support, physical complaints were reduced and there was even a considerable decline in inner restlessness, nervousness, irritability and tiredness.



Finanzielle Sicherheit / neu definiert

Company

AXA Winterthur

Number of participants

1,000 with the health portals, over 700 with the workshops

Starting position

Many employees at AXA Winterthur were suffering from the consequences of working with computers: neck and shoulder tension, back pain or burning eyes.

fit im job solution

- healthReport®
- Exercise & nutrition management
- Relaxation & sleep management
- fit & well team seminars (fitimjob⁵)
- Health portal – fitimjob-online®

Result

There was a reduction in all physical complaints. There was even a considerable decline in inner restlessness, nervousness, irritability and tiredness.