SBK | Springbuk | Healthiest 100 Employers Client Template | Copy R1 | Nov. 20, 2020

# [ client named ] Named a 2020 Healthiest 100 Workplace in America

*[ client name ] among the prestigious list of top 100 people-centric companies that are the most proactive in employee health and wellbeing.*

[ DATELINE ] — (Dec. 7, 2020) — [ client name ], [ press line ], proudly announced today being name [ No. x ] on the 2020 Healthiest 100 Workplaces in America by Healthiest Employers® for [ company name’s ] investment in the health and wellbeing of its employees in the face of a global pandemic.

[ company name ]’s investment in its employees is part of a broader strategy to [ messaging opportunity ]. Being named among the top 100 companies in the U.S. is critical to supporting employees who are facing many challenges this year.

[ We recommend sharing some details about the strides and investments that your organization has taken in health and wellness – how you empower your team members to make healthy decisions or what is unique about your health/wellness approach/programs ]

[ quote from company spokesperson about what this designation means to your brand ]

Winners are selected based on their Healthiest Employers Index, which is based on six factors: vision, cultures/engagement, learning, expertise, metrics, and technology. Springbuk evaluates each applicant using its Health Intelligence platform — powerful, AI-driven technology that applies proprietary algorithms to disparate health and related data, generating insights and actionable opportunities to save money and prevent disease.

“Each company on this list can be proud of their investment in health and wellbeing and the impact it has on the lives of its employees and our communities,” said Haley Elmore, Healthy Employers® program coordinator. “Not only are these companies demonstrating care for their people, but those businesses are thriving by having more engaged, focused, and productive employees.”

Healthiest Employers® was founded over a decade ago by Springbuk to encourage employers’ investment in the health and wellbeing of their employees and to encourage companies to take a more deliberate data-driven approach to employee health issues and benefits planning.

“Companies are beginning to understand the value of investing in the health and wellbeing of employees as they see more engaged and focused people, not to mention the positive impact on employer branding and talent retention,” said Rod Reason, CEO of Springbuk.

About [ company name ]

[ boilerplate ]

**About Healthiest Employers**

Healthiest Employers is a trusted awards program that recognizes people-first organizations taking a more proactive approach to employee health. Our goal is to be a resource for organizations that are focused on improving the health of their employees and to recognize those organizations invested in their populations' health and wellbeing. Since 2009, Healthiest Employers has hosted hundreds of awards contests in dozens of U.S. cities, honoring more than 10,000 employers representing over 60M employees. The awards use an objective methodology powered by Springbuk’s Health Intelligence platform.

**About Springbuk**

Springbuk is a leading-edge Health Intelligence platform that empowers employers and consultants to optimize their investments in population health. Our innovative solution offers deep analytic insights, allows data-informed decision-making, and provides strategic direction to maximize return on employee benefit investments.

**Media Contact**

name

Email

Phone