



# Shore Bancshares, Inc.

*A Healthiest Maryland Businesses Success Story*

## Good Things Are Happening Here!

Shore Bancshares' Wellness Program began in late 2010 when the company partnered with a wellness provider to develop a company program. To start, Shore Bancshares offered employees reduced health insurance premiums if they participated in biometric screenings and health risk assessments. Over 90 percent of employees participated in 2011 and 2012.

### Creating a Wellness Committee

In 2011, a Wellness Committee was formed with diverse employee representation. Each of the ten committee members was assigned as liaisons to Shore Bancshares' 24 locations. The committee gained support from senior management for the wellness program and created the following mission statement:



Hydration Awareness Campaign participants holding their insulated tumblers branded with the new Wellness logo. L to R: Fritz Kade, Tunisia Johns, Becky Candel, Suzanne Jefferson, Laura Edwards, Andy Rossetti, Tim Berrigan, and Ellen Newell

*"It is the mission of Shore Bancshares Wellness Program to foster healthier lifestyle options, to reduce risk factors, improve overall well being, and encourage a productive, active work force. The program will champion workplace health promotion activities and provide health education that will support positive daily life changes."*

In 2012, Shore Bancshares moved from a 'participation only' program to a point system. Employees who earned 100 wellness points received a discount on their health insurance premiums the following year. Points could be earned by participating in biometric screenings and health risk assessments, attending educational seminars, getting pre-

## Shore Bancshares at a Glance:

- **Type of Business:**  
Banking, insurance and investments
- **Location:**  
Easton
- **How Long in Business:**  
100+ years
- **Number of Employees:**  
344
- **What worked:**  
A 'points system,' where employees earn points for participating in a variety of wellness activities in exchange for discounts on health insurance premiums



ventive screenings, participating in physical challenges or completing action plans with a health coach. The point system was adjusted in 2013 to award more points to participants who fell in 'ideal' or 'moderate' categories for cholesterol, blood pressure, blood sugar, body mass index and tobacco use measurements taken at the biometric screenings.

**Transformation Grant Award**  
Talbot County, Shore Bancshares' home county, is a recipient of the Centers for Disease Control and Prevention's Community Transformation Grant—a federal grant given to state and local government agencies in 2011 to support and implement community-level programs that prevent chronic diseases such as cancer, diabetes, and heart disease. The County's approach to using these funds was to focus on worksite wellness initiatives at some of the County's largest employers. Shore Bancshares received a \$2500 Talbot County Transformation grant toward their wellness program in 2013.

The funds were used to join the Wellness Council of America (WELCOA), a national organization dedicated to improving the health and well-being of all working Americans through the development of results-oriented worksite wellness programs.

Funds were also used to design a wellness program logo. The logo is used for employee communi-

cations from the Wellness Committee as well as to brand promotional items. Insulated cups with the new logo were distributed to the first employees who had earned their 100 wellness points, and to participants in July's 'Hydration Awareness Challenge.'

The Hydration Challenge was a six week event focusing on the health benefits of drinking enough water. A kickoff webinar informed participants about the benefits of water, and weekly educational messages highlighting the importance of drinking enough of this calorie-free beverage.

"Participants were surprised to learn about all the important ways water adds to good health," said Diana Johnson, chair of the Wellness Committee. It helps energize muscles, supports kidney function and even keeps skin looking good! The insulated cups—marked with ounce measurements—were a great way to track water intake and were much appreciated during the heat wave."

#### **The Proof is in the Results**

In July 2013, the wellness vendor reported on wellness progress after the results of the screenings and HRAs were tallied. Shore Bancshares had excellent participation in the wellness program, with 173 employees participating all three years! In 2013, there was an 11% increase in ideal glucose levels (73% of the company overall

were ideal), a 16% decrease in high risk in the blood pressure category and a 12% increase in moderate risk. There was also a 9% decrease in high risk for physical activity based on self-reported data.

#### **Worksite Wellness:**

##### **Company Culture at Its Best**

Lloyd L. 'Scott' Beatty, president and chief executive officer of Shore Bancshares, says, "Shore Bancshares' senior management is proud to endorse our wellness program, which we envision as a part of our company culture. The use of wellness tools like biometric screenings, health risk assessments, educational sessions and exercise challenges promote healthy lifestyles for our employees and their families. Our goal is to shine a spotlight on health and wellness, and make our workplace conducive to healthy choices and supportive of an overall well-balanced lifestyle."



The "Maintain, Don't Gain" Challenge was deemed a success. L to R: Wellness Committee members Dane Schriver, Talbot Bank; Connie Crossman, Shore Bancshares, Inc.; and Diana Johnson, Avon-Dixon Agency