

Hermes Awards 2015

37c. Internal Campaign

## ***Wellness at AECOM* Work Sample**

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# Executive Summary

AECOM is a global provider of professional technical and management support services to a broad range of markets including transportation, energy, water, sports arenas and government, to name a few. With expertise in architecture, design, engineering and construction, our 45,000 global employees serve clients in more than 150 countries and generated revenue of USD \$8B in 2014.

Acquisitions made in 2014 will nearly double our workforce to 100,000 employees worldwide, so managing the company's total health care budget and laying the groundwork for future cost management are critical financial objectives.

With that in mind, having an active and healthy workforce is more important than ever. *Wellness at AECOM* is an annual program designed to improve the overall health of AECOM's workforce and reduce health care spending for both employees and the company.

When employees complete *Wellness at AECOM*, they become eligible for the Wellness medical plan options, which are the least costly plans that AECOM offers. Those who do not complete *Wellness at AECOM* can choose the more costly Non-Wellness medical plan option or an HMO, if available in that location. When employees participate in *Wellness at AECOM*, everyone saves: recent claims analysis shows that health care costs among participants in the Wellness medical plan options cost the company than for participants in the Non-Wellness medical plan options.

## COMMUNICATION AND CREATIVE STRATEGY

The wellness communication strategy that was developed offered the following advantages:

- Explained the new program structure, which was far more complex than in prior years;
- Increased awareness of the need to complete the program to qualify for the Wellness medical plan options in 2015;
- Provided a variety of communications and resources to understand the program components and the deadline for completion, as well as the consequences of not completing the program; and
- For those who chose not to complete the program, the campaign included detailed explanations of the only Non-Wellness medical plan option that would be available to them in 2015.

Our campaign emphasized “wellness of body and mind” through simple headlines and beautiful imagery. The 2014 campaign theme, *\_\_\_\_ and be well*, played off of the long-established tagline of *Wellness at AECOM* to “be well.” Through its simplicity, the campaign helped employees to recognize the many ways they can change their behavior to fit wellness into their lives, and the advantages that a life lived “well” can bring to them, their families and their overall health care spending. The design execution was an evolution of their existing health care branding, creating a campaign that was both welcome and familiar.

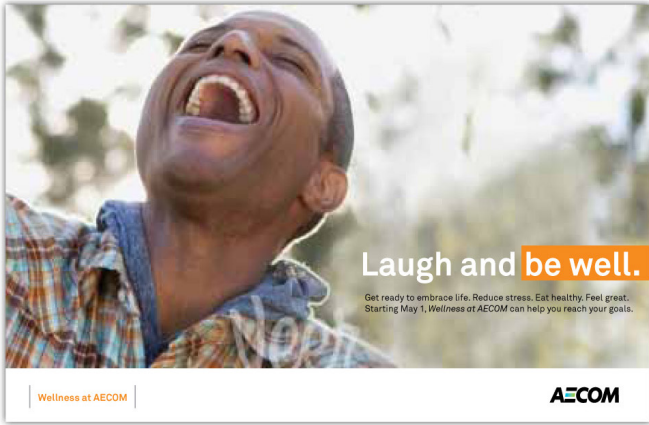


From the beginning, the Corporate Communications team collaborated on the design, development and deployment of the campaign with the leadership group, which included the Senior Vice President of Total Rewards, Vice President of Diversity & Inclusion, Human Resources (HR) leads in the U.S., site managers, and on-site office managers.

## KEEPING LEADERSHIP IN THE LOOP: PRESENTATION MATERIALS

To ensure buy-in, concepts and strategy were presented to the leadership team for feedback early on. The presentation board below described the new concept, shared additional campaign headlines, and showed management how the benefits branding would evolve from the previous Open Enrollment campaign to this year's wellness concept. In addition, regular presentation meetings and bi-weekly conference calls were held to keep all parties informed and to provide a forum for feedback, wherein messaging was adjusted appropriately to address management and employee concerns or issues.

**Wellness at AECOM - Year 5 Concept**

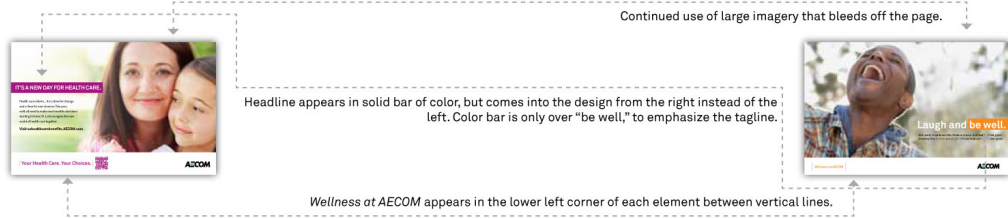


This year's wellness communications campaign concept puts an emphasis on **"Wellness of body and mind"** through simple headlines and powerful imagery. On the announcement poster to the left, we see a man clearly enjoying the moment, with the headline "Laugh and be well." Elements throughout the campaign will continue to feature a single action word in the headline with "be well" and a fun, powerful image to reinforce the action. Other headlines might include:

Play and be well. Choose and be well. Live and be well.  
Create and be well. Nourish and be well. Achieve and be well.  
Relax and be well.

This year's concept continues to emphasize **be well**, the long-established tagline of *Wellness at AECOM*, giving employees a familiarity with past wellness materials. At the same time, it provides a link to the present through the design execution, which is an evolution of the branding used for Health Care Reform/Open Enrollment communications, as well as various other HR materials such as the Parent's Guide.

**Brand Evolution from HCR/OE to Wellness**



Continued use of large imagery that bleeds off the page.

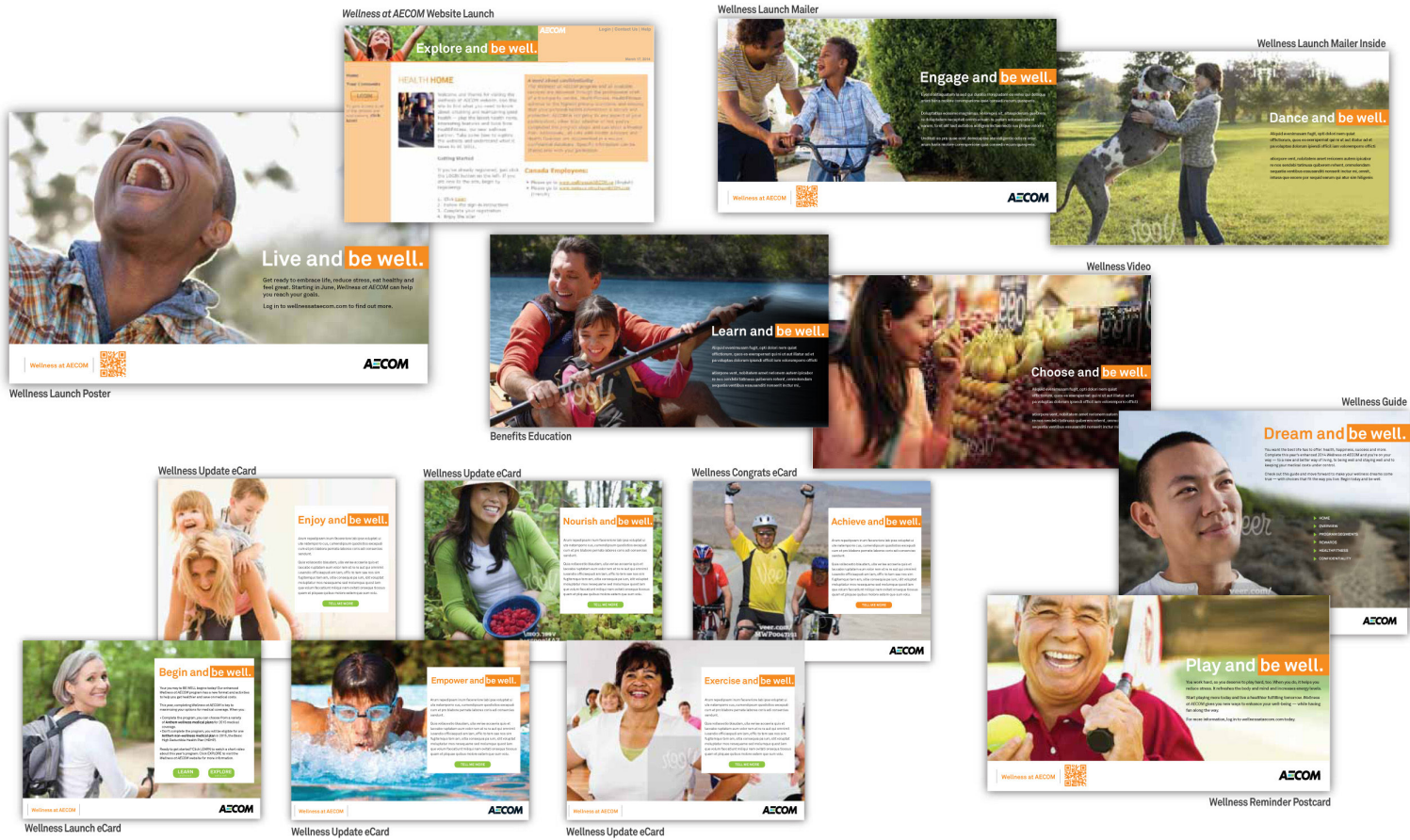
Headline appears in solid bar of color, but comes into the design from the right instead of the left. Color bar is only over "be well," to emphasize the tagline.

Wellness at AECOM appears in the lower left corner of each element between vertical lines.

Wellness at AECOM Concept Presentation Board for Senior Management



## 2014 WELLNESS COMMUNICATIONS



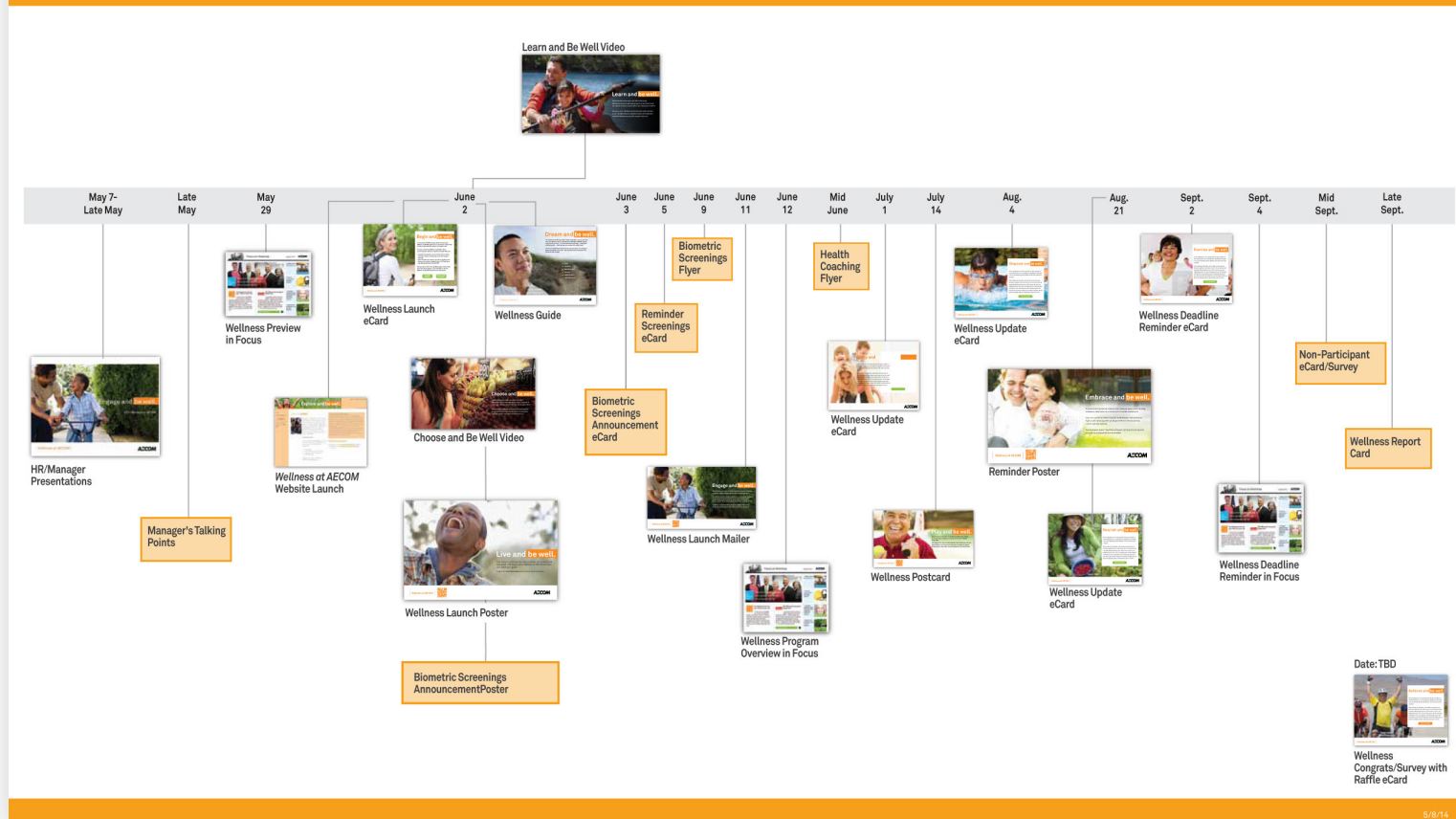
4/27/14

Designs at a Glance for Senior Management



## 2014 WELLNESS COMMUNICATIONS

"Wellness of Body and Mind"  
June 2 - September 12



8/8/14

## SNEAK PEEKS AND ACTION STEPS: INVITE AND WEBCAST TO MANAGERS/HR

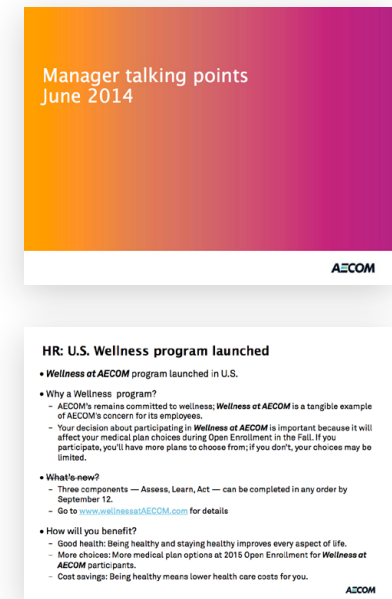
The manager and HR webcast let the organizational leaders know upfront how the newly-designed wellness program would work and what communication materials they would have at their disposal to promote participation.



Webcast Invite to Managers



Manager and HR Webcast



Manager's Talking Points

## THE PIECE THAT STARTED IT ALL: ANNOUNCEMENT POSTER

This poster launched the campaign to employees, creating awareness that the wellness program would soon begin. The QR code took users to AECOM's wellness website at [WellnessatAECOM.com](http://WellnessatAECOM.com).

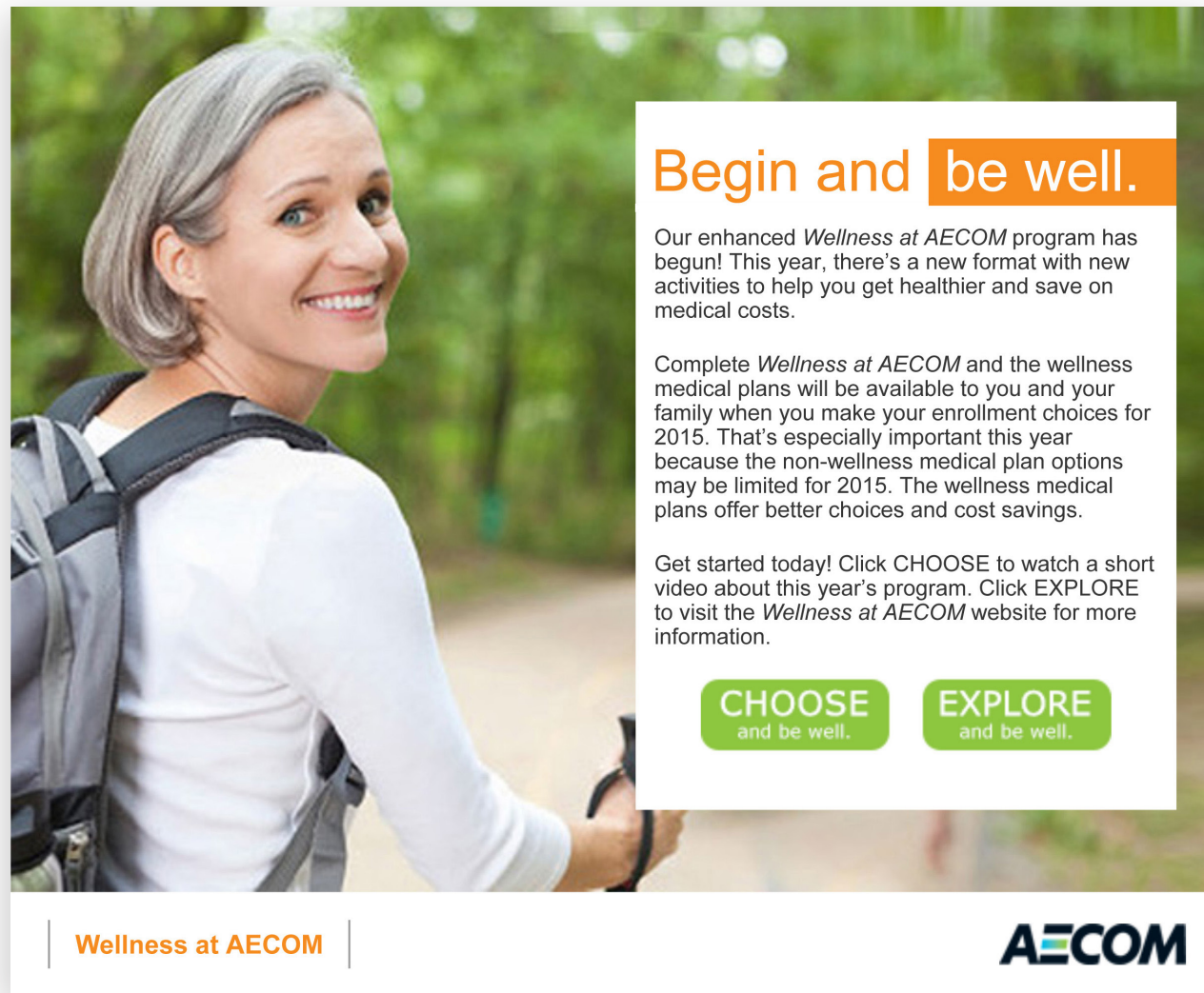


Announcement Poster



## DRIVING EMPLOYEES TO THE WELLNESS VIDEO AND WEBSITE: LAUNCH ECARD

eCards were emailed to employees throughout the campaign. This one kicked off the *Wellness at AECOM* campaign and directed employees to click and watch a short video and learn more about the wellness program, or to visit the wellness site.



Launch eCard

### WELLNESS VIDEO

The launch eCard linked to a three-minute video that announced the program and reinforced key messages of better health, better choices and lower costs. Specifically, the video explained: the new program structure (ASSESS, LEARN, ACT); the benefits of completing the program (qualifying for the Wellness medical plan options in 2015); and the consequences of not completing the program (choices limited to the higher cost, Non-Wellness medical plan option in 2015). You can view the video at <http://ushealthcarebenefits.aecom.com/wellness2014/>.

Choose and be well.

*Wellness at AECOM 2014*

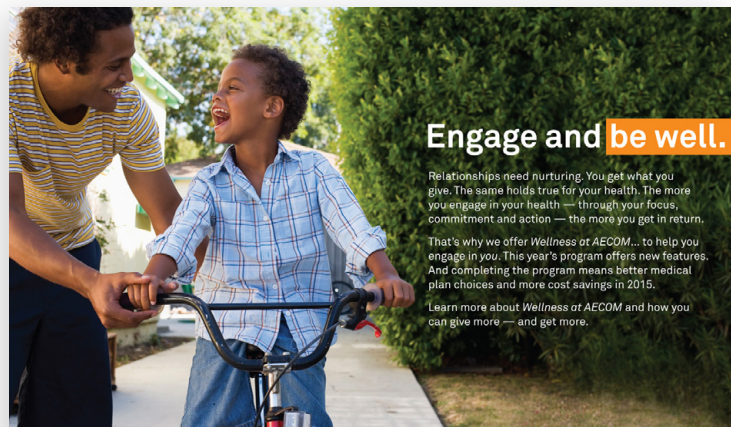
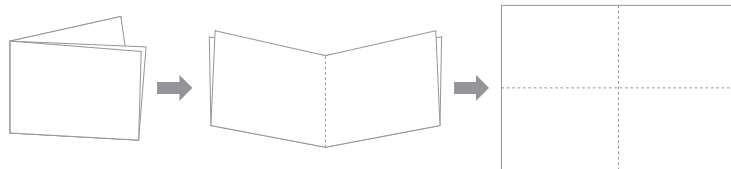


**AECOM**

*Wellness at AECOM Video*

## REACHING OUT TO FAMILIES

The wellness mailer was the first piece sent to employees' homes that set the tone for employees and their spouses/domestic partners about the wellness program.



### Engage and be well.

Relationships need nurturing. You get what you give. The same holds true for your health. The more you engage in your health — through your focus, commitment and action — the more you get in return.

That's why we offer **Wellness at AECOM**... to help you engage in you. This year's program offers new features. And completing the program means better medical plan choices and more cost savings in 2015.

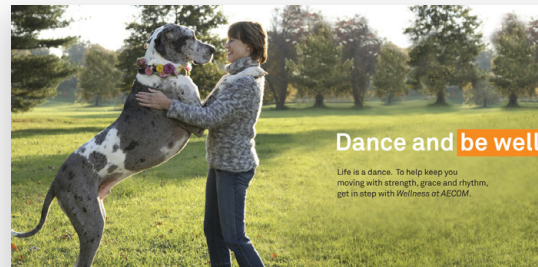
Learn more about **Wellness at AECOM** and how you can give more — and get more.

Wellness at AECOM



**AECOM**

Wellness at AECOM Mailer



### Dance and be well.

Life is a dance. To help keep you moving with strength, grace and rhythm, get in step with **Wellness at AECOM**.

**Building a culture of wellness doesn't happen overnight.** It takes one person at a time — one mindset at a time — to embrace the importance of well-being and make it an essential part of daily life. That's why we're pleased to see that **Wellness at AECOM** is making a real difference for all of us. Each year, participation in the program has increased, and last year was no different. In 2013, two out of three employees completed **Wellness at AECOM**, which means more of us are realizing the importance of wellness and addressing our health risks.

#### You've told us that:

- you're losing weight,
- your cholesterol and blood pressure are dropping,
- you're more aware of, and can better manage, potential health conditions, and
- you're taking time to receive important preventive screenings.

Good health and well-being improve virtually every aspect of our personal and professional life. Through our mutual commitment to wellness, not only are we enhancing our lives, but we're better able to manage costs — yours and AECOM's. Here's how:



**There are important changes we've made to **Wellness at AECOM**, so even if you've participated in the program before, you'll want to learn what's new for 2014. If you haven't participated in the past, you'll definitely want to do so this year.**

Take a moment and watch a short video at [unhealthcarebenefits.aecom.com/wellness2014](http://unhealthcarebenefits.aecom.com/wellness2014) which explains this year's program and the benefits you'll receive by participating.

## Good things happen in 3s

### 3 reasons to participate in **Wellness at AECOM**

**Completing **Wellness at AECOM** is more important than ever this year. Here's why:**

- 1 GOOD HEALTH**  
It's a gift, not a given. We sometimes take it for granted and assume it will always be there. But the truth is, it needs our time. And it needs our attention. That means taking steps to improve or preserve what we have, by committing to living healthy and taking on that commitment. Yes, it takes a little time and planning. But it's doable and we're worth it!
- 2 MORE CHOICES**  
Complete **Wellness at AECOM** and the wellness medical plans will be available to you and your family when you make your enrollment choices for 2015. That's especially important this year because your non-wellness medical plan choices may be limited for 2015.
- 3 COST SAVINGS**  
The healthier you are, the less you spend on health care. It's that simple. But there's more. When you have the wellness medical plan options available to you, you not only have better choices, you have more opportunities to save.  
  
For example, there are significant differences between the wellness Premier Plus Plan and the corporate non-wellness plan, the Basic High Deductible Health Plan (HDHP). While both are high deductible health plans (also known as consumer driven health plans), and both feature a Health Savings Account (HSA), your cost savings is significantly higher with the Premier Plus Plan because:  
  - Your premiums are lower, which means the amount you pay for your coverage will be less.
  - AECOM's HSA contribution is higher, so the money you receive from AECOM to help you cover health care expenses will be greater.
  - Your out-of-pocket costs are lower, since you pay less for services.

If you complete **Wellness at AECOM** and enroll in a Kaiser, HMO or Cigna plan, you will receive a \$250 reduction in your annual medical plan premiums, in lieu of the wellness medical plans.

### 3 components to **Wellness at AECOM**

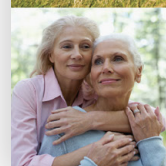
**This year's program has been expanded. Our 2014 wellness program now has three components that everyone needs to complete — ASSESS, LEARN, ACT.**

In most cases, these components can be completed in any order, or even at the same time. The choice is yours. To complete **Wellness at AECOM**, and have wellness medical plan choices available to you for 2015, **complete just one activity in all three components by September 12, 2014.** You're welcome to participate in as many of the activities as you'd like, but to be eligible for the wellness medical plans you only need to complete one activity under each component. It's that easy!

- 1 ASSESS**
  - Receive a **Biometric Screening** one of the following ways:
    - Attend an AECOM on-site screening, if available. (Locations/dates are available at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com).) Your results will automatically be submitted for you.
    - Go to a HealthFitness partner lab. Bring the appropriate form from the website at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com).
    - Visit your doctor. Bring an instruction form from [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com) to submit the results. Office visit copay or coinsurance may apply.
    - Take the online **Health Assessment** at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com). You'll answer general health-related and lifestyle questions and provide your biometric numbers.
- 2 LEARN**
  - Watch and complete our **Learn and Be Well Video Series** at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com). You'll watch a video with four short chapters and complete a mini-quiz for each, which takes about 30 minutes total of your time.
  - Learn about and register for our new **telemedicine service** at [www.MDLive.com/aecom](http://www.MDLive.com/aecom).
- 3 ACT**
  - Complete the requirements for one of our **Health Coaching\*** options, which include:
    - 13 **lifestyle management programs**, such as stress management or smoking cessation.
    - Five **condition management programs**, to help you manage a chronic condition (such as asthma or diabetes).
  - Complete one **Fitness or Social Responsibility Activity** which includes AECOM CSR events.\*\*
  - Participate in a **Weight Management Program**.
  - Receive a **Preventive Screening**, such as an annual physical or age/gender-specific preventive screening.

\* If you choose health coaching to complete the ACT component, please complete the Health Assessment or biometric screening **before** a giving up for the program.  
\*\* This is a fitness or social responsibility activity that puts you into action to improve your mental and/or physical well-being. For details on eligible activities, visit [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com).

Read more about the program details and report your activities at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com).



#### Calling all spouses and domestic partners!

If you're covered by an AECOM medical plan, you are again invited to take advantage of **Wellness at AECOM**. All program resources are free, including biometric screenings, the online Health Assessment, health coaching programs, education and more. And participating is easy. Simply go to [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com) and enter your user ID, which is the last five digits of your Social Security number plus your birth date, for a total of 11 digits. Spouses and domestic partners are not required to participate. But still, why pass up a great opportunity for both of you to enjoy the program and a healthier, more active life?

#### AECOM remains committed to wellness

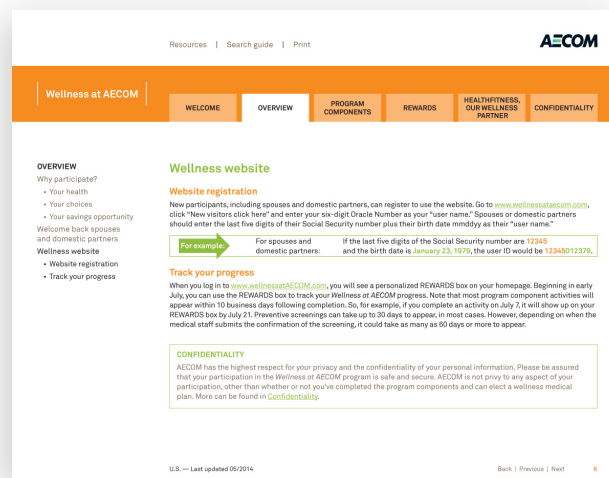
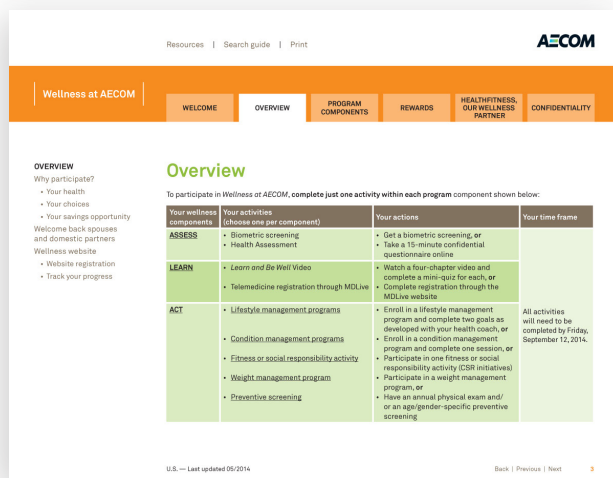
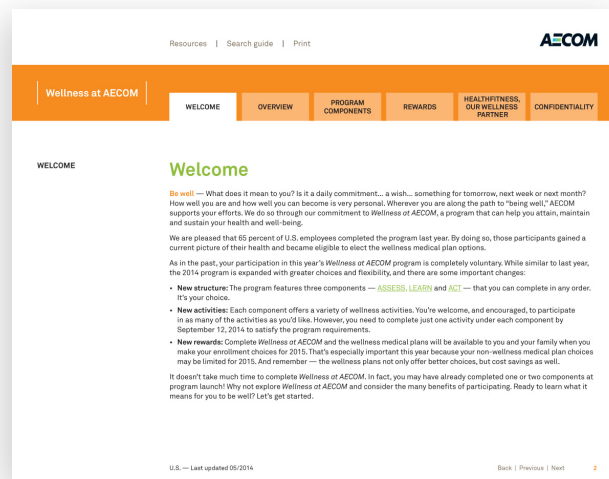
We will continue enhancing our **Wellness at AECOM** program and introducing programs that enable all of us to take positive steps toward achieving and maintaining good health. We're excited about our shared commitment and look forward to our continued journey. When we work together to be well, everyone benefits.

AECOM has the highest respect for your privacy. Our **Wellness at AECOM** partners will handle the information you provide with the utmost confidentiality. No one from AECOM ever has access to your personal health information; we will know only whether or not you've completed the program components and are eligible for the wellness medical plans. You are always fully protected by health privacy laws.



## ALL THE DETAILS AT THE CLICK OF A MOUSE: WELLNESS GUIDE

The comprehensive Wellness Guide is an interactive PDF that enables employees to jump easily from one topic to the next. The guide was posted on the wellness website and on myAECOM, and includes loads of information about the program. A link to the Wellness Guide was provided in multiple eCards, Focus articles, Chatter posts and more.



Interactive Wellness Guide

## KEEPING INFORMATION ACCESSIBLE ON THE INTRANET

Employees could easily access wellness information on AECOM's intranet, myAECOM.

URS is now part of AECOM – business and corporate policies, processes, programs and practices are currently being integrated. Look for notifications on upcoming changes.

Welcome George S (Not George S?) aecom.com People Go Intranet Go Advanced Search

**myAECOM**

Employee Projects and clients Knowledge and training Company Departments Tools MyLinks

Geographies > Americas > Human Resources > Benefits > Benefits - U.S. > Wellness at AECOM - U.S.

**Wellness at AECOM - U.S.**



**Be well**

"Be well" is the guiding statement for our culture of wellness, and the goal behind *Wellness at AECOM*.

If you're like many of us, you're challenged by some aspect of your health, whether it's losing weight, quitting smoking or managing a chronic condition. For others, the challenge is simply keeping up healthy habits such as minimizing stress, getting enough rest or taking time to get an annual physical.

*Wellness at AECOM* is our commitment to offering programs and support to help you achieve your wellness goals and **be well**.

Wherever you are on the health spectrum, *Wellness at AECOM* can be a life-changing opportunity to manage your health, prevent future health risks and be empowered to make healthy decisions. And whatever **be well** means to you, *Wellness at AECOM* can help you get there.

**Human Resources**

**Benefits**

Benefits - U.S. [-]

Health Benefits [+]

Insurance Benefits [+]

Retirement Benefits [+]

Voluntary Benefits

[Wellness at AECOM - U.S.](#)

Benefits - Canada [+]

**Diversity + Inclusion**


**HR Shared Services**

**Organization and Employee Development**

Performance and Rewards Resources

2013 Employee Survey

**Recognition and Rewards**



go to [www.wellnessataecom.com](http://www.wellnessataecom.com)

**Contacts**

→ [wellness@aecom.com](mailto:wellness@aecom.com)

**Wellness Works**

→ Wellness works for Joyce Mclean

**Get Your Gear**

→ [Athletic Gear](#)

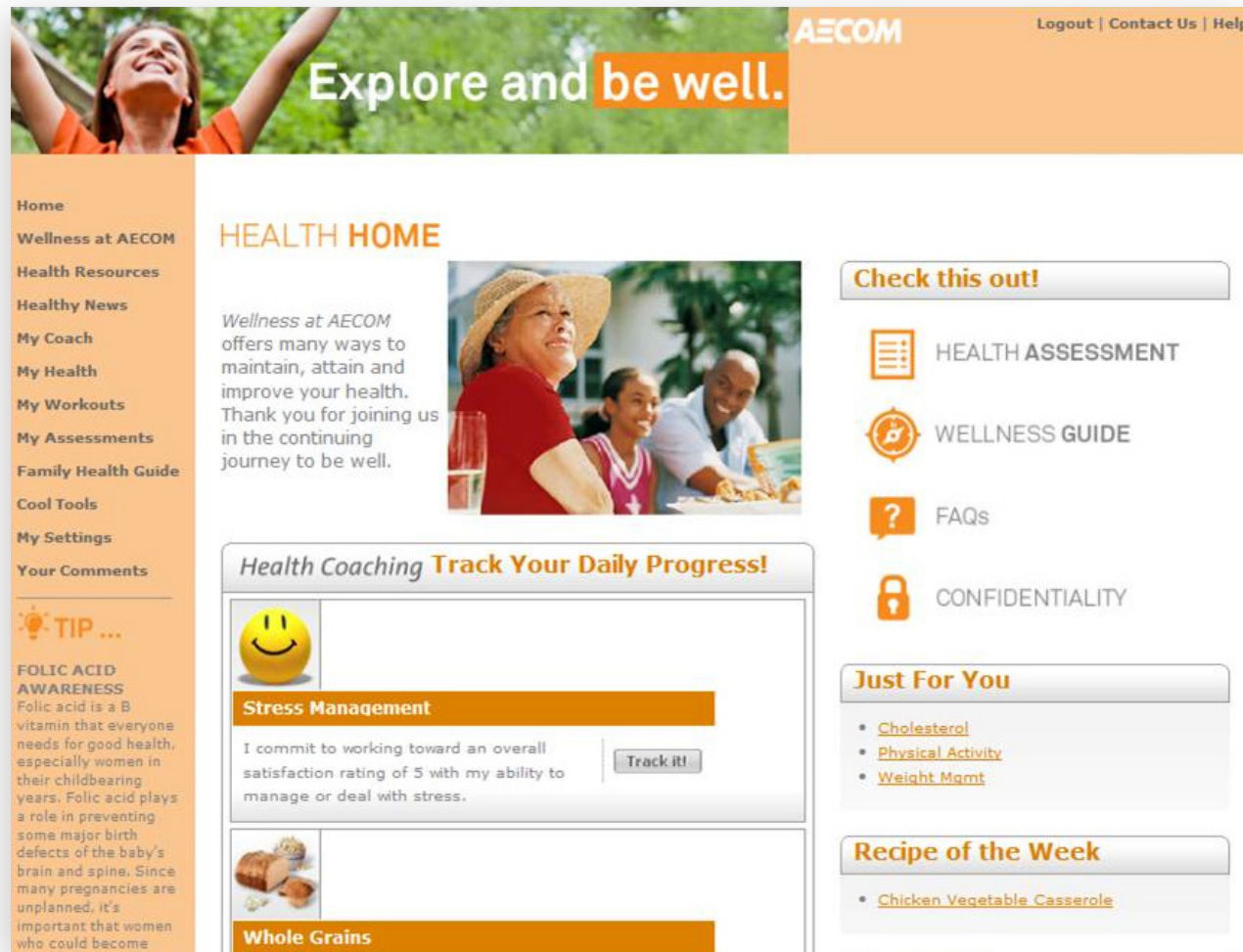
→ [Wellness Brand Store](#)

Top of Page | Home | Site Map | Company Feedback | Help | Add This Page to MyLinks

Wellness Page on myAECOM (AECOM Intranet)

## WELLNESS AT AECOM WEBSITE

The *Wellness at AECOM* website was where employees could learn more about the program, log their participation in various activities and get general information on a healthy lifestyle. Access to the site was made easy: employees could link to it through the intranet site myAECOM, through the eCards they received or directly via the URL at [WellnessatAECOM.com](http://WellnessatAECOM.com).

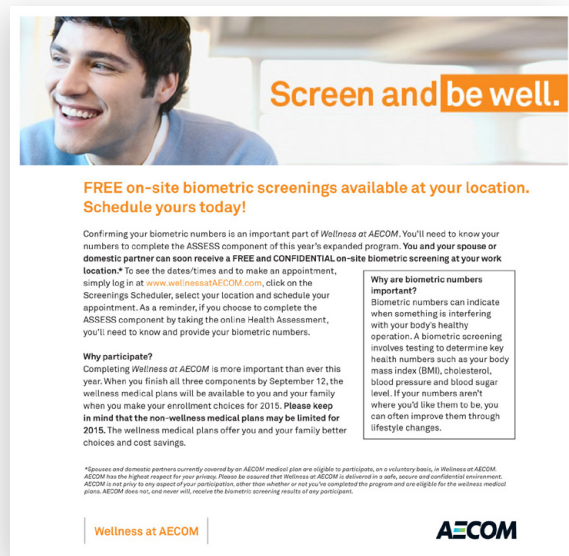


Wellness at AECOM Website

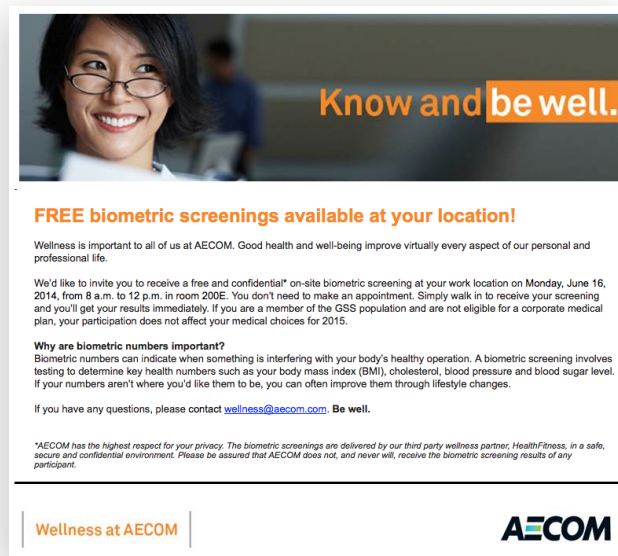


## SCREEN AND BE WELL: ECARD ANNOUNCEMENT, INVITE AND STICKERS

eCards were used to announce the dates, times and locations for on-site biometric screenings. In addition, a second version of the poster was created for locations where screenings would be held. Once employees completed the screening, they received a fun sticker to wear for the rest of the day.



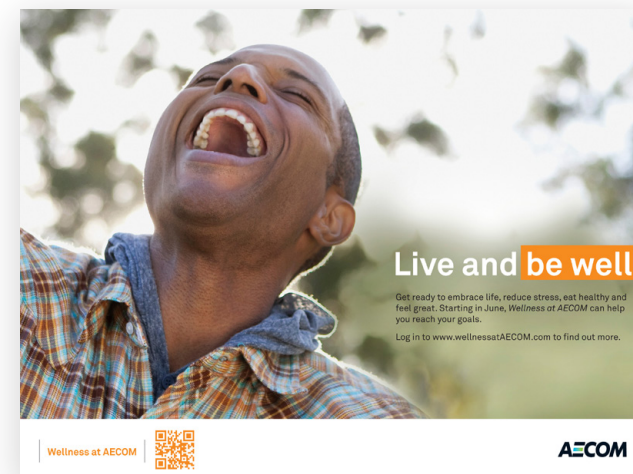
eCard Screening Announcement



eCard Screening Invite



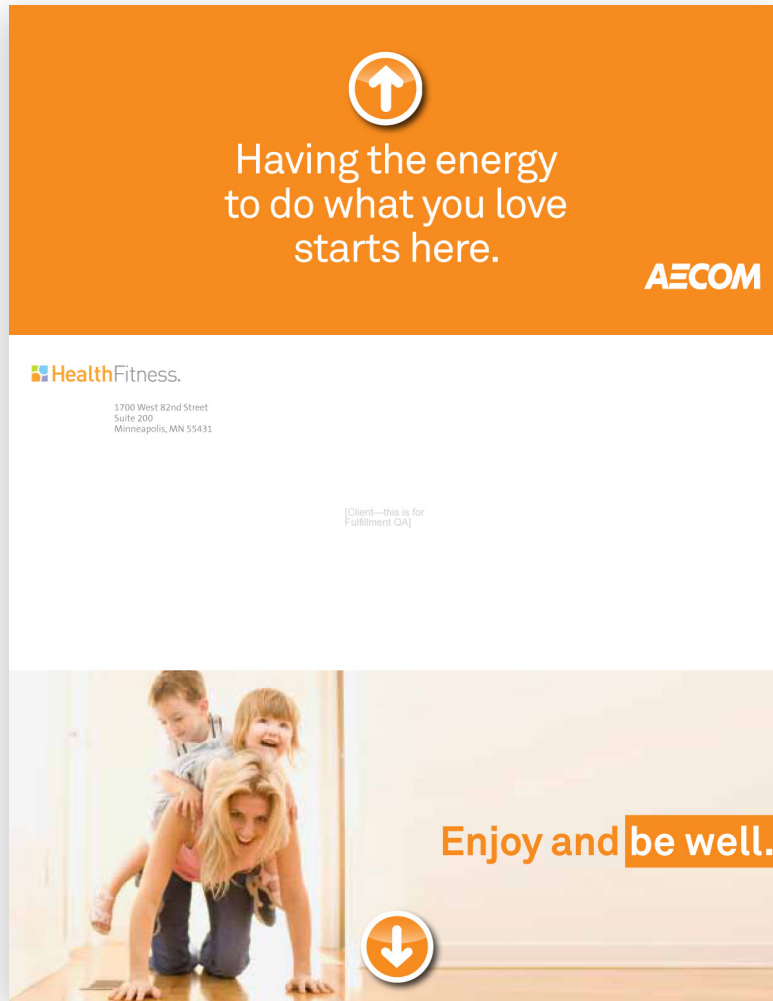
Biometric Screenings Stickers




Announcement Poster for Locations with Screenings

## PROMOTING TOOLS AND RESOURCES: HEALTH COACHING FLYER

This handout was created for those who attended the biometric screenings and directed them to the various health coaching services available to them.



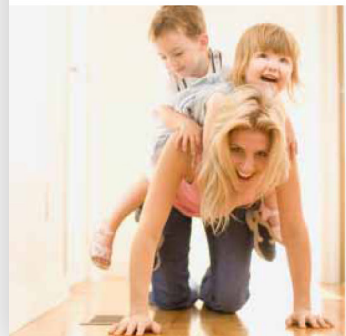


Having the energy  
to do what you love  
starts here.


**AECOM**

**HealthFitness.**  
1700 West 82nd Street  
Suite 200  
Minneapolis, MN 55431

[Client—this is for Fulfillment QA]



**Enjoy and be well.**



Health Coaching/Biometric Screenings Flyers





**Get going with a health coach.**

**Choose your next step.**

With a lifestyle management program, you select what you are ready to work on:

- Healthy eating
- Physical activity
- Healthy living

Making lifestyle changes in these areas can support your efforts to:

- Lose weight
- Reduce stress
- Lower blood pressure
- Lower cholesterol levels

**Questions**

*If you have questions, please contact us at 800-670-4316.*

*For log in or technical difficulties, select Option 1.*

*For questions about coaching, select Option 2.*

Ever wonder what you would achieve if you had the same resources as top athletes, actors and CEOs—a personal coach—to unlock and focus your personal power to improve?

You **DO** have the power to change for the better.

Enroll in lifestyle management coaching as part of *Wellness at AECOM*. Complete the ACT component of the program by connecting with a personal health coach to attain your goals by September 12, 2014.

**Set your plan in motion. Start today!**

Start making small lifestyle changes that could have a big impact on your health—and quality of life.

Since you've taken your health assessment and/or attended an onsite biometric screening, log on to [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com) and click the My Coach link to get started with coaching.

If you already enrolled in coaching, take the next step and select areas that you are ready to work on with your coach. Log on to [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com), click the My Coach link and then select Add a Focus to choose up to three Focus Areas.

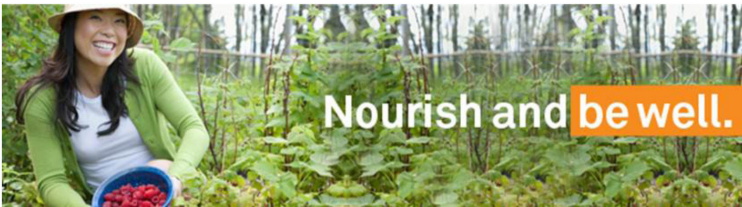
**Wellness at AECOM**

**AECOM**

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## ECARD SERIES

Additional eCards were used to communicate with employees throughout the program. A variety of messages, including reminding employees how the program works, program deadlines and linking them to additional resources, were emailed every few weeks. Approximately six weeks before the program ended, we developed targeted messaging to remind those who had completed none, one, or two program components what they needed to do and how to satisfy the program requirements quickly in the time that remained. A countdown box was also featured along the bottom of many eCards, letting employees know how many days were left until the program ended.



### Nourish and be well.

**Wellness at AECOM: Get started today!**


Wellness at AECOM is well underway! If you haven't started yet, now's the time. Wellness at AECOM nourishes your body and mind, and enables you to learn more about your overall health and how to improve it. And, when you complete the program requirements by September 12, you become eligible for the most cost-effective wellness medical plan options for 2015. So by participating in the Wellness at AECOM program, you have an opportunity to improve your health **and** save money on health care. If you choose not to complete this year's wellness program, your 2015 medical plan options may be limited.

There are three components to this year's program: ASSESS, LEARN, and ACT. Complete one activity from each component and you're done! Watch a brief [video](#) to learn more.

Some of you have told us that you're planning to participate in fitness and social responsibility activities, including AECOM sponsored CSR events, well into the fall. Did you know that even end-of-year activities can count towards the ACT component? Simply record your current training and/or planned activity on the Wellness at AECOM website ([www.wellnessatAECOM.com](http://www.wellnessatAECOM.com)) by September 12, and you're good to go! We're excited that so many of you are committed to wellness and want to support all the many activities that enhance your health and well-being.

Spouses and domestic partners who are covered by an AECOM medical plan are also eligible to participate in any or all Wellness at AECOM activities.\* However, only your participation is required to qualify for the wellness medical plans in 2015. **Even if you are not currently enrolled in an AECOM medical plan, we encourage you to participate. Not participating will limit your options to the non-wellness medical plans, should you have the need to enroll in 2015.**


Get started today at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com). And check your Rewards Box to track your progress after you log in to the site.




**66**  
days left

**COUNTDOWN TO WELLNESS!**  
You've got 66 days to complete Wellness at AECOM.  
Get started today!

Wellness at AECOM



General eCards



### Choose and be well.

**Less than 30 days left and you have three wellness components to go!**

**Don't miss out!** As of Monday, August 18\*, you've completed none of the Wellness at AECOM components. That means you've got three components to go! Remember, you'll need to complete Wellness at AECOM by **September 12** to qualify for all the 2015 wellness medical plans during open enrollment this fall.

**Check out the fast track!**  
Here's the fastest way to finish the program components:

**ASSESS:**

- ✓ **Do you know your biometric numbers?** Then just complete the online health assessment at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com). It takes less than 30 minutes.
- ✓ **Don't know your biometric numbers?** Simply make an appointment with your doctor to get your biometric information. As an extra bonus, if you get your annual physical and/or an age/gender-specific preventive screening during the same visit, you'll complete both the ASSESS and ACT components at the same time! Make sure to bring the required forms from the ASSESS and ACT pages on the [wellness website](#) for your physician to complete and submit the results to HealthFitness.


**LEARN:**

- ✓ Register for [telemedicine](#). It takes less than 10 minutes. Or, go to the [wellness website](#) and watch our *Learn and Be Well* video which takes only 20 minutes.

**ACT:**

- ✓ Participate in a social responsibility or a fitness activity, or *plan* to participate in one of these activities before December 31, 2014, and record it on the [wellness website](#).


**\*Track your progress.**  
Your personalized REWARDS box on the [wellness website](#) is updated every Wednesday to show your completed activities from the prior week. However, if you complete the ACT component by receiving a preventive exam and/or annual physical earlier, it typically takes at least one month for that information to appear. Please be assured that even if HealthFitness doesn't receive your information until after the September 12 deadline, as long as your activity was completed before September 12, 2014, it will count toward your eligibility for the wellness medical plans.



**24**  
days left

**COUNTDOWN TO WELLNESS!**  
You've got 24 days to complete Wellness at AECOM.  
Get started today!

Wellness at AECOM




Targeted eCards



## TARGETING THE MESSAGE TO NEW HIRES

Newly hired employees are grandfathered into the wellness medical plan options in their first year of employment and so are not required to complete *Wellness at AECOM*. This eCard was sent to those who were new hires last year, reminding them that if they wanted to continue in the Wellness medical plan options for 2015 they would need to complete *Wellness at AECOM*.



**Dive in and be well.**


**Get started on *Wellness at AECOM* today**

When you joined AECOM sometime after July 1, 2013, you were automatically enrolled in AECOM's cost-effective wellness medical plans for 2014. So that you and your family can continue enjoying these plans in 2015, please complete *Wellness at AECOM* by September 12, 2014. If you don't complete the program on time, you will have only the non-wellness medical plans to choose from during Open Enrollment this fall. These plans may cost more than the wellness medical plans, and your choice of plans may be limited.

*Wellness at AECOM* offers tools and resources to help you achieve or maintain a healthy lifestyle. Participating is easy and informative: simply complete one activity in each of the three components (ASSESS, LEARN and ACT) by September 12:

- **ASSESS** your health by getting a biometric screening or taking a quick online health assessment.
- **LEARN** how to shop wisely for health care by watching our [Learn and Be Well video](#) and completing a mini-quiz for each chapter. Or, register for telemedicine. [www.mdlive.com/aecom](http://www.mdlive.com/aecom)
- **ACT** to improve your health and well-being:
  - participate in a fitness or CSR activity,
  - get a physical or an age/gender-specific preventive screening, or
  - work with a health coach to complete a lifestyle or condition management program. Want to learn more about health coaching? Check out this [video](#)

You can find additional information at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com).



**COUNTDOWN TO WELLNESS!**  
You've got 64 days to complete *Wellness at AECOM*.  
Get started today!

Spouses and domestic partners currently covered by an AECOM medical plan are eligible to participate, on a voluntary basis, in *Wellness at AECOM*. AECOM has the highest respect for your privacy. Please be assured that *Wellness at AECOM* is delivered in a safe, secure and confidential environment. AECOM is not privy to any aspect of your participation, other than whether or not you've completed the program and are eligible for the wellness medical plans. AECOM does not, and never will, receive the biometric screening results of any participant.

**Wellness at AECOM**

**AECOM**

## MAINTAINING THE DIALOGUE: FOCUS ON AMERICAS

*Focus on Americas* is a regular online communication posted on myAECOM. Throughout the campaign, articles ran in *Focus* to announce the program, explain new features and requirements, share information about the biometric screenings and more. In addition, a variation of the countdown box was featured prominently in each edition to remind employees of the wellness deadline.

Focus on Americas June 12, 2014 AECOM

**We win big in Miami!**

Countdown Box: 92 days left

Get started today at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com)

**Key wins**

- > Learn about some of our most recent and significant new project wins in the Americas. Spanning multiple business lines, these wins support our organic growth plans for the geography.
- > Extending for the typical "spam" email, Canada's AECOM might consider to be in electronic communications. To significant changes are being in our messaging policies.

**Health care: It's time to be well**

> Wellness at AECOM is here. If you haven't already, now is a great time for U.S. employees to get familiar with the year's program and start on the path to being well in 2014. Here's what participation in Wellness at AECOM can do for you.

**Learning: Achieving excellence**

> At the heart of any collaborating organization are individuals who aspire to be the best in what they do. But what does it take for you to achieve and sustain excellence? Do you aspire to excellence in your work? For ideas on how to strive for excellence in your work, and all areas of your life, check out the resources on [SkillSoft](#).

**Government Sec Organization keeps business activities**

> Following U.S. Industrial Security Program guidelines, Kiewit, Kiewit and Kiewit are building a first-class Government Security Organization within AECOM. This organization will be especially for our U.S. government contractor and their clients.

**Office of Risk Management: COBRA Plan Ahead for Success**

> Our annual surveillance audits are ongoing with ISO 9001 certification, revealing collection of equipment findings. AECOM can be held liable for inaccuracies or misstatements if equipment is not properly calibrated and documented. Additionally, repeat findings may result in our certificate.

**Class of Future AECOM Leaders graduate**

> The third class of American Leaders Development Program recently graduated. Twenty-two mid-level managers and their mentors have been selected to develop their strategic and leadership effectiveness.

**Preparing for the P.E. exam made easier through ASCE partnership**

> Through our partnership with the American Society of Civil Engineers (ASCE), the American Technical Excellence Council is sponsoring Professional Engineer exam review courses. These courses are available to employees who are preparing for the P.E. exam in the civil, structural and environmental disciplines.

**Be the Role Model**

> Be the Role Model is one of the four key behaviors of the program. How often do you think about the impact you have on those around you? Do your actions and behaviors exemplify excellence, integrity, and inclusion? Further enhance your attributes of a strong role model with resources from [SkillSoft](#).

**Career Journeys: Open workshops for managers and employees**

> Are you struggling with how to get started or your next steps regarding your career planning? Or maybe, as a manager, you want to understand how to help your team with their career planning? Learn this and more by attending a Career Journeys live webinar.

**Hear from two recent ADVANTAGE program graduates**

> AECOM's ADVANTAGE program provides development experiences tailored to the needs of college interns and recent university graduates to build a solid foundation of knowledge and work experience for success at AECOM.

Contribute: Notice something different about Focus on Americas? We are now [categorizing stories](#), when appropriate, to better highlight the priorities of our strategy and our brand attributes.

Contact Us: Frank Pollara, Vice President, Communications

Wellness Article

Countdown Box

Focus on Americas July 24, 2014 AECOM

**Word on the street: What do you think about the URS news?**

Countdown Box: 50 days left

Get started today at [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com)

**Wellness at AECOM: New ways to be well**

> We want everyone to take full advantage of Wellness at AECOM. So when some of you told us that you're taking part in fitness and social responsibility activities well into the fall, we wanted you to know that these planned end-of-year activities can count toward the ACT component of this year's Wellness at AECOM for U.S. employees.

**Spotlight on safety: Communication and consistency keeps Canada team connected**

> Gone are the days when it was you and me or, us and them. Today, it's simply "we," as consolidation and integration builds a fully functional safety team in Canada.

**Best Doctors present heart-felt webinar**

> The number one cause of death in the United States gets 620,000 people in its grip every year. On July 30, Best Doctors will help you learn how to avoid being part of the statistics and live a more heart healthy life.

**Career Journeys: Open workshops for managers and employees**

> Are you struggling with how to get started or your next steps regarding your career planning? Or maybe, as a manager, you want to understand how to help your team with their career planning? Learn this and more by attending a Career Journeys live webinar.

**Learning with RedVector**

> A great resource for Continuous Education & Professional Development credits, RedVector is adding new video-based and interactive learning to its library of over 1,300 online courses including: architecture, construction, engineering, environment, and energy. Visit the [RedVector-AECOM Learning Portal](#) to log-on or create an account.

**Spotlight on SkillSoft**

> Access our new featured resources archive on SkillSoft to focus on your development at any time. The archive is a compilation of the SkillSoft learning subjects highlighted each month in Focus on Americas. We update the archive monthly to include our latest resources on topics important to all AECOM employees. Access [SkillSoft's](#) archive today to expand your knowledge, skills and abilities.

**How to override the AECOM screensaver in presentation mode**

> Our Net Promoter Score drives [organic growth](#).

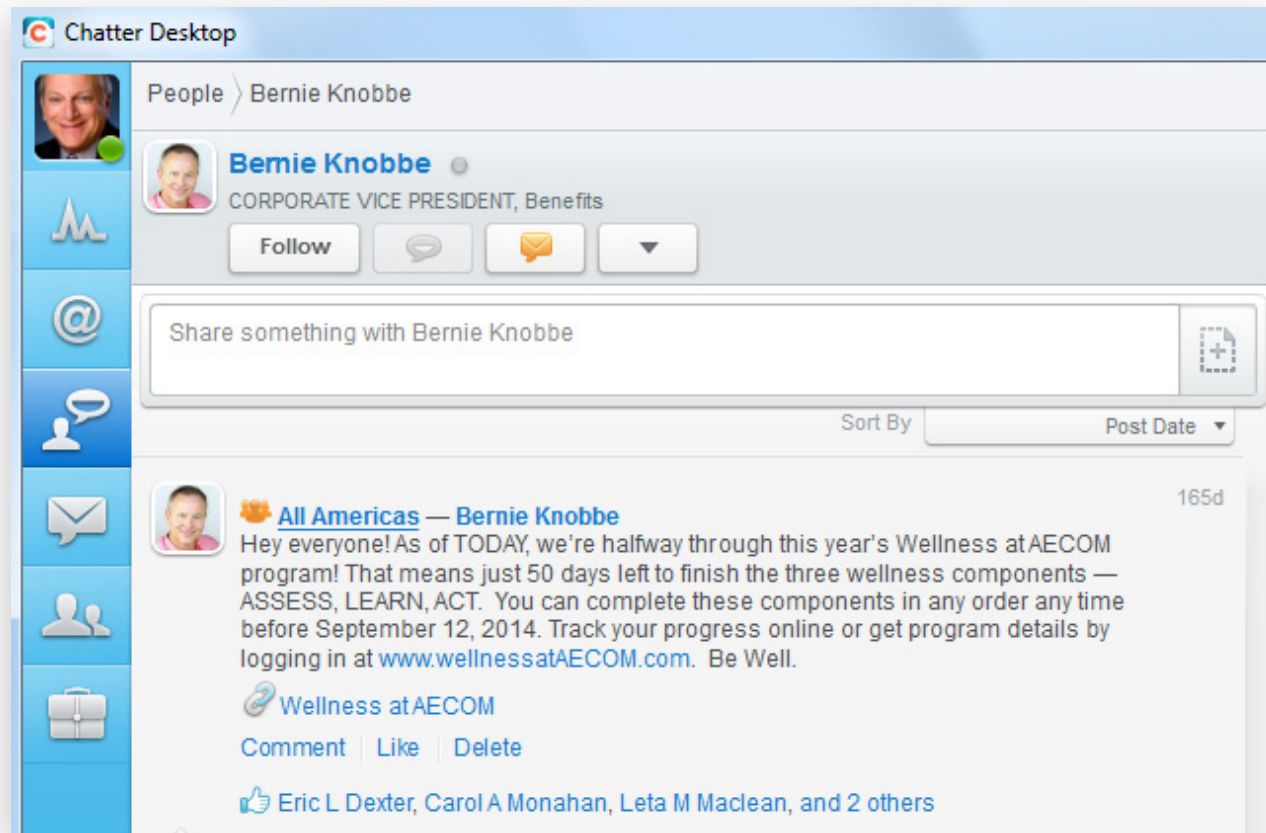
Contribute: Notice something different about Focus on Americas? We are now [categorizing stories](#), when appropriate, to better highlight the priorities of our strategy and our brand attributes.

Contact Us: Frank Pollara, Vice President, Communications

Countdown Box

## SOCIAL NETWORKING WITH EMPLOYEES VIA CHATTER

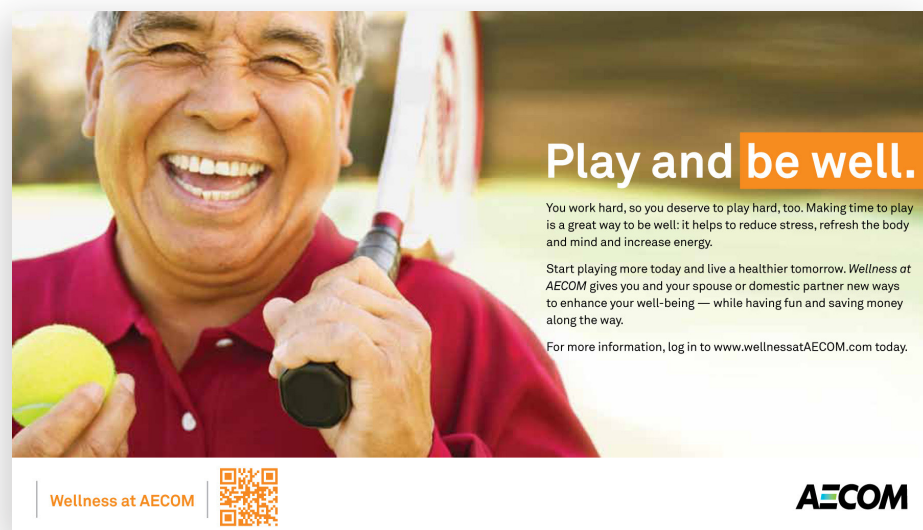
Chatter is AECOM's internal social networking platform. Throughout the campaign, management used Chatter to post several upbeat messages to remind employees how to track their progress on the website and encourage them to complete the program.



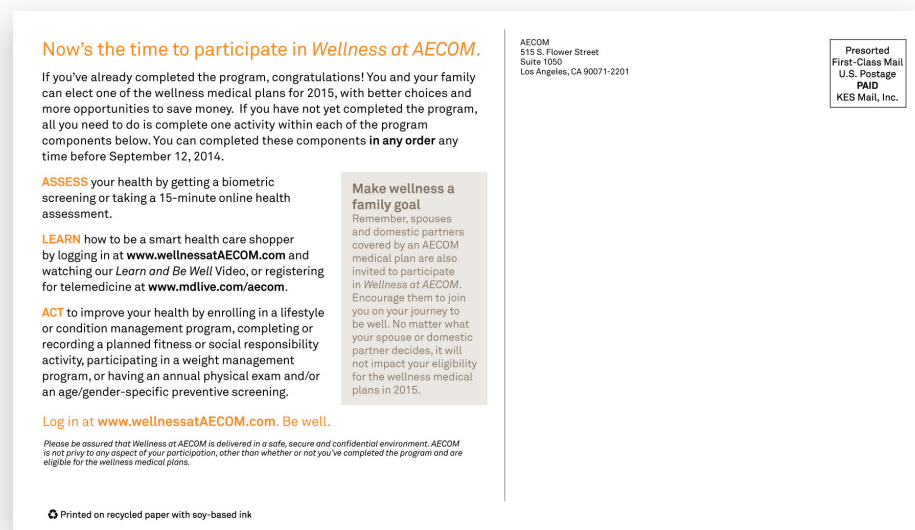
Chatter

## TOUCHING BASE WITH FAMILIES

To ensure we kept family members in the loop, we mailed a postcard to the homes approximately six weeks after the program began. This postcard was sent to employees' homes to ensure that spouses and domestic partners remembered the program was underway, how it worked and the importance of completing the program.



Wellness at AECOM Postcard





### REMINDERS!

In addition to eCard reminders, a poster was placed throughout the various AECOM locations to remind employees that the program would be over soon.



**Remember and be well.**

**Time is running out!** Complete *Wellness at AECOM* by **September 19**. If you choose not to complete the program, only the Basic High Deductible Health Plan (HDHP) will be available to you for 2015.

Check out the FAST TRACK for completing wellness.  
Visit [www.wellnessatAECOM.com](http://www.wellnessatAECOM.com). Be well.

Wellness at AECOM



Wellness at AECOM Reminder Poster

### LEARN AND BE WELL EDUCATIONAL PROGRAM

A comprehensive educational Brainshark was developed to help employees understand how to be a good health care shopper. This was also one of the options for completing the second component of the wellness program and was promoted throughout all the various wellness campaign elements. You can view *Learn and be well* at [www.brainshark.com/castlighthouse/vu?pi=zGizBl4pz6kmxz0](http://www.brainshark.com/castlighthouse/vu?pi=zGizBl4pz6kmxz0).



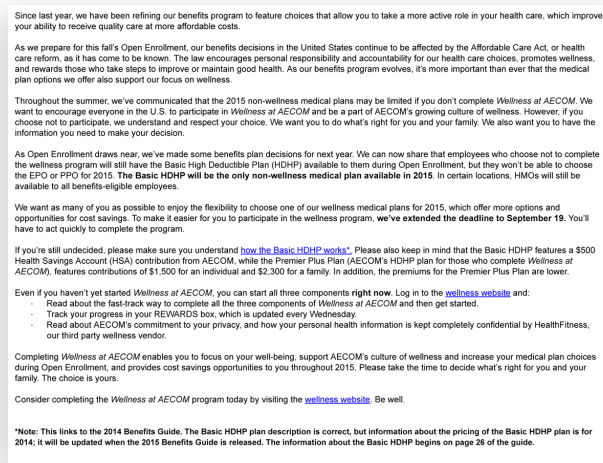
*Learn and Be Well Video Series*

## NON-WELLNESS PLAN ANNOUNCEMENT

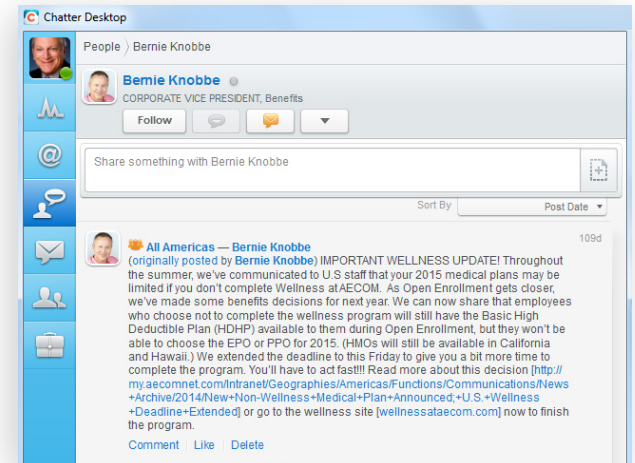
A variety of materials (some of which are shown below) communicated the decision to offer only one Non-Wellness medical plan choice in 2015, which raised the stakes for completing the program. They also announced the program deadline extension from September 12 to September 19, and communicated the “fast track” way to quickly complete the program.



myAECOM Announcement



Email Announcement

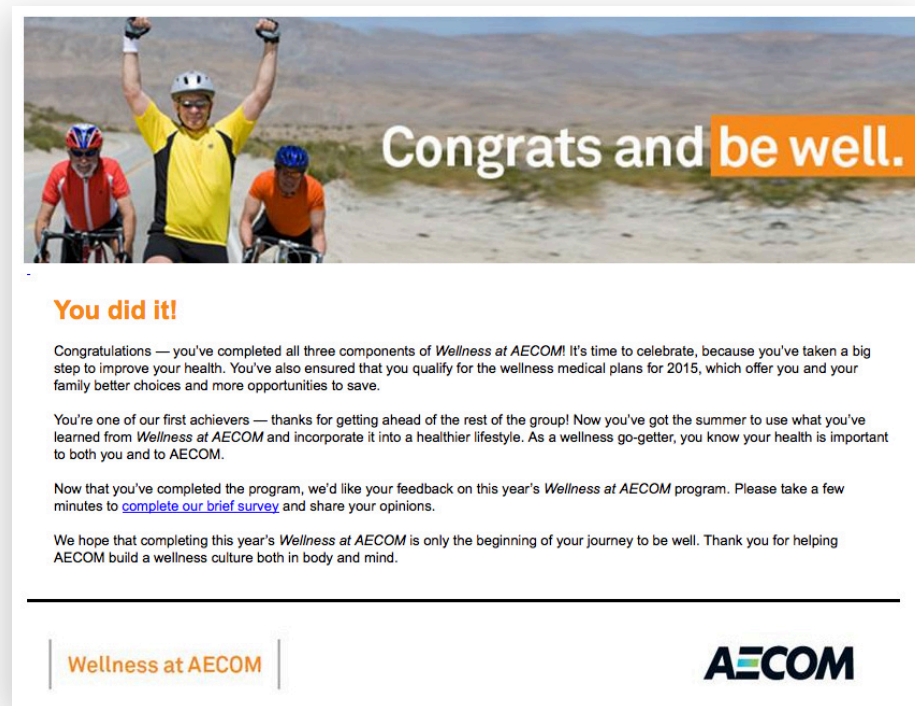


Chatter Announcement



## TELL US WHAT YOU THINK!

We wanted feedback from all employees, so we developed two surveys: one for those who completed wellness and one for those who did not. Employees who completed the program received the eCard below, which congratulated them and provided a link to an online *Wellness at AECOM* satisfaction survey.



eCard

The survey form has a header with the AECOM logo and the title "Wellness at AECOM 2014 Survey". Below the header, a paragraph of introductory text states: "Congratulations on completing Wellness at AECOM! Please take a moment to share your feedback on the 2014 program by answering seven short questions. Your candid feedback will help guide us in future plans. Your survey response will be kept strictly confidential." The survey consists of four numbered questions:

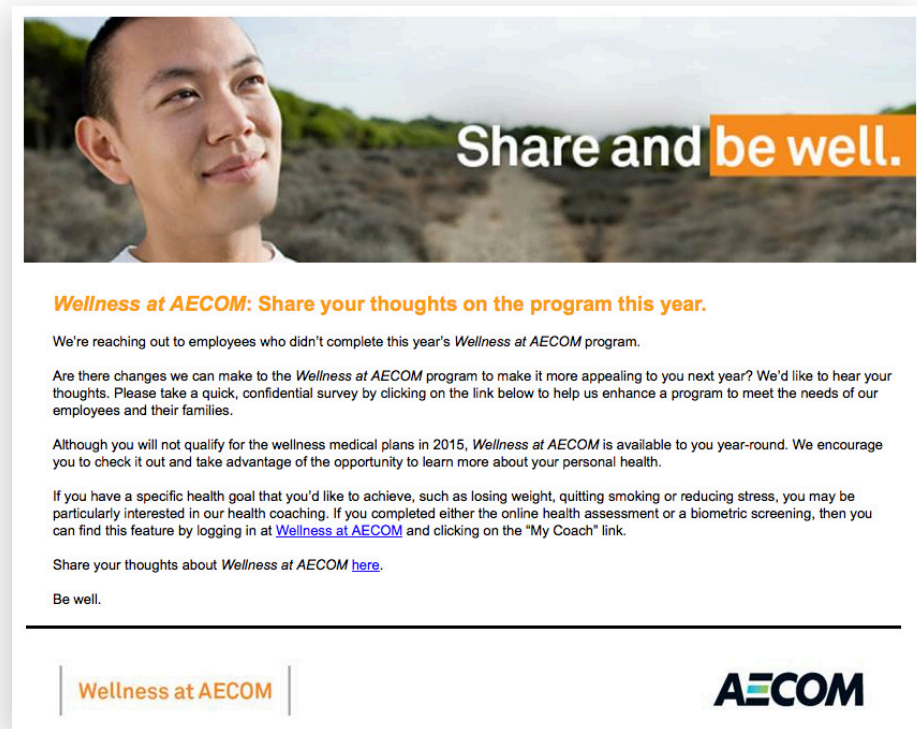
- Has Wellness at AECOM helped you to understand the importance of wellness?**
  - ☐ Very Helpful
  - ☐ Helpful
  - ☐ Somewhat Helpful
  - ☐ Not Helpful
  - ☐ No Opinion

Comments:
- Has your Wellness at AECOM experience encouraged you to make a change in managing your health?**
  - ☐ Yes
  - ☐ No
- If yes, how so:**
  - ☐ Lost weight
  - ☐ Quit smoking
  - ☐ Exercised more
  - ☐ Reduced/managed stress
  - ☐ N/A
  - ☐ Other (please specify)
- Which Wellness at AECOM features did you find to be useful? (Please select all that apply.)**
  - ☐ Biometric screening
  - ☐ Health Assessment

Survey

## TELL US WHAT YOU THINK! *(continued)*

About one week after the program ended, an eCard was sent to employees who did not complete the program, which included a link to a *Wellness at AECOM* survey to learn why they chose not to complete the program and what AECOM could do to encourage them to participate next year.



eCard

The survey form is titled "Wellness at AECOM" and includes an introductory paragraph: "Please take a few minutes to share your thoughts about Wellness at AECOM so that we can make the program one you would consider participating in next year. When you're finished, click the 'Done' button below. Thank you!" The survey consists of four questions:

- 1. Why did you choose not to complete Wellness at AECOM this year?**
  - ☐ Qualifying for the wellness medical plans isn't important to me
  - ☐ Not enough activities that interested me
  - ☐ Concerns over confidentiality of my data
  - ☐ Didn't understand how the program worked
  - ☐ Was unaware of the deadline to complete the program
  - Other (please specify):
- 2. What can AECOM do to make you more likely to participate in Wellness at AECOM next year?**
- 3. Did you visit the Wellness at AECOM website at any time during the qualifying period of the program? (June 2 – September 19)**
  - ☐ Yes
  - ☐ No
- 4. If yes, were you able to find what you were looking for?**
  - ☐ Yes
  - ☐ No
  - Comments:

At the bottom, there is a "Please click below to submit your confidential survey responses. Thank you for sharing your feedback." message and a "Done" button.

Survey

## EXCEEDING EXPECTATIONS MEANS SUCCESS!

At the onset, AECOM determined that this campaign would be considered an enormous success if employees engaged in the process, and if AECOM achieved the same participation levels in the wellness program and biometric screenings as last year. The results far exceeded the goals established:

OBJECTIVE	RESULT
<b>1.</b> To maintain or increase the level of participation in 2013 (64.7%) thereby increasing the number of employees who qualify for the Wellness medical plan options.	6,275 employees completed <i>Wellness at AECOM</i> and became eligible for the Wellness medical plan options in 2015. The year-over-year change in participation was a 7.8% increase: from 64.7% participation in 2013 to 72.5% participation in 2014.
<b>2.</b> To maintain or increase the level of participation in the biometric screenings in 2013 (30.2%) thereby increasing the number of employees who have a true understanding of their biometric numbers and increasing AECOM's data pool.	37% of employees received a biometric screening in 2014. The year-over-year change in participation was an increase of 7%, up from 30% in 2013.
<b>3.</b> To affect a change in employee behavior toward their overall health and well-being.	<div> <div> <b>Education around the importance of preventive care resulted in:</b> <ul style="list-style-type: none"> <li>• 39.1% of participants receiving a preventive exam,</li> <li>• 54.1% becoming smarter health care consumers by completing the <i>Learn and Be Well</i> video series, and</li> <li>• 70% indicating that their <i>Wellness at AECOM</i> experience encouraged them to make a change in managing their health.</li> </ul> </div> <div> <b>Employees were pleased to share the ways they are better integrating wellness into their lives. For example:</b> <ul style="list-style-type: none"> <li>• “I thought I was eating enough fruits/veggies — guess not! I plan to eat a bit more healthy in these areas.”</li> <li>• “I had really low confidence when it came to trying to completely quit smoking. But with help from my coach and really getting my head in the game, I have been smoke-free for over a month!”</li> <li>• “Since enrolling in the program, I have successfully implemented a workout regimen and have significantly improved my eating habits. The results are a loss of 8 pounds or more and lowering my blood pressure from moderately high to normal.”</li> </ul> </div> <div> <b>Year-over-year data comparison shows the AECOM population is getting healthier:</b> <ul style="list-style-type: none"> <li>• There was a 3.1% reduction in the average number of high risk factors among participants who completed either the biometric screening or the health assessment.</li> <li>• Health assessment results showed that high risk health factors among employees are changing for the better: physical activity increased 1.5%, vegetable and fruit consumption increased 3.4%, depression decreased .5% and tobacco use decreased 1.2%.</li> </ul> </div> <div> <b>Our post-survey results tell us that because of their participation in <i>Wellness at AECOM</i> employees made a change in behavior and took the following steps to work wellness into their lives:</b> <ul style="list-style-type: none"> <li>• 56% are exercising more,</li> <li>• 40% lost weight, and</li> <li>• 26% took steps to reduce or manage their levels of stress.</li> </ul> </div> <div> <b>Employees who participated in health coaching reduced their average number of high risk factors by 1.7%.</b> </div> </div>
<b>4.</b> To engage employees in wellness so as to better manage AECOM's overall health care spending.	Based on the overwhelmingly successful wellness program results, the projected cost savings for 2015 is \$1.8 MM.