

## **B Well** | Background & Highlights



**B Well successfully launched in 2015 and targeted goals were identified to:**

- Create participation consistency across Busey's footprint
- Understand the needs of multiple locations to assist engagement
- Support organizational health and wellness goals through an inclusive and thoughtful approach

### ***What we learned***

Executive support and wellness infusion in everything we do has resulted in high levels of participation and a palpable wellness culture.

### **Why Busey invests in Wellness**

**B Well** intentionally connects the mind and body—an inseparable pairing that work best when they are explored and supported together. This approach makes a difference in the lives of our associates by positively impacting:

- Healthy relationships
- Organizational culture
- Performance
- Personal wellness goals and health outcomes
- Stress resiliency
- Workplace engagement and career satisfaction

**By providing a roadmap of support systems, B Well leads associates to the attainment of meaningful goals that are:**

- Unique
- Engaging
- Informative
- Simple
- Strategic
- Effective

**This holistic approach focuses on eight interconnected dimensions of wellness to guide associates as they adopt and maintain a healthier lifestyle—one habit at a time.**





**Emotional** | supports the ability to embrace self-awareness while managing feelings and behaviors effectively, leading to work-life balance and healthy relationships.

**Environmental** | encourages harmony between our communities and planet through mindful practices and contributions.

**Financial** | supports the management of day-to-day expenses, paying bills, saving for the future and practically planning to pay off any existing debt—or avoiding it altogether.

**Intellectual** | promotes having an open mind when encountering new ideas, improving existing skills, expanding one's knowledge and seeking challenges in pursuit of lifelong learning.

**Occupational** | recognizes satisfaction and enrichment through professional endeavors, contributing unique gifts, skills and talents that are also personally meaningful.

**Physical** | creates the enjoyment of physical activity, mindful eating, sleeping well, self-awareness and preventive care.

**Social** | encourages meaningful relationships, communications skills, support systems and genuine connections.

**Spiritual** | supports the development of a set of values that hold personal meaning and purpose.

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**Components of the program include:**

**Wellness Platform (transitioning from Aduro to Virgin Pulse, effective 1.1.24)** | expert coaching, interactive content, meaningful incentives (up to \$1,000 cash or HSA contributions & health insurance premium discount) and personalized data driving engagement and insight.

**Wellbeats, Wellness Streaming Service** | on-demand exercise, stretching, meditation and mindfulness sessions and healthy cooking tutorials for all ages and abilities.

**Wellness Center** | variety of exercise equipment and locker rooms (in Champaign), virtual and in-person coaching consultations and fitness classes.

**Health & Wellness Credit** | taxable credit towards a fitness facility membership of choice.

**Wellness Events** | biometric screenings, blood drives, flu clinics, virtual trainings and other incentivized activities.

**Nutritional Support Partners (currently have Weight Watchers, adding FoodSmart in 2024)** | education, coaching, accountability and recipes to support a healthy relationship with food.





**Wellness Wednesday** | virtual wellness sessions that include a 1-minute wellness activity, a topic highlight and a debunked wellness myth to provide wellness information, social connection & community.

**Financial Pathways Access & Free Financial Planning** | wide-ranging access to financial education tools and support.

**Wellbeings** | a network of wellness ambassadors creating a positive wellness impact in the workplace.

**ComPsych Employee Assistance Program** | mental and emotional support focused on work-life balance and whole-life wellness, including legal guidance for life events and financial wellness support.

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### Metrics

92% program satisfaction rate, 94% engagement rate, over \$6 million in **B Well** incentive payouts since the inception of the program in 2015.

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### **B Well Impactful Leader Awards**

Leaders play a key role in Busey's culture of wellness by modeling self-care, prioritizing wellness and shaping an environment that promotes wellbeing and healthy habits for their team.

Introduced in 2023, through associate nominations, a leader is selected each quarter in recognition. Recipients include:

**Q1 2023:** Joy Chapman, SVP | Director of Mortgage/Retail Loan Service Support (a Transform participant, likely present)

**Q2 2023:** Sabrina Hughes, VP | Compliance Testing Program Manager

**Q3 2023:** Javed Hassan, VP | Business Applications and Solutions Director

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### **Busey Wellness Awards & Recognition**

**2023, 2022, 2021, 2020, 2019, 2018 & 2017 Healthiest Employers**

#### **St. Louis Business Journal**

Busey is honored to be named among the St. Louis Business Journal Healthiest Employers. The St. Louis Business Journal identifies St. Louis companies for whom health and wellness is a priority, especially in this time of heightened safety.



## 2022, 2021, 2020, 2019 & 2018 Illinois' Healthiest Employers

### Cigna & Crain's Content Studio

Busey is honored to be recognized among Illinois' Healthiest Employers. The award program, sponsored by global health insurer Cigna and Crain's, highlights best practices in corporate well-being programs.



## 2022 BHC Business Health Culture Award

### St. Louis Business Health Coalition

Busey is honored to be named the winner of the 2022 BHC Business Health Culture Award by the St. Louis Business Health Coalition (BHC). The award centers on the components that make a wellness program successful, such as leadership support, communications, incentives & participation and innovation. Busey is humbled to be recognized for our continual commitment to associate health and well-being.

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## Testimonials

*"B Well has given me the chance to reflect on my life and health practices by providing a focused approach to improving my physical and mental health choices and habits. I particularly enjoy logging my steps each day for the team step challenge!"* **Kevin Froehlich, Service Center Manager II, Retail Banking**

*"I really love the financial pathways activities in B Well. I have found new ways to budget. I have even shared the info with my mother. She has never had a savings and never knew how to budget. Last year she saved \$4000.00. It was an accomplishment for her. I was happy to share what I learned with her and also apply the tip to my everyday life."* **Shelondra Turner, Retail Administration Mentor**

*"It is difficult to choose my favorite aspect of the B Well program, I use many components daily! I joined the nutritional and weight management program over a year ago, and it has been a success! I recruited several other associates to do it with me, because most things are more fun with a team—and a little competition is good! I also love using the mobile platform through B Well to track my habits, compete in the various challenges and learn more about wellness through the activities. It is truly my virtual accountability partner."* **Teena Taylor, Senior Vice President | Director of Mortgage Sales**

*"I'm proud that we have created a wellness culture and community invested in the health and wellbeing of our associates and their families. Prioritizing a comprehensive approach to achieving good health through our 24/7 fitness center, gym reimbursements, online stress management, mental health and financial literacy resources, Wellness Wednesday sessions, wellness coaches or simply encouraging associates to use paid leave—guidance and support are available for anyone's individual needs. Recognizing our associate's achievements and supporting them through every dimension of wellness is a key tenet for our success, both individually and as an organization".* **Van Dukeman, Chairman and CEO**

