



A group of bus drivers revved up their fitness and improved their health. Here's the story of how they did it.

“ Our wellness program has morphed from a feel-good idea to a critical component of our business strategy for improving health and controlling costs. We can't afford to NOT have wellness at RTA.”

—Mark Donaghy, Chief Executive Officer



RTA takes a stand against sitting.

Stuck in a stereotype

When you're a bus driver, sitting for 8 hours a day is part of the job. Unfortunately, that's a one-way ticket to poor health. RTA employees are 52 years old on average, and their lack of physical activity was contributing to health issues company-wide. By 2012, RTA's yearly spend on healthcare exceeded \$7 million. But because the "overweight bus driver" was such an accepted stereotype, employees weren't motivated to make a change. They even had an internal nickname for the 50 pounds employees gained from sitting in a bus all day: the "RTA spread."

HEADQUARTERS: DAYTON, OH

OF EMPLOYEES: 650

LOCATIONS: 16

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A step in the right direction

The company made the decision to become self-insured in 2014, but they knew they needed to get employees moving to continue to improve their health and manage company costs. They had previously started a health coaching program, but found it difficult to motivate employees. RTA needed an additional solution that would motivate employees to work toward health goals, and boost the company's bottom line, so they added a Fitbit component to their corporate wellness program.



Watch RTA tell their story at Fitbit Captivate 2016

Bringing motivation to work

In 2014, RTA launched a Fitbit pilot program to 100 employees. They began hosting free onsite activities like yoga and fitness classes. Over time, these once-sedentary bus drivers started moving a whole lot more—and losing weight. The program was so successful that RTA expanded it to the whole company.

Healthier lives, huge savings

As employees' activity increased, their health outcomes and screenings improved. The team's glucose levels went down by an average of 17 points, and so did LDL cholesterol, by an average of 12 points. By the end of 2015, RTA estimated a healthcare cost savings of about \$2.3 million since having implemented their Fitbit corporate wellness program. Plus, employees found ways to break free from the driver's seat by walking up and down the bus aisle and around the parking lot. Today, the whole company, including the CEO, is hooked on living healthier—and they've got the numbers to prove it.



2-time Recipient of the Healthy Ohio Healthy Worksite Gold Level Award in 2014 and 2015



Recipient of the Gold Level Fit-Friendly Worksite Award in 2015

\$2.3M

healthcare cost savings*

17 points

average drop in glucose levels**

12 points

average drop in LDL cholesterol***

* Approximate healthcare cost savings by 2015, estimated by RTA.

** Average decrease in glucose levels among pilot program participants in 2015. n = 100

*** Average decrease in LDL cholesterol levels among pilot program participants in 2015. n = 100

Employee Spotlight: Allison L.



Allison has been with RTA for 9 years in the Human Resources Department. She has spina bifida, a birth defect where the spinal cord doesn't develop properly and often leads to lower-limb paralysis. Allison has had trouble quantifying

fitness goals her whole life. So when RTA's wellness program ramped up, she seized the opportunity to improve her health.

She bought a Burn Machine, a training tool for boxers that mimics a conventional speed bag workout and helps strengthen core muscles, shoulders and arms. RTA's wellness supervisor helped Allison set daily fitness goals, determining that a 20-minute Burn Machine workout equaled 700 steps on her Fitbit tracker. They set Allison's step goal to 700. After a few months, **she lost 20 pounds**—and gained a world of confidence.

“The Fitbit makes me feel **more accountable** and gives me **a goal to work towards** so I don't have to guess how much activity I have done for the day.”

Tips & Takeaways

See how you can apply what RTA learned to your own wellness strategy.



Use Storytelling

Sharing success stories gave employees ideas for staying active—like walking up and down the bus aisle when parked.



Compare Results

Offer biometric screenings to help employees better understand their health and prove the program is working.



Do a Test Run

Start with a small pilot program, adjust as needed, then expand to the entire company.



Personalize Goals

Help employees set personal step goals that they can gradually increase as step challenges continue.

To learn more about how Fitbit Group Health can help you build successful programs and improve employee health, contact us at www.fitbit.com/group-health.

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