



Corning Federal Credit Union

Partnering with LifeWorks to address employee well-being proactively

Case study

Company background

Headquarters: Corning, NY

Employees: 320

Industry: Financial services

Market: United States

Founded in 1936, the Corning Federal Credit Union grew from just 42 members and \$420 in assets to now serving over 107,000 members worldwide, with assets totaling more than \$1 billion. This member-owned, not-for-profit, independent financial organization has a simple guiding principle - put people first.

This commitment they pledge to their members drives their workplace culture as well. They make employee well-being a top priority.

Before adopting the LifeWorks solution, they had a few important goals:

- Make wellness services accessible for employees
- Simplify administration of wellness benefits in a cost-effective way
- Engage and educate employees on various important health topics
- Deliver a seamless employee experience

They were a loyal customer of Ceridian, so naturally decided to try LifeWorks when it was born in 2016.

The challenge

When it comes to providing a well-being solution, it's hard to find one that delivers a positive experience for both employees and HR. Fortunately, Corning Federal Credit Union had a positive experience with Ceridian.

"We stayed with LifeWorks because Ceridian was forward-thinking and evolved the programs and solutions they offered."

The solution

The wellness services and the EAP help both employees and HR in big ways. For employees, they're more motivated and likely to address their personal well-being in several areas, including mental health. For HR, administration is easy, freeing up a lot of time and resources.

The results

After implementing LifeWorks with wellness services, they saw the following results:

- Positive feedback about unique features like health coaching
- Increased use of health risk assessments (HRAs)
- Reduction of health risks, leading employees to save money through their health insurance
- Increased use of counseling services



“With LifeWorks, we added the wellness services to the EAP because we wanted a solution that was cost-effective, easy to administer, and readily accessible to our employees.”

Brandy Andrews, Human Resources Benefits Specialist at Corning Federal Credit Union.

Simplicity and familiarity are vital to any wellness solution, and as Andrews pointed out, employees deserved an easy-to-use experience for both the EAP and wellness services.

Reduction in Risk Factors

One of the most popular aspects of the wellness services is the health risk assessments (HRAs). These help employees identify specific health risks as part of their biometric screening program offered through their health insurance.

Addressing risks helps employees save on the cost of their premiums. Fortunately, 70 percent of their employees who participated in the health insurance screening program were considered low risk. The few employees who were considered high risk started making lifestyles changes to address specific health issues.

“Addressing employee well-being proactively has helped in lowering the general population’s risk factors for health problems,” Andrews said. “The wellness program through LifeWorks, combined with the biometric screening through our health insurance, play a big role in helping employees get healthier.”

Another feature that is incredibly valuable to their staff is health coaching. These personalized, telephonic coaching and support programs address several topics, including stress management, sleep hygiene, general health, and diabetes prevention.

“Health coaching is among the most valuable tools for our employees.” Andrews said. “We are continually promoting it through announcements, benefits bulletins, and banners on our intranet. Fortunately, those employees who use the coaching services rave about it, so we’re using those testimonials as well.”

Affordable Counseling

Within the EAP, employees rely the most on the free counseling sessions. Their staff has access to clinical counselors and specialized professionals in both telephonic and face-to-face settings.

“High deductible health plans are becoming more popular. However, this shift means seeing a mental health counselor costs employees more out of their pocket through insurance,” Andrews said. “This is why access to free counseling sessions is the most important piece of the EAP. Otherwise, most employees are less likely to seek the treatment they need.”

This benefit is also enjoyed by employees’ family members. They can contact professionals who specialize in psychology, social work, and other human-services related professions.

Simplified Administration

HR dedicates a lot of time to promoting benefits, and they start on Day 1. To get new hires up to speed, they host a benefits orientation during the onboarding process.



"One of the components of onboarding includes reviewing the entire LifeWorks program, including both the EAP and wellness services," said Andrews. "I lead this, telling them how I personally use these benefits. I also encourage them to explore the platform so they know exactly where to go when they need it."

As they use the online platform, employees get more acquainted with the wellness services. They enjoy the accessibility through their mobile devices and are engaged in fun initiatives like quarterly wellness challenges, which hold them accountable.

"LifeWorks continually meets our expectations because they're focused on always enhancing and updating the services and their website, as well as offering new wellness content," Andrews said. "They continue to evolve and actively communicate with me. I can take LifeWorks communication pieces and simply pass it along. This makes it easier for me to promote the benefits more frequently."

Promoting their benefits and educating employees on wellness is rather straightforward, which is one of the main reasons Corning Federal Credit Union is still a loyal customer today.

www.lifeworks.com