



New Balance Takes Healthy Strides with Wellness and Preventive Care

Industry: Athletic Apparel
Members: ~1,000 (eligible)
Solution: Onsite Health Centers

Seeking to lower healthcare costs and promote associate wellness, New Balance found Marathon Health well-suited to help them “run the talk” and focus on impacting associate health. After all, they are a global company committed to helping people live a more healthy and active lifestyle.

Partnering with Marathon Health in 2009, New Balance established three onsite health centers at the brand’s footwear manufacturing facilities in New England. Originally brought on to reduce healthcare costs, the wellness centers are now seen as a benefit to associates and one that results in true improvements in associate health outcomes.



70% ▶ Engagement rate with Marathon Health centers

96% ▶ Associates satisfied or very satisfied

\$12.3M ▶ Gross savings to date

2.5:1 ▶ ROI



50%
reduction in smoking prevalence



71%
reduction in high blood pressure



60%
reduction in work days lost

“We’re seeing these numbers improve over time and that’s just fantastic. I’ve been pleased with the results. And anecdotally, we have dozens of stories of associates who have lost 75 pounds, who can now pick up a grandchild, or walk upstairs. All these stories are rewarding and heartwarming,” says Glenn Haskell, Benefits Director of New Balance

“I would highly recommend Marathon Health as an onsite clinic provider. If a company has made the decision to go all-in on wellness, I think one great way to do that is with an onsite clinic, and we have found that Marathon is best-in-class.”

GLENN HASKELL, BENEFITS DIRECTOR OF NEW BALANCE

See the full story online at: marathon-health.com/case-studies

