

## LARGE COMPANIES

NUMBER

1

## Counterintuitive maybe, but a playful workplace is productive

BY MELISSA KOSSLER DUTTON | FOR BUSINESS FIRST

The CEO at CareWorks Family of Companies said he believes his employees are his greatest asset.

So William Pfeiffer goes to great lengths to keep them satisfied in their work.

Pfeiffer and the other managers invite employees to discuss concerns or suggestions and routinely reward them for a job well done. The company focuses on creating a fun, exciting workplace where employees feel appreciated and satisfied. They routinely reward high-performing employees with days off or gift cards.

"We've hired our associates to help us run our business, so we need to understand each of them as individuals and treat them with respect," Pfeiffer said. "Associates who feel they're regarded with respect perform at a higher level."

That's why the company is eager to implement suggestions and ideas presented by employees, he said. Earlier this year, the company followed up on a suggestion by group of associates for a companywide awareness program called "What's on Your Plate?" The 12-week awareness campaign focused on healthy food and diet choices. It included weekly trivia, contests and a weight loss competition.

"We know our associates valued this program based on the high participation rate and positive responses," Pfeiffer said. "Our real hope was to create awareness of positive life tips for our associates and their families."

The program was another example of how the company "thinks differently than any other place I have ever worked," said Fran Watkins, chief human resources officer. "They care about the health and well-being of their associates and it shows through all of the extra value-added programs and activities they coordinate for us."

The company places a lot of emphasis on taking care of its employees so that they can be happy at work and at home, Watkins said.

"We hope this consistently rewarding work experience positively impacts their home life," she said.

The company offers numerous programs designed to help employees achieve work-life balance, Pfeiffer said.

"We've increased our wellness efforts in the last year because our associates told us that staying healthy is a priority to them," he explained. "During the last year, we've had more associates receive free flu shots, on-site mammograms and eye screenings than ever before. The number of associates enrolled and staying enrolled in our Weight Watchers program is at an all-time high."

The company also reaps benefits when employees are happy and healthy, Watkins said.

"At our core, we are committed to helping our associates – both personally and professionally – so they can consistently exceed the expectations of our customers," she said.

**PLACES TO WORK**

fun conversation energy bake sales rewarding bonus teamwork contests health well-being clowns welcome breakfasts upfront birtnoay strategies prizes sundaes recognizing festive comforting

**BEST**

## CareWorks

Family of Companies

Address: 5555 Glendon Court, Dublin

Web: careworks.com

Business: Workers' compensation, case management, risk management, information technology and third-party administration

Central Ohio employees: 639

Total employees: 856

CEO: William Pfeiffer

**Nominator's comment:** "At CareWorks, we are fortunate to have top management that regularly communicates the direction of our businesses, the challenges we face and our strategies. It's comforting to have leadership that is upfront about our direction and open about our challenges. ... This culture of family makes work more interesting, fun and rewarding."

**Special benefits:** 401(k) or 403(b) plans, annual bonuses, tuition reimbursement, free parking, casual dress, bake sales, basket auctions, walks, animal adoption events, reward days off for achieving company goals, festive holidays, Halloween team building on the last Friday in October, college game day celebrations including the Ohio State alumni band performing for all associates, quarterly ice cream socials, random healthy breakfasts for all associates, nurse appreciation day, weekly recognition of individual associates, potlucks, contests, department decorating and birthday celebrations, lactation room for new mothers and maternity parking, employee assistance program, referral bonus, credit union membership, flexible spending and local gym membership discounts.



CareWorks CEO William Pfeiffer says he aims to understand each of his employees as individuals.

PHOTO BY JANET ADAMS  
BUSINESS FIRST

**CareWorks Family of Companies**



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CareWorks is proud to be the selected managed care organization (MCO) partner of more than 175,000 Ohio employer customers. We help nearly one out of every three injured Ohio workers recover from injury and safely restore healthy, productive lifestyles.

### CAREWORKS CONSULTANTS, INC.

We are one of Ohio's leading third party administrators (TPAs). We develop long term partnerships with our more than 30,000 business customers founded on delivering cost control solutions to effectively prepare for and manage the financial impact of workplace injuries.

### CAREWORKS TECHNOLOGIES

Technology solutions and strategies for success. From management and IT consulting to infrastructure and digital marketing, CWT provides value backed by proven results. We offer a level of flexibility, an ability to conform, and trusted advice and involvement that are unmatched in our industry.

### CAREWORKS USA

We take the CareWorks best practice approach to injury, absence and disability management and deliver our services to regional and national customers. Quality case management can often make the difference between a successful return to work and a long term absence.

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Our focus is on reducing insurance related costs by identifying, assessing and lowering risk exposure. From developing safe, drug-free workplaces to maintaining regulatory compliance, we empower our customers to manage risks, reduce costs and improve processes.

### VOCWORKS

We've grown into Ohio's largest vocational rehabilitation and case management network. Severe injuries often require our services to achieve healthy and successful returns to the workplace. Our success will continue to be based on our qualified, experienced and knowledgeable associates.

CareWorks   
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Learn more online at [www.careworks.com](http://www.careworks.com).