

# Gowrie Group Launches Employee Wellness Program: SonicBoom!

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WESTBROK, CT; DARIEN, CT; NEWPORT, RI; NORTH KINGSTOWN, RI



**Gowrie Group, a leading specialized independent insurance agency, is excited to announce that it has launched a company-wide wellness program called SonicBoom Wellness!** [Gowrie Group](#) had been actively looking for an engaging, effective wellness program to incorporate into the robust benefits it offers to employees for many months, and [SonicBoom Wellness](#) is the answer. This innovative, award-winning wellness platform is a West-Coast based program that uses cutting-edge technology, social networking, and up-to-the-minute real activity tracking to help employees get involved in and excited about fitness. The program enables Gowrie Group to bring to their 125+ employees the support, programs, and technologies they need to successfully incorporate healthy activity into their busy, everyday lives.

**Wellness Solutions for Gowrie Clients.** Gowrie's benefits division has long delivered wellness resources to our own clients, and thus has deep knowledge of the advantages that such programs offer. Gowrie is thrilled to now be able to bring SonicBoom's groundbreaking approach, and first hand knowledge of how it effective the program is, to our existing and future commercial and benefits clients.

**Why SonicBoom.** SonicBoom's approach inspires high participation and has remarkable longevity.

- The majority of SonicBoom participants regularly record more than the triple the average national activity levels; and this data is validated all day, every day, by the SonicPeds that employees get to wear on their shoes.
- SonicBoom's nationwide engagement among employees is six times higher than that of traditional wellness programs, which typically hover around 10%.
- SonicBoom is engaging, technologically sophisticated, and motivating to employees of all different levels of fitness and wellness.

**How SonicBoom Works.** Employees are given their own personal SonicPed - a pedometer/accelerometer that records all of the wearer's daily activity, including walking, running, swimming, biking, and more (1). The data on the SonicPed is automatically, wirelessly uploaded to the employee's personal SonicBoom webpage (2), where they can monitor their physical activity and personal fitness (3). The SonicBoom website also provides daily challenges, smart tracking systems, weight management tools, and fun competitions.



**Gowrie Group Launch Plan.** Before the launch of the program, Gowrie Group established a team of 18 "SuperChamps" to test out the program for two weeks to create buzz. Gowrie's summer interns created a video to support the formal launch to employees. The videos included clips of SuperChamp employees doing fun and funny fitness moves, including conference room yoga, desk chair triceps dips, balance moves, push-ups in the lobby (by the CEO, Carter Gowrie) and parking lot wind-sprints (by the President, Ed Gumbrecht).



*"I am pleased to say that the majority of our employees have signed up for their SonicPed accelerometers, are actively using the program, and are engaged in friendly competitions. We are off to a great start and we are going to keep it creative, get everyone moving, and have a lot of fun!"* said Diane Livernoche, Director of Human Resources at Gowrie Group. Since the program's launch, employees have been spotted taking walks at lunch, engaging in impromptu fitness contests such as hula-hooping on breaks, and swapping kale-and-spinach smoothie recipes. The program's upbeat, Californian approach is already infectious. *"I feel like I have more energy,"* noted one employee, *"and it's a lot of fun, too!"*

**Proven Benefits of Workplace Wellness Programs.** Given that most adults spend more of their waking hours at work than anywhere else; worksites are a prime venue for promoting healthful habits. A Surgeon General's Report on Health Promotion found that "Behavior and Lifestyle" accounts for 50% of the factors that influence mortality. The benefits of a behavior based worksite wellness programs are compelling and real:

<b>BENEFITS OF EMPLOYEE WELLNESS PROGRAMS</b>	
<b>Employee Benefits:</b>	<b>Employer Benefits:</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Weight reduction</li> <li><input type="checkbox"/> Improved physical fitness</li> <li><input type="checkbox"/> Increased stamina</li> <li><input type="checkbox"/> Lower levels of stress</li> <li><input type="checkbox"/> Increased well-being, self-image and self-esteem</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Enhanced recruitment and retention of healthy employees</li> <li><input type="checkbox"/> Reduced healthcare costs</li> <li><input type="checkbox"/> Decreased rates of illness and injuries</li> <li><input type="checkbox"/> Reduced employee absenteeism</li> <li><input type="checkbox"/> Improved employee relations and morale</li> <li><input type="checkbox"/> Increased productivity</li> </ul>

**Gowrie Group** provides insurance, benefits, and financial services to individuals and businesses throughout the US, and specializes in customized marine, business, home, auto, and boat insurance products and services. Gowrie's 125+ dedicated professionals are primarily located in the company's main offices in Westbrook CT, Darien CT, Newport RI, and North Kingstown, RI. For more information about Gowrie Group visit [www.gowrie.com](http://www.gowrie.com) or call 800.262.8911.