

## 2020 Healthiest Employers: 3Sixty's wellness programs evolve to meet employees' needs 🔑

Miami-based 3Sixty is known for its duty-free and specialty shops at airports throughout the Americas, as well as onboard shopping programs in partnership with airlines worldwide.

Despite its global reach, the company – previously the DFASS Group – offers a variety of programs that focus on the well-being of its over 400 employees based in South Florida.

Some of 3Sixty's most effective programs are circuit training classes, cognitive screenings and a weight-loss challenge. It also offers mindfulness sessions and stress relief days. Financial seminars are offered in both English and Spanish.

“We have gradually increased our wellness offerings, and it is gratifying to see how employees show up every time,” the company says. “We have started breaking the sessions to accommodate the associates in the offices and those in the warehouse, and provide the services in English and Spanish. This has been received exceptionally well. Given their responses, we wanted to keep the momentum and, as a result, we provided additional services, which were also received very well.”

This year, 3Sixty added new activities, including a breast cancer awareness session and a mental health seminar. A representative of its health insurance carrier returned after open enrollment to ensure associates knew how to log into the app, find a doctor, and refill prescriptions.

“We are able to keep the program engaging and interesting, because it's different every month,” the company says. “We continuously measure employee satisfaction with the programming through surveys conducted after each activity, and we found that overall satisfaction with the quality of programming is consistently increasing.”

The overall success of the program is defined by increased participation in the wellness initiatives, as well as the increased amount of activities. The program keeps changing to address 3Sixty employees' needs. For example, if vascular screenings are offered and all the appointment slots are taken, the company is able to provide the services at a later time for additional employees who consider the screening necessary.

“We have a calendar that is very good and regular, and we look into the participation rates from previous years and their costs, and try to shift the funds to new activities to benefit our associates,” said Federico Demarin, the company's senior VP of human resources. “We also look at things that other companies are doing, and we present those to the committee and vote. We would like to expand to outdoor activities such as sponsored runs and a paddle club.”



Image: 3Sixty

Group activities are among the offerings within 3Sixty's wellness program.

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### Healthy Fact

The company reported an 80% year-over-year increase in participation for its preventive care program.

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By Eileen Cukier – Associate Editor, South Florida Business Journal

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