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2020 Healthiest Employers: Wellness is incorporated into the work environment at South Motors 🔑

South Motors Automotive Group is a South Florida institution. It has served Miami-Dade County since 1956, with more than 3 million vehicles sold and serviced. Today ranked among the region's largest auto dealerships, it sells new BMW, Honda, Infiniti, Mini and Volkswagen vehicles from locations just south of Pinecrest. The company, one of the nation's first minority-owned franchises, also owns Midway Ford in Miami.

And while its impact on the community is undeniable, South Motors' impact on the well-being of its 1,200 employees also stands out.



Image: South Motors

South Motors employees participate in a group wellness activity.

"Across the auto sales industry, there is a high rate of turnover and burnout among the sales associates," CEO Jonathan Chariff says. "With the direct support and involvement of our teams, we are able to show the associates that they are valued and appreciated, and that it is important for us to invest in their well-being."

The goal of the company's wellness program is to help participants stay focused on their overall well-being and incorporate wellness into all areas of the work environment.

Through health insurance provider Aetna, employees participate in the team-based Get Active fitness and nutrition challenges each quarter. The MindCheck online tool helps users get a quick read on their emotional health and how they can improve it, while Mental Aid First Aid teaches participants about mental health and substance use issues. The Attain by Aetna app combines health history with Apple Watch activity to offer users personalized goals, achievable actions and rewards.

Participation and biometric data are tracked, and South Motors gathers feedback through surveys to help improve the program.

Healthy Fact

This past year, South Motors measured a 20% increase in health screening participation.

By Eileen Cukier – Associate Editor, South Florida Business Journal

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