

Keeping your company well with Ibec's KeepWell™ Mark.

The Boston Scientific Case Study in Wellbeing Success.



Boston
Scientific



Welcome to the journey towards enhanced wellbeing for your company.

Ibec's KeepWell™ Mark is an evidence-based accreditation that recognises Irish employers for investing in workplace health and wellbeing.

It gives companies a roadmap, unifies decision-making across departments, and enhances both the wellbeing of your employer brand and your employees.



In 2018, Boston Scientific (a MedTech company with 6,000 employees in Ireland) began their journey to accreditation with us, working together to achieve an open, happy, and inclusive workplace.

“It was time to demonstrate, to our people, that we are truly committed to their wellbeing by engaging in Ibec’s KeepWell™ Mark Programme.”

The journey begins

When you sign-up to the KeepWell™ Programme, the first step of assessment allows you to appraise and gain validation for the programmes you have in place.

“We developed our Wellbeing Strategy from the recommendations of our Gap Analysis, highlighted in our initial assessment.”



A roadmap to success

From here, the KeepWell™ team worked with Boston Scientific to embed the KeepWell™ framework and standards with recommendations tailored to their company's needs.

Framework benefits include:

- Encompasses an organisation-wide approach
- Provides expert support
- Assists with management buy-in
- Offers benchmarking
- Opens access to a like-minded business community
- Ensures recognition, from a reputed source, for best-in-class wellbeing standards
- Delivers gap analysis

“Our strategy is based around the KeepWell™ framework because we wanted to deliver programmes from a holistic approach, as advised by an accredited body.”



Investing longterm

**Boston Scientific invested in a long-term commitment.
But one that gave clear, tangible, and efficient results.**

“Engagement with the KeepWell™ process gives a focus to delivering on Wellbeing Programmes and timelines.”



2018
Boston Scientific
Galway signs up

2019
Boston Scientific
Galway accredits

2021
Boston Scientific
Cork signs up

2022
Boston Scientific
Galway reaccredits
+
Boston Scientific
Cork accrediting

4 strategic steps

With 6,000 employees, 3 national sites and many diverse departments, Boston Scientific's wellbeing journey involved 4 core, strategic steps.

Commit



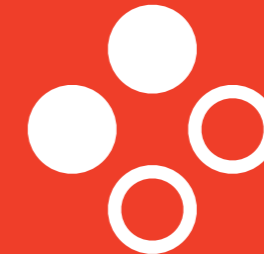
Resource



Listen



Communicate





Commit

In 2018, Boston Scientific established clear and committed goals, backed by leadership investment and support across the organisation to deliver on the agreed goals.

Provide the highest standard of wellbeing, health and safety for all their employees

Empower individuals to maintain their own wellbeing

Prioritise a caring, healthy, and inclusive workplace at every site

Promote open communication and reduce mental health stigma





Resource

Boston Scientific aligned internally, bringing teams together to deliver the strategy. The KeepWell™ Team provided expert advice and support in setting-up company-wide resources and networks.

“Ibec’s KeepWell™ Mark Framework ensured that everyone, from the production line to management, had a voice and could get involved.”

A Campus Wellbeing Steering Committee was created to achieve The KeepWell™ Mark, support mental health initiatives and improve overall staff wellbeing. Importantly, the steering committee included a cross section of representatives from across the business

Wellbeing Representatives were appointed across the production units. This provided a two-way communication path, ensuring that all the Wellbeing Initiative Resources and Wellbeing Communications were made accessible to everyone in every department, on every shift





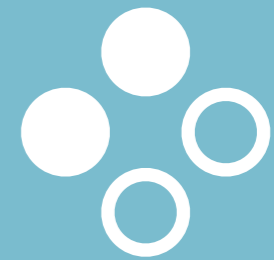
Listen

For Boston Scientific, listening to staff was one of the key steps towards understanding and where to improve systems.

To win hearts and minds, to make sure every person is heard, and to bring everyone on the wellbeing journey, Boston Scientific conducts an annual survey.

“We strive for continuous improvement and while we had some validation from our internal surveys, in terms of programmes which enhanced employee wellbeing, it is great to have that validated from a recognised accredited national standard.”





Communicate

Once people could see the benefits of implementing the KeepWell Mark strategies, they actively got involved to deliver it at every level.

“We used multiple channels to communicate with employees across the campus - from Wellbeing Boards, Campus Manager meetings, and e-mails, to leaflets and screen displays in the canteen.”

To improve communications, Boston Scientific put in place a core Wellbeing Team plus an extended team of Wellbeing Champions across the production units.



“Ensure all employees understand why you want to do this. The award is great recognition, but it’s not the main reason why you would embark on this journey.

Once people understand the benefits of having a strategy that focuses on delivering the 8 core elements of the KeepWell™ Mark, you will gain internal momentum from employees who will deliver on the strategy.”



Top marks of success

“Since engaging in the KeepWell™ process, general Wellbeing has been raised. This has resulted in openness around people discussing their issues.”

Through accreditation and continuous improvement, Boston Scientific now has:



A network of mental health champions



Enhanced culture of open communications



Employee trust through commitment of resources to wellbeing



Training and resources in place



Independent validation of internal programmes



A collaborative approach to wellbeing across all sites and departments



“We proudly display our KeepWell™ Mark accreditation on our Wellbeing Board.”





Ibec's KeepWell™ Mark programme helps companies take a strategic approach to wellbeing for improved business performance.

We do this through our wellbeing accreditation; The KeepWell™ Mark, and via the KeepWell™ Community programme which offers training on building effective wellbeing strategies, along with clinics, webinars and networking events.

Discover your company's existing strengths with this quick and easy, online mini assessment:

ibec.ie/keepwell-mini-assessment

Ibec

84/86 Lower Baggot Street,

Dublin 2, Ireland

(01) 605 1500

info@ibec.ie

[@IbecKeepWell](https://twitter.com/IbecKeepWell)

thekeepwellmark.ie