



Above: Armand Tecco, MEd, founder and president of HealthEase

## HealthEase *Fitness* Brings Fitness to the Workplace

*ness programs realize the benefits these services offer to their employees and bottom line.*

HealthEase, Inc., based in Wayne, has been a pioneer in the field of corporate fitness. In fact, when HealthEase started in 1986, few companies had considered the strong

By Elizabeth Long  
Photography by Kelly O'Keefe

*Everybody goes to work to do their job and earn a paycheck. But, for some fortunate employees, the office is also a place to get fit and practice healthy behaviors. Companies that offer onsite fitness centers and well-*

*Right: De Lage Landen, a financing and leasing company in Wayne, hired HealthEase to plan and design, as well as manage, a fully equipped fitness center for its employees.*





*Above: Mike Parker, vice president of facilities at De Lage Landen, and Tecco take a few moments to pose for Kelly O'Keefe.*

*Below: HealthEase prides itself on personalized attention that meets the client's particular needs.*

connection between the shape of their employees and the shape of their business. Today, the vast majority of U.S. companies with more than 50 employees offer some kind of wellness program.

"The benefits are substantial and proven," says Armand Tecco, MEd, the founder and president of HealthEase. "Wellness programs save companies money because healthier employees have fewer absences and medical claims. They also tend to be more productive. On top of that, perks such as an onsite fitness center and group exercise classes improve employee morale and job satisfaction. They also help companies recruit and retain good people."

## PUTTING WELLNESS TO WORK

Ten years ago, De Lage Landen, a financing and leasing company in Wayne, hired HealthEase to plan and design, as well as manage, a fully equipped fitness center for its employees. "When I met Armand, I decided his personality and his enthusiasm went further than just the fitness. He stays involved and makes sure his team follows his hands-on philosophy," says Mike Parker, vice president of facilities at De Lage Landen. "That makes all the difference."



Approximately 50% of De Lage Landen's 1,150 employees are members of the onsite fitness center, which has an impressive array of cardiovascular and weight training equipment, a group exercise studio, and locker rooms with showers. Among the services that HealthEase provides to De Lage Landen are exercise classes such as

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This year, De Lage Landen won a Healthy Workplace Award from *Philadelphia Business Journal* for its commitment to employee health. The award was given to 36 companies in the Philadelphia region, including three other HealthEase clients – Fujirebio Diagnostics, Brandywine Realty, and Drinker Biddle & Reath.

## PROVIDING A COMPLETE RANGE OF SERVICES

"Some clients consult with us about their plans for a fitness center even before it's in blueprint," says Armand, who works with architects and other vendors to consider traffic flow, safety, choice of equipment, and other factors that influence the facility's functionality. For example, HealthEase helped Comcast with the design, layout, and equipment for its state-of-the-art fitness center, which is located on the third floor of Comcast's headquarters in Center City Philadelphia. HealthEase also manages the Comcast fitness center while providing group exercise classes, incentive programs, and other fitness services to Comcast employees.

Most companies that invest in an onsite fitness center outsource the management to a company like HealthEase because it allows them to focus on their core business and not be concerned with all the operational issues of the fitness facility. As Mike Parker at De Lage Landen advises, "Let the fitness experts run the fitness center."

In addition to fitness staffing, HealthEase is typically in charge of memberships, towel service, exercise classes, special events, personal training, equipment maintenance, and more. "Any fitness center that HealthEase manages is run by my employees, and we handle everything that pertains to it," explains Armand, whose trained instructors possess health and fitness degrees and certifications.

## PERSONALIZING FOR CUSTOMER SATISFACTION

Unlike competitors who take a one-size-fits-all approach to corporate fitness, HealthEase prides itself on personalized attention that meets the client's particular needs. So, whether a company is as large as Comcast's headquarters with more than 2,500

onsite employees, or much smaller in size, HealthEase customizes its programs and services depending on employee demographics, budget requirements, available space, and goals.

When Fujirebio Diagnostics in Malvern was looking for ways to encourage physical activity and healthy eating, HealthEase provided a variety of services including an individually tailored wellness program. “The employees have been overwhelmingly enthusiastic and have embraced the program,” says Paul Touhey, president and CEO of Fujirebio Diagnostics. “I am most pleased, as are the employees, with the personalized attention each of them receives on a weekly basis.”

“We make a concerted effort to get people to participate and to ensure that they feel good about the outcome,” says Armand, who credits much of his customer service acumen to his past experience as a health club owner. “High utilization and client satisfaction are paramount.”

One of the most effective wellness programs created by HealthEase has been the Winning Weight Challenge, which is designed to help employees lose excess fat. It was an ideal solution for Drinker Biddle & Reath, a prominent law firm in Center City Philadelphia that wanted to positively impact the lives of its employees.

“What we were looking for was a wellness program versus the traditional weight loss program, and that is exactly what we have achieved,” says Richard Fluri, chief human resources officer at Drinker Biddle & Reath. “Thanks to HealthEase, we have been able to educate our employees on the proper techniques for diet and exercise to achieve and maintain a healthy lifestyle.”

Even companies that don’t have a fitness center can promote health, notes Armand. A meeting room or cafeteria can be the setting for yoga, Pilates, and other exercise classes as well as for educational seminars ranging from nutrition and weight control to injury prevention and stress management. Providing a health fair is another excellent way to spread health awareness.

*“It’s important that my team knows fitness inside and out,” says Armand. “But what makes the biggest impact is our service. We motivate people and make it enjoyable to exercise and stay healthy.” •*

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## It’s All in the Name...the Correct Name

Although *Chester County Life* diligently strives to avoid errors, a regrettable one occurred in a story featuring Devon Hill BMW that ran in the July/August issue. The names of Cortright Wetherill, Jr., and his son Cortright Wetherill, III, were misspelled. We apologize. Given the relationships and association between the Wetherill family and *Chester County Life*, the error is especially disheartening.

All who have ever come in contact with the Wetherills understand that they are extraordinary beyond tradition.

The Cortright Wetherill name is among the most prestigious in Philadelphia history. With his family roots firmly planted in the Philadelphia region, Cortright, Jr., has resided in Chester County throughout his entire life. He is the son of successful Philadelphia stockbroker Cortright Wetherill, Sr., who bred and raced championship horses for decades at his Happy Hill Farm in Newtown Square. His mother was Ella Anne Widener, a Philadelphia debutante whose family was also prominent in horse breeding, racing, and social circles. Both the Wetherill and Widener families were early Philadelphia settlers who made tremendous business and charitable contributions to Chester County, the Main Line, and the entire Philadelphia community. Their legacies live on through a vast amount of educational, artistic, and equestrian endowments throughout the Philadelphia region and beyond.

Cortright Wetherill, Jr., grew up on the Happy Hill Farm and developed a solid business ethic. He married Janice Nestle, a prominent resident of Lancaster, who shared his love for horses, business, and community service. The entrepreneur founded Devon Hill BMW in the 1990s with a goal of passing the business on to his partner and daughter Amanda Wetherill Holmes and his son Cortright Wetherill, III. The business has flourished under his leadership and guidance. He is a mentor not only to his children, but to employees who work at the dealership.

Cortright Wetherill, III, an award-winning equestrian, is currently in college. His long-range objective is to be a lawyer for the family firm.

The Wetherill family is active in business and community service, and dedicated to philanthropic causes, raising funds and awareness for many worthy organizations. In 2006, George Bush appointed Cortright Wetherill, Jr., chairman of the Advisory Committee on the Arts for the John F. Kennedy Center in Washington, D.C. •