

## Arthrex Achieves Blue Zones Worksite Designation

Well-being is reaching new heights at Arthrex, a global leader in orthopedic product development and medical education for orthopaedic surgeons. The Naples-based company recently became a Blue Zones Project Approved™ worksite, joining more than 54 Southwest Florida businesses engaged in the Blue Zones Project® movement—a community-by-community, well-being improvement initiative designed to support longer, better lives through permanent changes to environment, policy, and social networks.

To become a Blue Zones Project Approved worksite, Arthrex created a wellness committee with representation from all departments. The company also developed a campaign to educate employees about the benefits of Blue Zones Project's Power 9® principles—habits shared by the world's longest living people. Those principles include moving naturally, eating with a plant slant, and having a healthy social circle. Lastly, Arthrex exceeded its employee pledge goal, with an individual commitment from hundreds of employees to live a healthier lifestyle.

In addition to the awareness campaign, Arthrex hosted a bimonthly farmer's market on site on to make healthy, fresh produce accessible to employees. The company also worked with its culinary staff at all locations to serve a plant-based meal once a week and plans to start Walking Moais®, small groups of individuals who walk together to remain active.

"As a Blue Zones Project Approved worksite, Arthrex is proud of its employees who have committed to this community effort," said John Schmieding, Senior Vice President, General Counsel at Arthrex. "There are obvious commonalities between the Blue Zones principles and Arthrex's community mission of Making People Better. We are internally-focused on giving our employees the most effective and innovative wellness opportunities, and also helping our community in general to live better. The science-based Blue Zones principles are focused on helping people live better, happier lives without diseases, not simply just living longer. This is synergistic with our goals, and we fully support the community's efforts at Blue Zones adoption."

Wellness Coordinator Monica Dubroja added, "After receiving the American Heart Association's Platinum Award for being a fit-friendly worksite for the last several years, this was the natural next step. We've created a culture of health in the workplace through progressive leadership and employee wellness initiatives and we look forward to further aligning our efforts with the community."

Brought to Southwest Florida by NCH Healthcare System, in collaboration with Healthways®, Inc. and Blue Zones®, LLC, Blue Zones Project is a vital part of Southwest Florida's well-being improvement initiative that encourages changes to the community that lead to healthier options. For more information about Blue Zones Project - Southwest Florida, visit [southwestflorida.bluezonesproject.com](https://southwestflorida.bluezonesproject.com).

---

Additional assets available online: **Photos** <sup>(2)</sup>

<https://newsroom.arthrex.com/2017-03-03-Arthrex-Achieves-Blue-Zones-Worksite-Designation>