

Bayer Schering Pharma

Case Study: Relay Team Event

Background

For employees, health is an important topic. Bayer Schering Pharma AG Germany supports various activities within that field.

Participation in sports events: Bayer Schering Pharma annually takes part in a regional relay team event that is held in Berlin. Various companies send participants to this event. For Bayer Schering Pharma headquarters in Berlin, 101 teams took part in 2009. In 2010 it will be even more (133 relay teams). Every team consists of five colleagues, which means almost 15 percent of all Bayer Schering employees based in Berlin take part in that event.

Highlights



The event adds up to about 20.000 participants each year, which translates into 4.000 adult teams. The main goal is – of course – having fun and bringing colleagues of various departments and companies together. Besides that, it shows our company's commitment to the health of its employees. This commitment is also shown in the fact, that Bayer Schering Pharma is taking over the registration fee, sponsoring running shirts and offers onsite catering for the active participants.

Being a good example, also members of the executive board took part in the 2009 run and plan to do so again in 2010. In general, teams join from various departments and age does not matter. This wide range of participants also led to a wide range in results. The best team from Bayer Schering Pharma finished the course of 5x5 kilometers in 91 minutes and by doing so, reached a fantastic 8th place.

Results

Every participating team receives a certificate and is mentioned on the official webpage of the organizer. Within the company, this great event is covered in our intranet and the internal employee magazine. The outcome is not only an increased fitness of every single runner. More important is the team spirit and the appearance as one company.

Case Study: Employee Sports Facilities

Background

Bayer Schering Pharma AG, Berlin headquarters, offers a large number of sports and activities for its employees. They range from fun sports to ones performed in an official league. To name a few examples:

- Badminton
- Basketball
- Bowling
- Capoeira
- Golf
- Athletics
- Sailing
- Squash
- Tennis
- Dancing
- Volleyball
- Yoga

For some of these, there are facilities directly on the company campus. For others, e.g. sailing, locations are in and around Berlin.

Highlights

Every employee can take part in a sport of his or her choice. For beginners, trial courses are offered. For most of the sports, there are competitions throughout the year, either internally or externally against other clubs or companies.



Beach Volleyball Court at Berlin Headquarters



Tennis Courts at Berlin Headquarters



Sports Hall at Berlin Headquarters



Club Room at Berlin Headquarters

Results

The Bayer Schering Pharma teams are successful in regional competitions. The table tennis teams for example won several times the Berlin championship. All the activities help to become or stay fit and to bring employees together besides the job.

Case Study: Healthy Working Environment

Background

Bayer Schering Pharma offers several activities for a healthier work environment. This starts with designing ergonomic workplaces. Employees also have the possibility to install a software that reminds the user of having a break and doing some back exercises, for example.



Sample Ergonomic Office

In addition, there are workshops and seminars for healthier living, i.e. on 'How to stop smoking' or 'How to avoid burnout'. The canteen offers a special "Vitality meal" each day, containing chosen ingredients for a healthier meal as well as a large salad bar and fresh juices.

Some of our organizations in other countries around the world offer additional services. For example, Bayer in Brazil provides a basket of fresh fruits and gymnastic classes every day to its employees. Additionally, every employee can get one free neck massage per month.

In Canada, employees can play basket ball on the Bayer court and use the gym on site at lunch time.

Results

Employees that feel healthy and good can work more efficiently. They are less often ill, which - as a result - also saves costs of the company.

Case Study: Bayer Schering Pharma WHD 2009

Background

- The World Heart Day 2009 focused on the topic “**Work with Heart**” to promote work place wellness and CV risk awareness in general
- The AspirinCardio global marketing team provided a material tool box to its country organisations
- In the Bayer Schering Pharma headquarter in Berlin we celebrated the internal World Heart Day 2009 together with all our employees. General information was given and several test stations offered the possibility to check blood cholesterol, blood pressure, BMI and blood glucose. This was copied in some other facilities in Germany.
- Local initiatives in several countries around the globe included similar free cardiovascular health checks and counselling, cooking classes, educational seminars, exercise activities and giving out information about CV health.

Highlights

Germany: World Heart Day execution in the Bayer Schering Pharma headquarter in Berlin



Brazil, Latin American Expert Forum





- Exercise activities



- A cardio booth with a free health assessment and health consultation



- Health cooking classes



Italy

- Free CV risk check by physicians and nurses and counselling both inside and outside of companies and giving out informational materials



Korea: Free CV risk assessment and CV risk consultation by pharmacists, reaching out to 264,100 Koreans



Bosnia and Herzegovina



Results

- Creation of great team spirit
- Higher CV risk awareness among employees and the general public
- Many positive articles in the local press