



Increasing Productivity in a High Demand Workplace

Blink teams up with Dreamclinic Workplace Massage to re-energize employees and enhance productivity



Blink is a Seattle-based user experience research and design firm dedicated to helping clients achieve their business goals through a flexible user-centered design approach.

CHALLENGE

Blink is a busy office which is growing rapidly and experiencing relentless high-demand from clients. The result is a team that sits for long hours with little time to stand and stretch. Many team members experienced a lack of time or energy after work to attend to body-conscious practices such as massage. Founders Karen Clark Cole and Kelly Franznick were looking for ways to bring workplace wellness benefits to the team by providing convenient opportunities to stretch, move around, and take care of their long-term well-being.

SOLUTION

Blink contacted Dreamclinic in June 2013 because of its quality reputation and Clark Cole's positive experience as a long-term Dreamclinic client. The Dreamclinic Workplace Massage team assessed the realities of the Blink workplace environment and matched the perfect licensed massage practitioner (LMP) to the company's culture. Partnering closely, the Dreamclinic Workplace Team assisted in finding the best schedule for Blink's needs, which resulted in their favored LMP coming twice a month. In the beginning employees were given 15-minutes of company time to enjoy a chair massage; however Blink's leadership was impressed with the team's positive reaction to the seated massage and increased the time to 20-minutes.

BENEFIT

Most of the Blink employees who utilize the workplace massage service never miss a session. Common comments include "I feel much better", "I'm more relaxed after a massage" and "I can handle stress in the afternoons better." Blink's leadership has observed that productivity increases noticeably on massage days and that the overall emotional energy of the team is more relaxed, calm and happy.

The Dreamclinic LMP who massages the Blink team is well respected and liked. She is knowledgeable, understands how the body works, and clearly explains what she is doing and why. Because she is such a perfect fit for Blink's culture, the employees have commented that they are receiving more than just a massage. The therapist also provides sound advice and offers tips and strategies for better wellness by demonstrating stretches and sharing literature that supports sustainable health. All in all, Blink's staff values the Dreamclinic Workplace Massage wellness benefit as an "outstanding package for the money!"

Interested in adding massage as part of your Workplace Wellness benefits?

Contact Dreamclinic today and schedule an appointment to talk with our Workplace Wellness Consultant.

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