

Eager to cultivate a company culture that's both productive and healthy?

Learn how Blueprint Medicines helps their employees *revitalize* their productivity and *improve* work-life balance with health-powered initiatives from RaderCo.



“RaderCo is unique because they focus on both employee productivity and health. The coaching is immediately actionable and helps our employees develop sustainable habits that reduce stress and anxiety and enable more work-life balance and productivity. RaderCo also serves as a consultant, and has helped us launch company-wide initiatives that free up more time for our employees to do their best work.”

Jen Shevlin

SVP OF HR, BLUEPRINT MEDICINES



When Blueprint Medicines first began working with RaderCo back in 2019, they wanted to provide support to help their employees take care of themselves.

As a biotech company working to advance a deep pipeline of precision therapies that are designed to improve patients' lives, Blueprint Medicines had no shortage of smart and talented employees who were extremely passionate about their work.

Yet, because of the company's fast-paced industry and rapid growth, that passion often propelled their lean "Blue Crew" to put work first – sometimes sacrificing work-life balance and personal priorities.

Jen Shevlin, Blueprint Medicines' SVP of HR, said despite the tendency for work to be all-consuming, that wasn't the culture their company wanted to foster – and she knew from personal experience it wasn't necessary either.

"There's a common opinion in the world that you can't excel in your personal life and be a great parent, friend, or neighbor and be a successful business person, too. We wanted to debunk that and let our employees know they can be all of those things at Blueprint.

"I also knew from my own experience that it isn't necessary to give up everything that is important to you personally in order to excel and advance in the workplace."

This certainty came from productivity and health coaching Jen had received from RaderCo's founder Marcey Rader several years prior – an experience she'd found extremely valuable.

"The things I learned from Marcey about cleaning up my inbox, managing my calendar, prioritizing my tasks, and setting boundaries were really life-changing for my career and my life. **Through Marcey's coaching, I was able to develop habits that I've been able to maintain for eight years** – habits that have helped me stay productive and in control while taking on bigger roles in my career and becoming a parent of two kids.



“So when we were looking to provide similar support for our employees at Blueprint, Marcey and RaderCo were top of mind.”

Blueprint Medicines had RaderCo pilot a three-month program where a small group of employees from a cross-section of roles and levels across the company received productivity and health coaching.

Each employee was coached on the most critical need they had at that time, whether it was addressing burnout, revitalizing productivity, enhancing well-being, or processing a personal challenge.

Jen said the three-month pilot was a success, especially for those who were highly motivated and committed.



“We debriefed with each participant and saw there was value in the coaching, not only from a personal well-being perspective but from a work productivity perspective. So, the business case was there to continue with RaderCo.”

Continue they have, with RaderCo progressively evolving their coaching approach to be as customized and individualized as possible to each participating employee’s specific needs.

That includes getting input from their manager and HR business partner; cross-collaborating with RaderCo coaches who specialize in areas like productivity, presentation, career, and strengths-based coaching; and **giving each employee’s manager clear guidance on how to support their employee’s progress after the coaching is finished.**

Jen said their partnership with RaderCo has now spanned years, and they continue to see tangible results from the coaching, specifically around inbox management,

calendar management, priority setting, and creating time boundaries, which has helped employees reduce stress, improve productivity, and carve out time to take care of themselves physically and mentally.

“The coaching has helped our employees feel more in control, and realize they can do a lot of the things they thought they couldn’t do, like manage their calendar, set boundaries around their time, and actually disconnect on weekends and vacations.”

“They’ve made this shift because Marcey and her coaches have helped them get to the root of what’s been getting in their way, and then address it **so they can actually build different and sustainable habits.**”

Besides individual coaching, RaderCo has performed several workshops and training on email management, working remotely, psychological safety, mindfulness at work, and creating guardrails around time, energy, and focus.

In addition, they’ve also provided consultation and implementation support

on several company-wide initiatives that have helped Blueprint Medicines cultivate a culture that’s both productive and well.

One initiative was a “meetings reset”, which helped them develop **meeting guidelines that empower employees** to take control of their schedules and make the best use of their time in meetings.

Another initiative has been “Design Days” – a few designated work days throughout the year that are meeting- and email-free, which gives employees a day uninterrupted to use however they need.

“We hire smart, talented, and productive people, and Design Days allows them a day



to reflect, think, plan, and execute without feeling bound by emails or meetings,” Jen said. “There was nothing stopping people from taking this time before, but it’s hard not to feel the organizational pressure and the self-pressure to respond to emails and be in meetings. Design Days alleviates that.

“The survey results from our pilot of Design Day were really strong. **Employees reported that it reduced stress and anxiety, allowed them to make progress on key priorities, and gave them space for creative development.** When we have our people saying Design Day is what enabled them to do it, that’s our business case to run them on a regular basis, because what we’re seeing is tangible. That’s ROI.”

Jen said RaderCo’s unique and customized coaching and consultative approach

differentiates them from other wellness resources they offer their employees.

“What makes RaderCo unique is the specialization in productivity. Most wellness benefits focus primarily on the health side, but RaderCo provides both.”

“Marcey has also gotten to know our company systemically and understands our ways of working, which allows her to guide our employees to relevant and practical tools and show them how to use them in their jobs. That increases the relevance of the coaching. It makes it **more immediately actionable because there’s no translation needed between what employees are learning and how it can be applied within our environment.**”

Jen noted that RaderCo’s work has been a key component to giving their employees the ability to achieve their own personal definition of work-life balance – and that the in-depth and actionable nature of RaderCo’s work has made that possible.

“We have questions on our Employee Engagement Survey about work-life



balance and productivity, and when you see work-life balance go up seven points in one year – which we saw – it's safe to say our overall strategy is yielding results, with RaderCo being one key part of that strategy.

"Then when you look at the survey feedback from our employees who have worked with Marcey and her coaches directly, it's clear that what they're doing is moving the needle and having a real impact." ☺

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health-powered coaching
and company-wide
initiatives can revitalize
your employees'
productivity and wellness,
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