

Financial institution engages hard-to-reach populations with robust health & wellbeing program

Client Success Story

Supporting all employees' health & wellbeing

Providing a program that supports and rewards their members throughout their journey



Background & Goals



Initiative

Background

- Opened in 1962, this financial institution serves nine states in the U.S. today
- 1,589 total eligible lives
- 74% of eligible lives enrolled with 75% engaged
- Virgin Pulse client since 2014

Goal

- Engage all employees, including hard-to-reach populations
- Listen to employees' needs and deploying an aligned and actionable program

Overarching Strategy

- Create an evolving program that encourages personal choice across all wellbeing dimensions with a program design that supports sustained behavior change and ongoing engagement

Tactics

- Customized approach to support their employees' wellbeing with an openness to add additional resources based on needs
- Ran two Corporate Challenges in 2022 that promoted mindfulness and fitness
- Members created over 2.5K Personal Healthy Habit Challenges in 2022. Popular Challenges included drinking water, healthy eating, taking the stairs, or starting the day off right
- Incorporated Virgin Pulse Coaching into their program. Top focus areas included weight management, healthy eating, getting active, stress reduction, and sleep
- Encouraged members to complete their Health Check to support them on their journeys

Engagement

63% of members
earning an incentive

56% of members
with social connections

74% activity
Average engagement
(+18% higher than benchmark)

68% nutrition
Average engagement
(+15% higher than benchmark)

56% mindfulness
Average engagement
(+21% higher than benchmark)

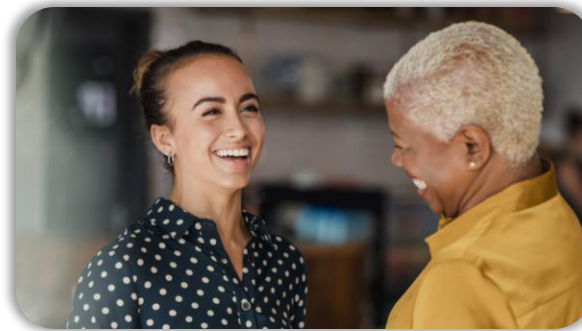
13% higher monthly engagement
for Coaching participants

Culture & Satisfaction

67% of members
are more proud of their
company culture

82% of members
are more aware of benefits

74% of members would feel
disappointed if they could
no longer use Virgin Pulse



Health Check

95% of members
completed at least one question

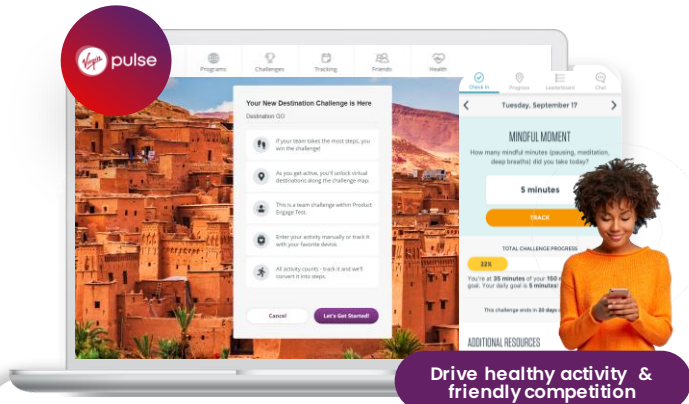
79 out of 100
average health score

Improving Performance

69% of members
are more productive

64% of members
are more energetic

Case study context to help you enhance your Homebase for Health®



Healthy Habits

Challenges & Inspires Better Health

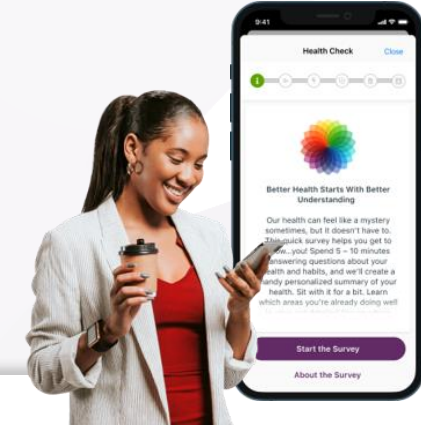
- Boost motivation and keep employees engaged using impactful and holistic team-based challenges with topics that range from mental health to sustainability
- Build Healthy Habits with fun and social wellbeing challenges to foster a sense of community among participants



Coaching

Person-to-person support that helps members thrive

- Focus on choice, trust, and rapport to foster meaningful change with healing modalities that integrate body-mind-emotion-spirit-environment
- Members can self-enroll, easily schedule appointments online, and meet with the same coach each time



Health Check

Recognizes members' changing health, needs, & interests to motivate them on their journeys

- NCQA-certified health assessment offers members a fresh look at their lifestyle choices and personal health
- Educates them of their health risks and guides them to improve their health and wellbeing with personalized recommendations