

# Wellness Champions & Engagement

Manufacturing, August–September 2021

## Background

- 8 plants, 3 phone centers and corporate offices
- Approx. 78,000 eligible US employees
- Key annual KPI of 90% completion of Health Check (“Wellbeing Assessment”) of total enrolled on platform
- Assessment completion due by end of program year
- Completion of assessment tied to reduced medical premiums and redemption of rewards

## Goal

- Create a challenge among sites with Wellbeing Champions to encourage assessment completions

## Initiative

- Designed an eight-week challenge: “60-Day Smackdown”
- Paired Champion locations with similar population sizes
- Offered 250 platform points for the winner of each pairing (i.e., highest assessment completion %)
- Provided Champions various resources to promote assessment completions locally
- Assessed pre- and post-challenge assessment completion rates
- Provided weekly and final results in Champions’ Teams Chat and during Champion monthly call

## Results

91%

Achieved 91% completion rate, despite launching Virgin Pulse during COVID, with no site visits to aid in enrollment and assessment completion campaigns

54%

Reached 54% enrollment among eligible employees, exceeding KPI of 50%



Minimized last minute “rush” and missed incentives by starting the Challenge two months before deadline

Performances by Champion locations were such that Benefits Leadership sent recognition letters and certificates to all Champions

# Additional Impact

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## Enrollment

76% of all Champion locations achieved at least 50% enrollment



## Champion Engagement

Created additional digital signs, flyers, newsletters and stop-by tables to encourage completions