

Vendor Partnership: Wellness Hub Success

Technology, Q1 2022



Background & Goals

Background: After 2 years on the Virgin Pulse platform, the client's enrollment was above BOB but engagement with their many wellness vendor partners both through VP and within their suite of benefits was not meeting expectations.

Goal: Increase team member knowledge of and engagement with vendor partnerships and monitor engagement data.



Initiative

Overarching Strategy: Present members with timely custom challenges, workshops, and events featuring key vendor partners at moments when they are thinking about these services and are more likely to take action to engage.

Tactics:

- Timely Healthy Habit Challenges, e.g. "Strengthen Your Financial Health", featuring Enrich and Fidelity during March tax season.
- Champion-led demos promoting Wellbeats during the annual, incentivized Fitness Challenge.
- Consistent use of Virgin Pulse calendar cards to feature vendor partner events and programs.



Impact

Wellbeats: 400% increase in enrollment and logins globally among team members.

meQuilibrium: Notable increase in team member attendance on monthly Calm-Casts.

Premise Health: Sizable increase in participation in all programs promoted through VP calendar and announcement cards. Within just 2 days, a month-long ergonomics and yoga challenge reached over 900 participants, compared to historic participation rates of 25-100 total.

Fidelity: Doubled the amount of delivered workshops and requests in the first 6 months of 2022.