

Large public sector employer increases engagement and improves health for more than half of their members

Client Success Story

Setting up members for success

Large public sector employer



Background & Goals

Background

- 77K total eligible lives
- Desire to create a program that supports the whole person: physical and mental health, nutrition, and financial wellness

Goal

- Empower employees to stay active, feel grounded, and be the best versions of themselves



Initiative

Overarching Strategy

- Partnering with Virgin Pulse to offer an extensive vendor-integrated program:
 - 2 medical insurance providers
 - Virgin Pulse Coaching Team providing confidential telephonic coaching
 - 3 dedicated Virgin Pulse Workplace Health & Wellbeing Specialists
 - Biometric Screenings via Quest Concierge Screenings
 - Virgin Pulse's VP Transform for Prediabetes
 - Wellbeats, a Virgin Pulse global fitness partner

Tactics that promote health and wellbeing through a:

- Health Check assessment and biometric screening to inform a member's journey
- Monthly calendar that features multiple vendors' webinars and activities
- Robust wellness champion network to engage members at a local level
- Coaching Team that creates supportive relationships with members
- Rewards program that incentivizes members and their spouses to complete activities

By the numbers



Impact of Virgin Pulse on large public sector client

Enrollment & Engagement

22K members

enrolled and engaged in the platform

216 total wellness champions

supporting the program

61%

average monthly program engagement

67% of members

are earning an incentive

79% follow-up completion rate

for Coaching Calls

Wellbeing

62% of members are more active since joining

of those who are high-risk, inactive members

65% of members improved or maintained

healthy blood pressure

78% of members improved or maintained

healthy total cholesterol

82% of members improved or maintained

healthy glucose

62% of members improved or maintained

healthy BMI



I know when I ask a question, I will get a timely answer (very important in public sector). Everyone at VP has been working diligently to get this program running and I could not have done this without their support.

Client



I absolutely love working with my VP team! They make my life so much easier and are always there for me when I need them. They are fast to respond and have so many wonderful ideas!

Client



This team continues to impress me! I am notified timely of any issues that may arise (even items of minor significance) and plans of improvement are given immediately. This quarter I was slammed with a project that took up most of my time and attention. It was such a relief to have this team behind me picking up my slack and keeping me on track.

Client



I believe this team is truly the key to the success of our program. Steve and Darcie led a magnificent group through the entire scope of this program. Closing out the first year has been very smooth. Everyone is easy to work with and is always very responsive to my side of the table when necessary.

Client



I cannot wait to see what year 2 has to offer!

Client