

Equinix, Inc. sees major cost savings as engagement increases

Client Success Story

Cost and illness burden decreases as engagement level increases

How Equinix, Inc. demonstrated the correlation between high engagement and cost savings



Background & Goals

Background

- 4,000 total eligible lives in the U.S.
- Employees located in 30+ countries in 240+ office locations
- Employees within a variety of roles ranging from field workers to executive leadership
- Specializes in Internet connection and data centers & a leader in global colocation data center market share

Goal

- Reduce population health risks and improve healthy behaviors
- Create a culture of health and wellbeing for all employees



Initiative

Overarching Strategy

- Follow Virgin Pulse best practices to optimize engagement and program participation

Tactics

- Strong Champions network
 - Quarterly meetings to review performance and implement data-driven strategies
 - Champion-only incentives
 - Champion-led game programming
 - Member recruitment planning
 - “Meet the Champions” recognition program
- Standard quarterly points & levels
- Equal incentive earning opportunities across all employees regardless of benefits enrollment
- Standard triggers turned on, including Health Risk Assessment & My Care Checklist
- Variety of promotions, including virtual Open Houses to learn more about Virgin Pulse (last session garnered 300+ attendees)



Impact

Outcomes

59% enrollment

Avg 53% engagement

39% more members

Achieved Level 4 after launch of LeveledUp Program drawing

\$4,423 savings PEPY

Costs significantly lower for Level 4 members vs Level 1

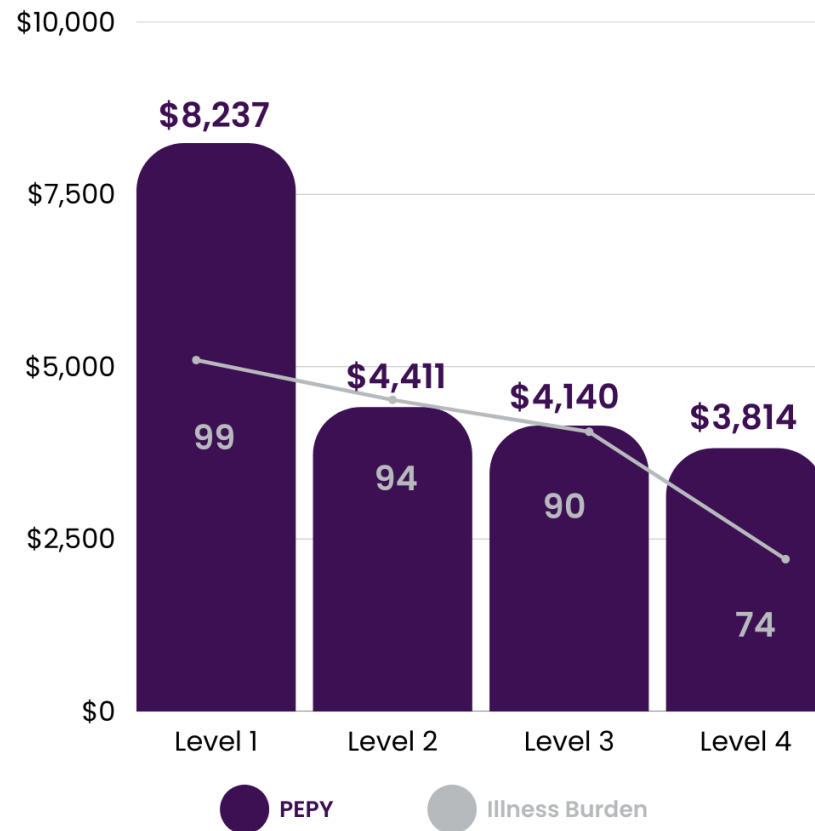
\$5,146 savings PEPY

Cost savings for top 25% most engaged members vs least engaged members

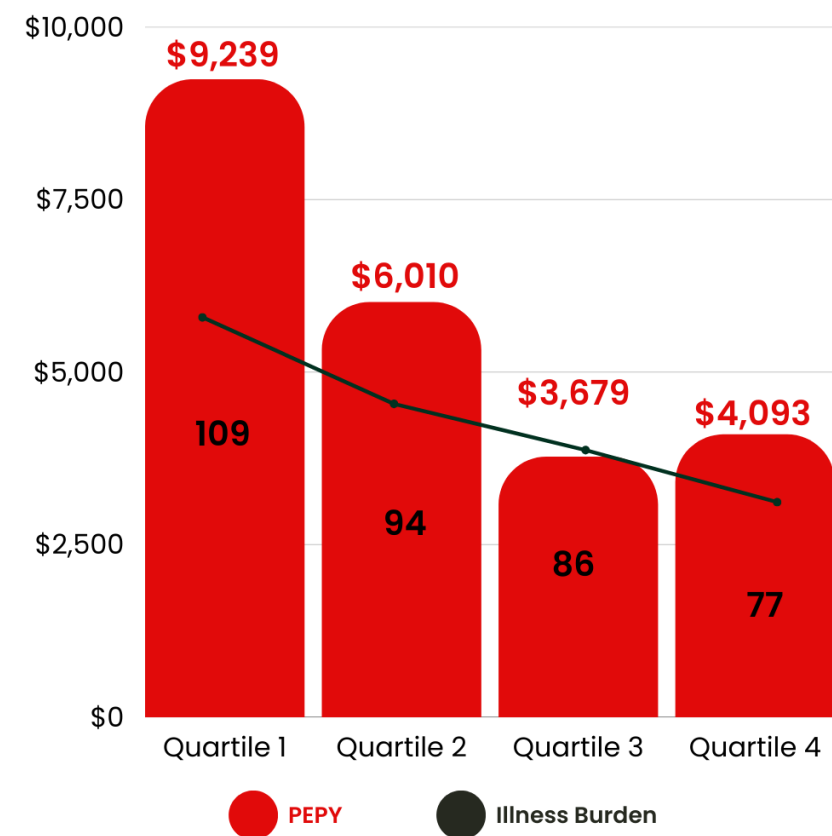
Cost & illness burden decreases as engagement level increases

Virgin Pulse Cohort – Levels & Quartiles

Level: Cost and illness burden



Quartiles: Cost and illness burden





I love the concept of creating a hub—a one-stop shop where employees may access all their wellbeing tools, resources, and benefits in one spot—so it’s not so confusing to find what you need, when you need it.

Bekki Early,
Program Manager of Global Wellbeing



For once I feel fully engaged in a vision of wellness that speaks to me. Virgin Pulse isn’t just about the right diet and exercise. It’s more of a whole health approach to life. I get great reminders or actionable tips to take care of myself in every possible way, whether it’s getting enough sleep, making time for my hobbies, taking a meditation break, learning how to see the world through other eyes or getting an extra boost of motivation from a team challenge. It’s all the encouragement without any “judgey-ness” – every day is another step as the best possible me. I became a VP Champion because this approach really appeals to me, and I hope it will work for my friends and colleagues too.

Christine Cadorette,
Manager, CRO Data Display & Communications &
Wellness Champion



One of the things I love most about Virgin Pulse is how it runs counter to typical social media platforms. I remember learning that the average member spends less than seven minutes a day on the platform—which really incentivizes members to get in, get points, get out, and be well!

Bekki Early,
Program Manager of Global Wellbeing