

Corporate Wellness Program Results in Healthier Habits

SITUATION: Corporate Wellness Program Launch

When the time came to launch its own corporate wellness program, this incentives partner put their prepaid card expertise and innovative approach to use. The Live Healthy employee wellness program was designed to promote healthy living habits, sustain employee participation with rewards and ultimately reap the benefits of a healthier, more engaged work force while keeping insurance premium costs down.

SOLUTION: Building Successful New Habits

Wellness program research shows that incentives are the driving force in encouraging employees to join their company wellness program—and sticking with it once they do. The Live Healthy program consists of many components, including a health risk assessment (HRA), biometric screening, health coaching, elearning modules, walking challenges, onsite fitness programs and more.

The company drove employee engagement in the program by offering up to \$150 in rewards for participation in wellness activities. The rewards were loaded onto co-branded prepaid cards for use at more than 200 popular specialty retail, travel and entertainment establishments nationwide.



OUTCOME: Company-Wide Success

The results were both immediate and emphatic:

- **82% completed HRA and screening**
- **75% participation in the first walking program**
 - Winner walked more than 1 million steps (500 miles) in just eight weeks
 - Company walked more than 45 million steps (19,000 miles)
- **7 employees participated in onsite smoking cessation program**
- **5 employees quit smoking**
- **70% of program participants surveyed agreed that the LiveHealthy program had a positive impact on their health and well-being**

"We're thrilled with the success of our Live Healthy program," said the company's director of employee development. "Our employees liked the idea that we would support them in achieving a healthy lifestyle, but they were really excited when they learned they would be rewarded for doing so with one of our incentive cards. That excitement, combined with the right activities, ultimately translates to a healthier population with fewer significant healthcare claims, which is something that can really impact premiums in a midsize company like ours. Our biggest challenge now is keeping up with all the requests for more program activities!"

75% participation in the first walking program



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