

CASE STUDY

Diversified energy company building a culture of health

CLIENT SUMMARY

- > Diversified energy
- > 9,500 employees
- > 3.4 million customers
- > 150 locations nationwide

KEY CHALLENGES

- > Dispersed workforce
- > Predominantly veteran male laborers
- > Significant proportion overweight
- > Union groups with complex plans

LESSONS LEARNED

Simplify. Make it easy to participate—one place to go

Connect. Bring health coaches on site for a more personalized experience

Engage. Use Next-Steps Consult™ to increase program enrollments

Convenience, relevance and focus

Building a culture of health is no small task in an organization with “75 percent males, mostly laborers who have been working very hard for a very long time, and females who make up a significant amount of our overall medical spend,” explains the manager of wellness and health promotion.

When the RedBrick program was launched in November of 2011, “We had just finished renegotiating a contract with our largest union that required that we implement the incentive program in a certain way.” In addition to addressing incentives, RedBrick helped streamline a wide variety of health and wellness services. Those outside of RedBrick include weight-loss programs, health education, and financial education and counseling, among others. RedBrick is able to refer consumers into these programs for which they are eligible to earn wellness incentives. “Because of our complexity, we needed a provider that could handle managing all that in a way that looks very clean to the end user. That’s part of the reason why we picked RedBrick.”

REPEAT PARTICIPANTS
COMPLETING THE HEALTH
ASSESSMENT WHO WERE
AT RISK FOR TOBACCO USE

DROPPED
9%

ENROLLMENT IN HEALTH
IMPROVEMENT PROGRAMS
UPON COMPLETION OF
A NEXT-STEPS CONSULT™

INCREASED
235%

REPEAT PARTICIPANTS
COMPLETING THE HEALTH
ASSESSMENT WHO WERE
AT RISK FOR POOR NUTRITION

DROPPED
16%

A team effort

The client has 10 full-time staff dedicated to its health and wellness strategy, including an on-site RedBrick health coach (Lori Garfinkel, at left) at its headquarters facility. The coach works together with the wellness team to build a grass-roots culture of health within the organization. Services provided include face-to-face coaching sessions, group coaching sessions, health talks and stop-by tables in the cafeteria. In addition, the client instituted RedBrick Next-Steps Consult calls in which consumers schedule a 15-minute call to review their health screening and health assessment results and discuss recommended programs. The result? An impressive 235% higher program enrollment.

Where RedBrick has made the greatest impact is in simplifying the consumer experience, providing a centralized location for a wide array of health and wellness offerings. With one place to go, more of the client's dispersed workforce has easy access to RedBrick's website—the gateway to its comprehensive array of opportunities.

Adding the personal touch with an on-site health coach at its headquarters facility and the RedBrick Health phone consultations has made a significant impact and boosted program participation and results. With more than 60% of its employees having completed an online health assessment and more than 50% participating in a program, the client is making meaningful progress in building a culture of health.

MORE THAN **60%**
OF EMPLOYEES
HAVE COMPLETED AN ONLINE
HEALTH ASSESSMENT

MORE THAN **50%**
OF EMPLOYEES
ARE PARTICIPATING
IN A PROGRAM

Want to take your program to the next level? Interested in a demo? Let's talk. Email us at info@redbrickhealth.com or call us at **855-776-5515**.