

# CASE STUDY

## Large dispersed workforce is getting healthier

### CLIENT SUMMARY

- > Financial services
- > 65,000 enrolled U.S. employees
- > Majority white collar

### KEY CHALLENGES

- > Dispersed workforce
- > Greatest health risks: blood pressure, weight, lack of physical activity
- > High email volume; need to cut through the clutter

### LESSONS LEARNED

**Optimize.** Leverage RedBrick's program design and incentive flexibility to meet a core objective—tobacco cessation

**Scalable.** Ensure the program design meets the needs of the full population

**Engage.** Offer RedBrick phone coaching and Journeys

**Reward.** Incent both employee and spouse/domestic partner

### Proactive efforts help growing numbers quit tobacco

A leading financial services organization with approximately 65,000 medical-plan-enrolled U.S. employees has been a RedBrick client for nearly two years. Priorities for its wellness program are health risk reduction and tobacco use elimination.

#### COMPASS™ HEALTH ASSESSMENT COMPLETION

85%

AMONG MEDICAL-PLAN-ENROLLED  
EMPLOYEES 10/1/14-12/31/14

#### UNIQUE PROGRAM ENGAGEMENT PARTICIPATION

30%

AMONG MEDICAL-PLAN-ENROLLED  
EMPLOYEES 10/1/14-4/30/15

The client's primary objective is high employee participation annually in RedBrick's online Compass health assessment to understand its population's health status and measure improvements. The activity is emphasized during open enrollment and employees are given a short window of time to complete the assessment to earn a \$150 direct incentive. The program offers an extra \$150 when the employee's spouse/domestic partner also completes the assessment. During the last open enrollment period, an impressive 85% of eligible employees completed this activity.

The client also has a core objective to reduce tobacco use in its workforce. RedBrick Journeys® digital coaching has been popular and useful in meeting this objective. Participants can earn credit up to three times per year toward their total annual incentive for Journeys and phone coaching, and a \$600 tobacco surcharge is also refunded if tobacco users complete an online tobacco Journey or four calls with a RedBrick tobacco cessation health coach. This combination of multi-modal engagement and targeted incentives has helped drive tobacco use down and contributed to unique program engagement.



## Helping tobacco users quit

A promotional campaign including email and a postcard mailing was targeted to 2,110 enrolled employees and spouses/domestic partners who were known tobacco users. Of that group, 12% enrolled in phone coaching or a RedBrick Journeys tobacco program, and 7% completed a program. Comparing total tobacco users in 2013 and 2014, 37% quit based on participation in a RedBrick tobacco program, and total reported tobacco use dropped 12%.

This employer has enjoyed many success stories with RedBrick Phone Coaching and Journeys, such as the following:

PARTICIPANT	HEALTH CONDITIONS	GOALS	REDBRICK SERVICES	RESULTS
Female Age 36	Smoker for 10 years, diabetic and overweight	Quit smoking and lose weight	Tobacco cessation and nutrition phone coaching	Quit smoking, lost 18 pounds, and diagnosis was downgraded to pre-diabetic
Male Age 32	Overweight and feeling stressed	Lose weight, improve diet and manage stress	Phone health coaching and RedBrick Journeys digital coaching	Lost 37+ pounds, has more energy and feels mentally tougher
Male Age 39	Overweight and sought help with diet	Improve diet and increase activity	Nutrition and exercise phone coaching	Lost 25+ pounds and pant size dropped from 36" to 32"
Female Age 47	Very fit, bored with exercise routine; increasing aerobics triggered need to increase calorie intake	Increase exercise variety and intensity, modify diet and manage stress	Phone health coaching and RedBrick Journeys digital coaching	Started rollerblading, learned new exercises and stretches, and increased calorie intake, all of which reduced her stress

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