

# CASE STUDY

## Getting healthier in the frozen food delivery industry

### CLIENT SUMMARY

- > Food industry
- > 14,000 U.S. employees
- > 500 locations
- > 5,000 home delivery vehicles

### KEY CHALLENGES

- > Dispersed locations
- > Majority of employees are overweight/obese
- > Field/remote workers can be hard to engage
- > Many lack computer access

### Building an award-winning RedBrick wellness program

A health and wellness program that started with a misstep in 2006—and then reassessed and relaunched in 2010 with RedBrick Health—is now the winner of multiple awards. This RedBrick client is a multibillion dollar privately owned food distributor with 14,000 U.S. employees. It operates 500 locations and nearly 5,000 home delivery vehicles. In the early 2000s, emerging trends in chronic conditions and lifestyle risks (e.g., elevated BMI, cholesterol, blood pressure) prompted management to address the health and wellness of its workforce and their families.

### Out with the old, in with the new

The original program required employees to complete a health assessment, and then mandated health coaching if participants were at high or moderate risk levels. “It was seen as a ‘do-this-get-that’ program where people were required to complete specific tasks to maintain the \$40 per month premium reductions,” explains the client’s manager of employee wellness, who joined the company as part of the new wellness team that launched today’s Healthy Rewards program with RedBrick.

Today, their deliberate approach since re-launch has paid off. The company’s RedBrick wellness program has won multiple awards, including being named among the Healthiest Employers of the Twin Cities Area by the *Minneapolis/St. Paul Business Journal*.

HEALTH SCREENING PARTICIPATION,  
JANUARY 2013 TO JANUARY 2014

**INCREASED**  
**42%\***

HEALTH ASSESSMENT PARTICIPATION,  
JANUARY 2013 TO JANUARY 2014

**INCREASED**  
**40%\***

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

**DECREASED**  
**20%**

\* Factors impacting engagement:

- > Outcomes-based rewards for healthy biometrics
- > New spouse health assessment requirement
- > Quarterly participation reward increase from \$50 to \$75



## On site and mobile work best

RedBrick initiatives that have worked well for the company include “anything on site and anything mobile,” says the wellness manager. “Most of our employees do not work at large locations or have access to a computer on a day-to-day basis. The ability to access the RedBrick portal using a smartphone was added two years ago. It’s popular with employees and many have also utilized RedBrick Ready—a growing list of devices such as Fitbit,<sup>®</sup> RunKeeper and Jawbone<sup>®</sup> that can be synced directly to RedBrick’s physical activity tracker to automatically record activity.

In addition, local efforts have proven successful. “We’ve utilized RedBrick to help us partner with local programs,” says the wellness manager. For example, RedBrick helped promote metabolic syndrome and diabetes prevention programs that were made available to employees at the company’s headquarters.

## LESSONS LEARNED

**Patience.** Have a solid plan in place

**Integrate.** Remove barriers

**Personalize.** Live activities are popular

**Mobile.** Smartphone and/or tablet access caught on big

## Financial gains and recognition

The company’s wellness program is gaining momentum and is earning attention around the marketplace. Among the organization’s numerous awards are the following it won in 2013:

- > Healthiest Employers of the Twin Cities Area—*Minneapolis St. Paul Business Journal*
- > Silver Award Winner of the Eighth Annual Health at Work Awards—*ComPsych*
- > Finalist, Leaders in Health Care Award for Worksite Wellness Programming—*Minnesota Business* magazine

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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**.