

# CASE STUDY

## Medical device manufacturer fosters a sustainable culture of health

### CLIENT SUMMARY

- > Manufacturing (medical devices)
- > More than 3,000 eligible participants
- > Legacy RedBrick client since 2007

### KEY CHALLENGES

- > Poor nutrition, lack of physical activity, stress
- > Spouse engagement is lower than benchmark

### LESSONS LEARNED

**Diversify.** Offer a full range of programs and modalities

**Reward.** Use participation-based incentives

**Communicate.** Promote top-of-mind awareness by communicating at least 12 times per year

**Culture.** Aim for a culture rating  $\geq 65\%$ .<sup>\*</sup> This client's culture rating is 82%

<sup>\*</sup>*What the Best Do Better*, 2016

### Consistency plus a full range of offerings and modalities nets results

For nine years, a medical device manufacturer with more than 3,000 employees and spouses has been a legacy RedBrick client. A conservative, family-owned company, it was one of the first in the nation to address rising healthcare costs by rewarding employees for making cost-effective healthcare decisions.

"The client is very health-focused," says their RedBrick account manager. "They genuinely believe that healthy employees are happier and more productive." In addition to RedBrick programs and services, the company offers an on-site fitness center with exercise classes and personal coaching, and partners with a provider that helps employees maintain optimal musculoskeletal function. "Their manufacturing plants stress proper ergonomics," the account manager says. "It has reduced their repetitive motion claims."

The client also promotes company-sponsored and community walk/run events in which eligible participants can earn points toward their RedBrick program. To encourage healthy choices, the company distributes walking trail maps and posts nutrition facts in the cafeteria.

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### PHYSICAL ACTIVITY 2014-2015

IMPROVED  
**36%** BASED ON REPEAT HEALTH ASSESSMENTS/SCREENINGS

### BLOOD PRESSURE 2014-2015

IMPROVED  
**58%** BASED ON REPEAT HEALTH SCREENINGS (HIGH-RISK COHORT)

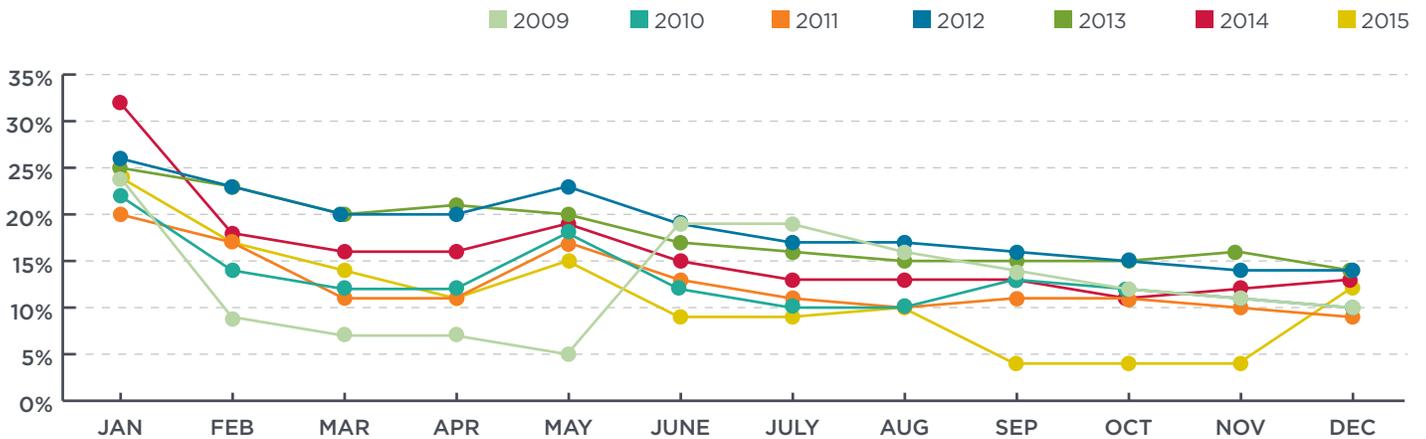
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## Communication consistency

Year after year, this client has diligently practiced one of RedBrick's proven success factors of our best-performing programs: Communicate at least 12 times per year to stay top of mind and "cut through the clutter." One of last year's campaigns was the eye-catching Take Another Lap renewal campaign, at right. The client also regularly uses multiple tactics, including emails, postcards, posters, LCD screens, table tents and more. In the engagement chart below, spikes can be seen in January, when the program renews, and again at the health assessment completion deadline in May.

## Sustained engagement

Sustained engagement is hard to maintain in the second year, let alone the ninth. Working with RedBrick, the client is forward-thinking and continues to provide fresh and innovative offerings. The proof is in the trends. RedBrick tracked the client's unique engagement rates (based on active "two-way" engagement) across phone coaching, RedBrick Track® (wellness tracking) and RedBrick Journeys® (digital coaching) over the past seven years. The graph below indicates activity is fairly consistent seasonally, and continues to trend positively.



Data Source: Active Engagement Trend Report: Phone coaching, Track, Journeys

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.