

CASE STUDY

Paper manufacturer builds a successful wellness program

CLIENT SUMMARY

- > Paper and forest products
- > 48,000 eligible for RedBrick Health
- > Mostly blue collar

KEY CHALLENGES

- > Dispersed workforce
- > Greatest health risks: weight/BMI, blood pressure, physical activity
- > Limited computer access

LESSONS LEARNED

Accessible. Make it easy to participate

Multi-modal. Enable web/tablet/phone access

Localize. Offer on-site opportunities

Reward. Incent both employee and spouse/domestic partner

On-site initiatives drive participation

A leading U.S. paper and forest products company with approximately 48,000 individuals eligible to participate in its wellness program has been a RedBrick Health client for five years. With a heavy blue-collar workforce in plants, factories and distribution centers, the greatest health risks it seeks to impact are in the areas of weight/body mass index, blood pressure and physical activity.

The client and RedBrick have worked closely together to build local, grassroots efforts that drive program participation. "Their on-site coordinators are very involved," explains their RedBrick account manager. HR representatives, office employees and plant employees serve as wellness coordinators. They help manage health screenings and plan on-site initiatives such as run/walk events and lunch-and-learns. "They know their population well and they make it easy to participate. They really care about their employees and want to provide a robust wellness program with attractive rewards for participation."

The opportunity to earn generous incentives further helps encourage people to engage year-round. The program offers a combination of direct incentives for health assessment and health screening completion, and additional quarterly premium reductions for healthy activities. The largest employee group can earn up to \$1,200 per year (\$600 employee + \$600 spouse/domestic partner).



Employees lose weight with RedBrick's help

This company has enjoyed many individual participant success stories with RedBrick, such as the following:

PARTICIPANT	HEALTH CONDITIONS	GOALS	REDBRICK SERVICES USED	RESULTS
Female Age 57	Overweight High cholesterol High triglycerides	Improve diet Increase activity	RedBrick Journeys RedBrick Track RedBrick Rally	Lost 70 pounds Improved health measures
Male Age 64	Severe artery blockage; bypass heart surgery	Improve diet Manage stress	Health assessment Health screenings RedBrick Rally	Lost 30 pounds Changed diet Increased activity
Male Age 54	Overweight	Increase activity Eat healthier	Phone coaching RedBrick Journeys RedBrick Track RedBrick Rally	Lost 35 pounds Eating healthier Exercising vigorously daily

Back-to-back campaigns increase program participation

When the company renewed its RedBrick wellness program in 2014, RedBrick worked with its benefits team to schedule back-to-back health topic campaigns tied to national observances—Heart Health Month in February and National Nutrition Month in March. Both campaigns used multi-media tactics: postcard mailed to the home, email, poster, TV screen displays in buildings, and an article in the company's employee newsletter. The combined campaigns produced increased engagement in RedBrick Journeys online coaching programs across the board:

LARGEST ENROLLED GROUP	PRE-CAMPAIGN ENGAGEMENT	POST-CAMPAIGN ENGAGEMENT
Blood Pressure	155	322
Stress	1,793	2,152
Heart-Healthy Cholesterol	142	264
Eat Healthier	1,896	2,334

Employees' healthy activity is on the rise

The company's RedBrick wellness program has experienced measurable results. Notably, through a combination of well-promoted healthy activities, a summer physical activity challenge, the introduction of RedBrick Journeys online coaching programs, and strong leadership support, program participation increased from 59% in 2012 to 75% in 2013.

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**.

