

CASE STUDY

White-collar technology company makes wellness services easily accessible

CLIENT SUMMARY

- > Technology company
- > 36,000 enrolled employees
- > Predominantly white collar

KEY CHALLENGES

- > Greatest health risks: Weight, blood pressure, cholesterol
- > High-stress work environment
- > Lack of time for activities during and outside of work

LESSONS LEARNED

Champion. Empower on-staff wellness benefit manager to be an influential wellness proponent

Collaborate. Regular calls with vendors and coaches strengthen cross-promotion between services

Personalize. Offer on-site health coaching and wellness services that are fully integrated and cross-promoted with all other service offerings

Communicate. Robust communications net industry-leading engagement rates

Increased participation and health improvements are welcome outcomes

A multinational technology company with more than 36,000 U.S. medical plan-enrolled employees has been a RedBrick Health client for two years. “The client is great at integrating benefits into their employees’ lives to make it easy for them,” explains their RedBrick account manager. Services include RedBrick’s on-site health coaching, digital coaching and phone coaching, along with on-site fitness centers, child care, pharmacy, EAP and more.

HEALTH SCREENING PARTICIPATION INCREASED

182%

FROM PROGRAM YEAR-END
9/30/2014 THROUGH 7/13/2015

AVERAGE NUMBER OF REGISTRANTS

4,300

FOR LAST FIVE
PHYSICAL ACTIVITY
CHALLENGES

Vendor integration “has been extremely helpful for the client’s employees, so they feel like it’s one experience versus a lot of separate things happening,” explains RedBrick’s account manager, who has partnered with the client’s benefits team to deliver a matrixed and evolving wellness solution. The client’s on-staff wellness benefit manager schedules regular conference calls with vendors and coaches and creates calendars for each facility and the company as a whole. “We talk about our activities and how we can cross-promote,” the account manager says. “We provide the calendars to our customer service and coaching teams so they can refer to all the activities going on. Getting all the vendors to talk on a regular basis has really improved communication between the client’s vendors and has helped direct people appropriately.”

The client’s results have been on an upward trajectory. Health screening participation increased 182% year-over-year, and the last five physical activity challenges averaged 4,300 participants and 2,500 teams per event.

On-site health coach delivers array of services



Julie is a RedBrick health coach who works on site at the company's headquarters as an integral member of the client's wellness team. Julie provides one-on-one coaching sessions, group coaching sessions, stop-by tables, department meeting presentations, and other wellness services requested by the client.

Julie has earned Ph.D. and bachelor's degrees along with certifications in Ayurveda, yoga and massage. She brings her passion for holistic wellness to the client's employees by encouraging individuals to set achievable goals for making healthy choices. Prior to joining RedBrick in 2013, Julie spent more than five years as a corporate health and wellness coach, most recently with Wellness Coaches USA.

This employer has enjoyed many success stories with RedBrick, including the following:

PARTICIPANT	HEALTH CONDITIONS	GOALS	REDBRICK SERVICES USED	RESULTS
 <p>Dan Age 48</p>	High cholesterol	Improve diet and exercise regimen	On-site health coaching	Lowered cholesterol, improved family's diet and his wife enrolled in coaching too
 <p>Derk Age 47</p>	90 pounds overweight and struggles with gout	Start exercise routine and improve nutrition	Nutrition phone coaching and started regular exercise routine in the gym at work	Learned to replace foods that trigger gout flare-ups, lost weight and lowered blood pressure and triglycerides
 <p>Mike Age 50</p>	Overweight and on the verge of high blood pressure and cholesterol	Lose 50 pounds in 50 weeks by his 50th birthday	On-site health coaching	Improved diet and created a new meal schedule, synced Fitbit to automatically track activities
 <p>Sandeep Age 43</p>	20 pounds overweight, lack of physical activity and not sleeping well	Regain control (was working until 2 a.m.), start exercising and lose weight	On-site health coaching and physical activity phone coaching	Changed diet (high fiber, low calories, high carbs), increased exercise and lost 13 pounds

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**.