

Inclusive wellness challenge resulted in 48% employee engagement

About

Our client is one of the largest national medical organizations in the country. Their mission is to strengthen physicians and the communities they serve.

With hundreds of employees serving hundreds of thousands of global members, they needed a holistic wellness solution that would work for a diverse population.

The challenge

Traditional wellbeing solutions weren't a good fit anymore. Our client needed to find a digital wellness solution that allowed them to connect with remote teammates and support the staff as they addressed challenges created by the pandemic.

Their EAP resources and on-site fitness center were helpful but did not allow them to connect with their remote colleagues or provide holistic wellness support, outside of fitness.



From anxiety, to feelings of isolation, to weight gain, our client needed a single solution to address numerous wellness needs. It was also important their wellness programming was accessible, inclusive, and encouraged connection.

With the stress of the pandemic and managing work, home, plus family life, health was deprioritized. It was apparent the staff was struggling with emotional health, nutrition, and physical fitness.

Burnalong

The solution

Our client implemented Burnalong for their staff in April 2021. The diversity of classes and programs, plus the inclusion of social circles with free family accounts, were the primary draws. For the first time, our client's staff and their families could access physical, emotional, financial, and mental wellness resources with a single solution.

With a custom implementation plan and marketing materials provided by Burnalong's customer success team, the client successfully promoted the solution to their staff in simple and interesting ways.

Working with the the client's Benefits Manager, we partnered to offer:

- Kick-off event: To encourage initial excitement and enrollment in the program, we offered a virtual launch event for staff. Internal communications were sent out prior inviting teams to join and learn more about the wellness initiative. During the event, their customer success manager highlighted how to create an account, key functions, Burnalong features, plus walked everyone through how they could add up to four family and friends to an account.

- Internal four-week wellness challenge: This inclusive challenge focused on holistic and total wellness. Communication to staff highlighted the diverse and broad range of wellness programming Burnalong offered ranging from mental health, stress management, nutrition, sleep, chronic condition support, fitness, financial wellness, and more. Each member was entered into a raffle if they completed 100 minutes a week for the entire month of September.

"Burnalong gave us a simple way to engage and recognize immediate positive interactions. In a time of so much uncertainty and isolation, this is a wonderful community, providing hope and energy to face what's next. Most importantly, Burnalong meets people where they are, at a moment in time and provides something of value."

 Client Benefits Manager

Because Burnalong's annual client challenge, America's Healthiest Company, was running concurrently with the internal challenge, it allowed our client's staff to focus on their individual wellness and work together as a team to become a winning company of America's Healthiest Company in October 2021.

Burnalong

- Turn-key marketing materials: To encourage enrollment and engagement in the challenges, custom marketing materials and emails were provided so the client's HR team could use them with their staff. The client was also provided with an annual calendar of wellness-themed months and suggested activities. This allowed the benefits team to have a continuous stream of ideas for their staff that included wellness activities centered around stress management, mental wellness, fitness, and more.

The results

The inclusive wellness challenge had the biggest impact on overall enrollments, engagement, and activity. In just four weeks, the internal challenge, combined with the team competition against fellow companies with America's Healthiest Company resulted in exponential growth and adoption of wellness.

Due to the challenge, our client saw:

- 48% staff engagement by the end of the challenge
- 51% of staff enrollment in Burnalong with a surge in enrollments for the challenge
- Nearly 1,100 classes taken during the four-week challenge
- 15,000+ minutes logged of completed classes during the challenge

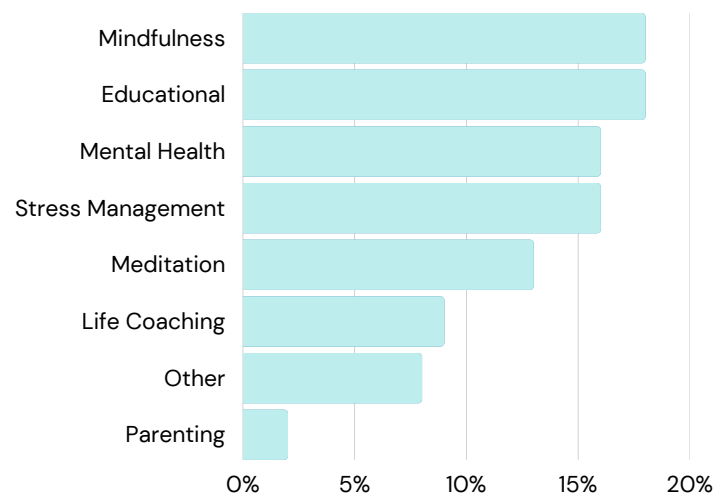
The goal was to focus on holistic wellness for this challenge and they succeeded.

- 23% of staff took specialty classes
- 31% took emotional support classes
- 46% completed fitness classes to improve physical health

Within the specialty class category, there was a wide range of categories our client's workforce focused on including:

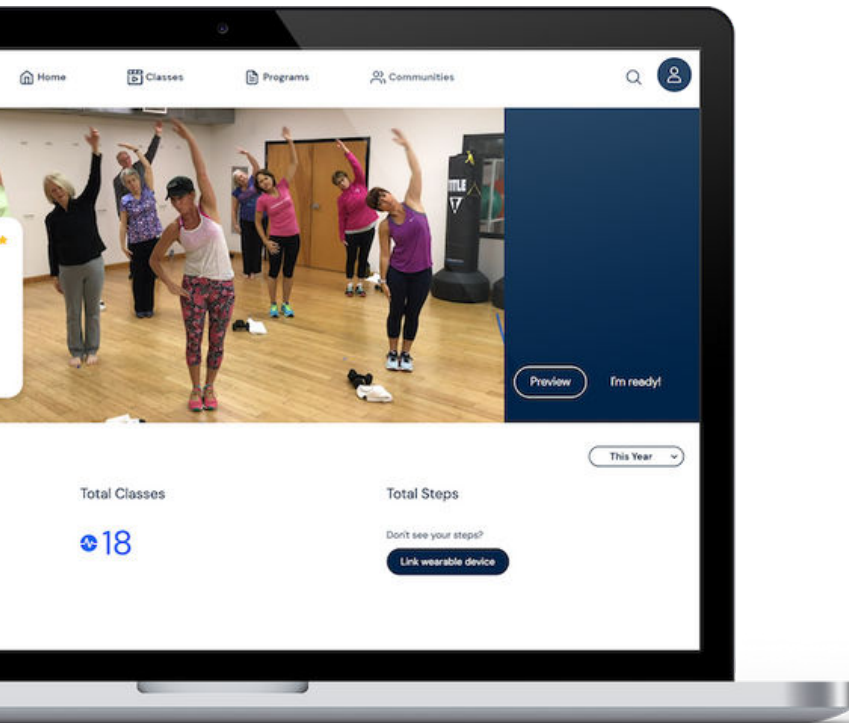
- Nutrition
- Cancer wellness
- Adaptive workouts
- Fit over 50
- Physical therapy
- Office workouts

As a core focus for our client was finding a single solution to provide mental health support, as well, it was fitting the staff had a wide range of emotional support classes with:



With Burnalong's inclusive wellness challenge, our client saw significant staff engagement.

To learn how Burnalong can support your employee engagement with custom corporate wellness challenges, reach out to our team today to learn more.



"Such energy, love it! I appreciate the low impact and it is just the right amount of time to work it into my day."

6 Client Burnalong Member

"Giving yourself the time and space to grieve even smaller losses is vital. Very educational."

6 Client Burnalong Member

If you would like to increase employee engagement with custom challenges and events, reach out for a demo today.

