



## CASE STUDY: PHARMACEUTICAL

### From Zero to Healthy

Washington-based pharmaceutical company Wakunaga considered implementing a corporate wellness program for some time. In 2014, following a recommendation from their insurance broker, USI Insurance Services, Wakunaga partnered with Viverae®, an industry leader in workplace wellness. Viverae's strategic approach to wellness was thought to be a perfect fit for Wakunaga, whose main goal was to improve the health and well-being of their employees.

*“Viverae has the ability to stratify data to offer targeted outreach to mitigate risks and work to close chronic disease care gaps—we felt Wakunaga would benefit from their strategic approach.”*

– Beth Kramer, USI Regional Health and Wellness Consultant

### INITIAL RESULTS

In 2014, Wakunaga eased into their first year with two program requirements—a Member Health Assessment (MHA) and Biometric Screening. The company incentivized participation with a \$100 gift card for employees who completed both.

The 2014 Wakunaga *Be Well* wellness program received **49.4 percent employee participation**, a promising number for the wellness program's first year. The wellness program was met with enthusiasm from employees, who were receptive to the opportunity to learn their numbers and work toward better health.

The results encouraged Wakunaga to continue the program in 2015, this time upping the gift card incentive from \$100 to \$125 and adding three Employee Challenges. The challenges came with their own incentives—raffle prizes.

**Program participation increased to 53.9 percent in 2015.** Analysis from Wakunaga's cohort report shows additional positive results for employees who participated in the wellness program in both 2014 and 2015:



Wakunaga was thrilled to see the wellness program working—reaching their goal of improving employee health and well-being. Many employees vocalized the healthy changes they were making in their lives. The personal success stories kept coming, inspiring other employees to participate.

**CONTINUED SUCCESS**

In 2016, Wakunaga’s medical insurance company subsidized medical insurance premiums in return for Wakunaga’s participation in a wellness program. Wakunaga knew that incentives would boost employee participation, so they offered employees insurance premium discounts for reaching a 100-point goal. Plus, the gift card reward increased to \$150 for those who completed the MHA and Biometric Screening.

Viverae’s configurable wellness program allowed Wakunaga to expand their program in 2016 to engage employees in other areas, including Preventive Care compliance, tobacco cessation and targeted programs, online courses and webinars, healthy events, and peer challenges. Wakunaga also scheduled four Employee Challenges, rewarding employees with program points to help earn their medical insurance premium discount. The first challenge of 2016 received 41 percent participation, an increase from 27 percent in 2015.

As of February 2016, Wakunaga’s program participation rate had already reached 48.2 percent—nearly matching the participation rate for all of 2014. Additionally, their Health Score averaged 84.8 percent—greater than Viverae’s already high client average of 83 percent.

*The first challenge of 2016 received 41% participation, an increase from 27% in 2015.*

	Program Incentives	Annual Employee Participation	Annual Challenge Participation	Average Health Score
2014	\$100	49.4%	N/A	82.2%
2015	\$125	53.9%	27%	83.4%
2016	\$150 + Insurance Premium Discounts	48.2% (as of Feb. 2016)	41% (as of Feb. 2016)	84.8%

**FINAL ANALYSIS**

Wakunaga has seen firsthand how their wellness program achieved their goal of improving employees’ health and well-being. The wellness program continues to improve and grow year over year, engaging employees and creating a healthy workplace culture. Viverae helps companies reach their wellness goals, and Wakunaga’s success is proof that taking the steps to implement a wellness program can lead a company on a lifelong journey to better health.

*“Wakunaga’s wellness program empowers employees to make positive changes toward their health and well-being. Improved personal health and well-being directly impacts quality of life and is a worthy, attainable reward for all of us.”*

– Renee King, Wakunaga Office Manager