



Traditional Corporate Wellness Programs Don't Work

5 Common Culprits That Lead to Wasted Dollars, Unengaged Employees, and Unsuccessful Programs



Introduction

It's harsh, but true: **Traditional corporate wellness programs don't work.**

We've seen it time and time again – big players in the wellness industry with broken incentive programs, flawed design, and a cookie-cutter approach that promise big outcomes and don't deliver. In the meantime, they cost employers a fortune.

Why do these programs fail?

At GoPivot, we've spent time analyzing behavior change and program design and found five fundamental flaws in traditional programs that lead to a waste of time and money and don't drive lasting change:

- 01 Ineffective incentives
- 02 Flawed program design
- 03 Cookie cutter programs
- 04 Clunky platforms
- 05 Antiquated pricing models





Incentives That Don't Incentivize

We've seen it time and time again – traditional corporate wellness companies with programs that offer rewards that don't motivate employees. Companies have tried to build their own incentive paradigm completely separate from the tried and true methods that drive loyalty in hugely successful consumer programs. Why change a multi-billion dollar incentive loyalty model that has worked for years?

Here's an example: only rewarding employees with Health Savings Account (HSA) contributions and Premium Differentials. These are traditional corporate incentives that consumers aren't necessarily familiar with. While they are an enticing incentive for some, they don't work for all employees. For many, they just aren't tangible – they aren't exciting and, except in specific circumstances, don't translate to their day-to-day lives. They aren't motivators.

Worst of all, they don't use the consumer side as proof point. Think of your airline loyalty program or grocery store rewards card. Would pennies on the dollar into an HSA motivate you to book a flight? No. You need something more relevant to your daily behaviors: gift cards, cash rewards, or physical items that you will actually use. Tangible rewards.

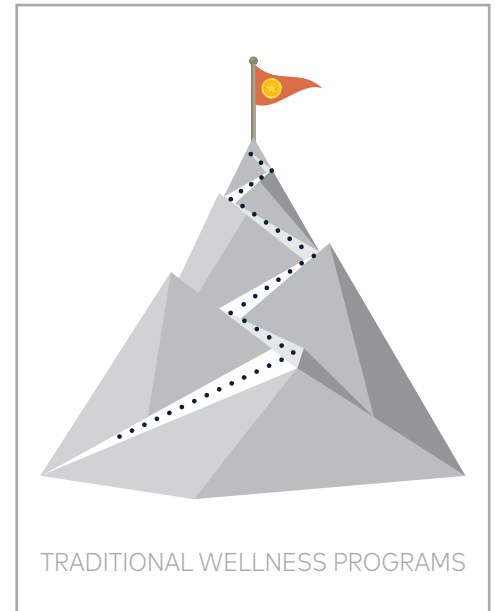
At GoPivot, we make sure that we offer incentives that excite your employees and encourage engagement. HSAs and Premium Differentials are an option for those who want it. For others, our extensive rewards mall includes millions of reward options from name-brand vendors. We offer something for everyone, so employees can work towards rewards that are relevant to them!

Flawed Program Design

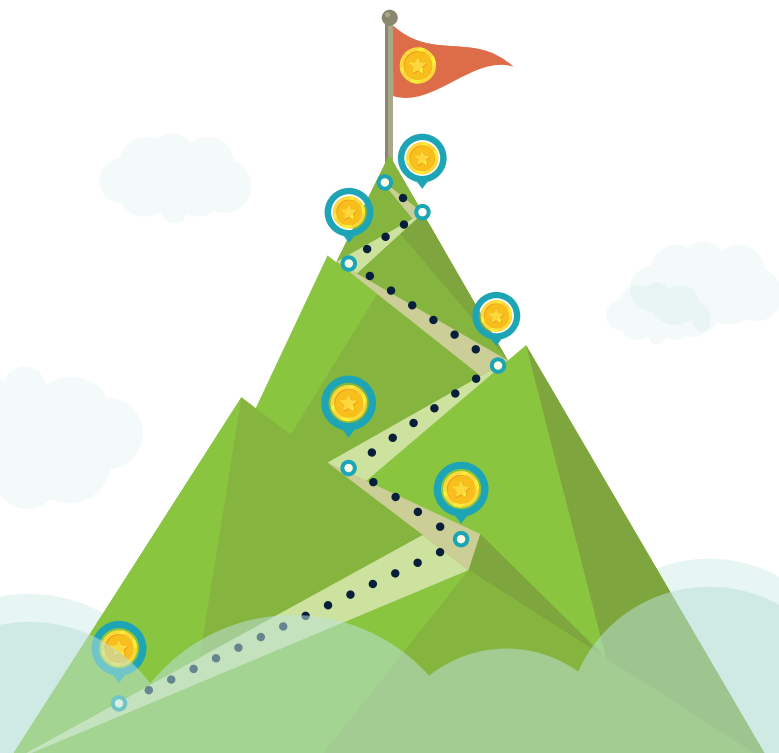
Many employers sign on to a corporate wellness program with very specific end goals in mind. Beyond employee engagement and overall wellness, they want to target high-risk behaviors and populations that drive the largest spend on healthcare. They set lofty goals for employees, kick off their programs, and hope for results. 12 months in, and not only do they have incredibly low program engagement (usually around 15%) but employees aren't reaching their goals. What went wrong?

Take the example of a program focused on healthy behaviors in employees with diabetes. You set a goal for the employees of reducing their A1c levels by the end of the year. The program design is flawed – it focuses only on the outcome and not on the changes necessary to reach their goal. The goal is out of reach, employees quickly become frustrated and abandon the program.

At GoPivot, we design programs using the Hook Methodology to drive program adoption, usage, and goal acquisition. We know that employees want change, and work with them to meet large goals by having them complete smaller, more attainable benchmarks along the way. Employees are rewarded early and often and before they know it, they've adopted a healthier lifestyle, met their goals, and are excited for the next challenge.



GOPIVOT'S PROVEN PROGRAM DESIGN



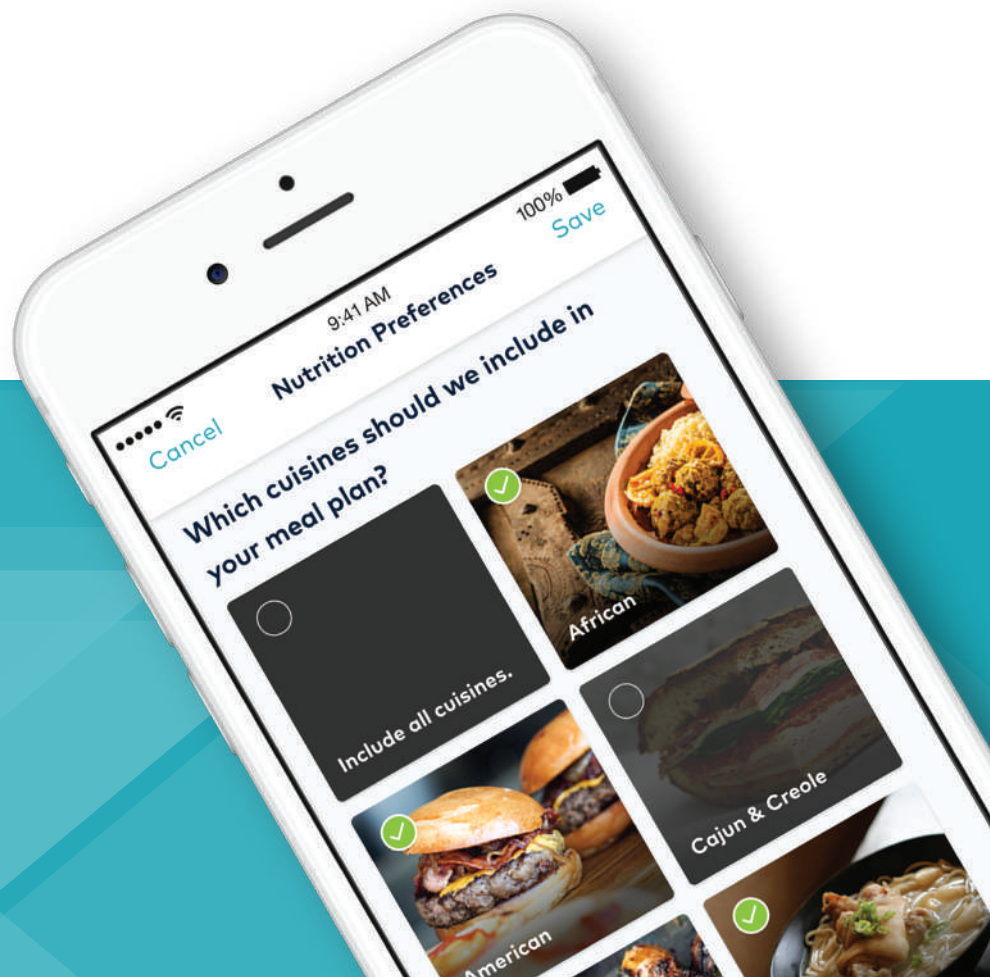
Cookie Cutter Programs: One Size Does Not Fit All

Set it and forget it programs don't work. Your organization and employee population are unique. You face unique challenges, have unique work environments, and are trying to achieve unique goals. You may have several locations with varying health concerns and corporate cultures. You may have specific OSHA safety concerns or a highly sedentary workforce.

It's also difficult to staff your program in-house. While some companies are lucky to have an employee or team dedicated to corporate wellness, it's often an additional responsibility on top of an already hefty workload.

So, while you may have an exciting and seemingly effective initial launch, enthusiasm and engagement inevitably dwindle. Soon, it's just another tool that's underutilized and costing you money and time.

Program Managers with experience in both wellness and safety are an essential part of a successful program. At GoPivot, we offer full-service, customized program management that acts as an extension of your team. GoPivot's dedicated Program Managers work with you to drive engagement through custom wellness challenges, 1-to-1 nutrition and exercise coaching, and software support – on-site and virtually!



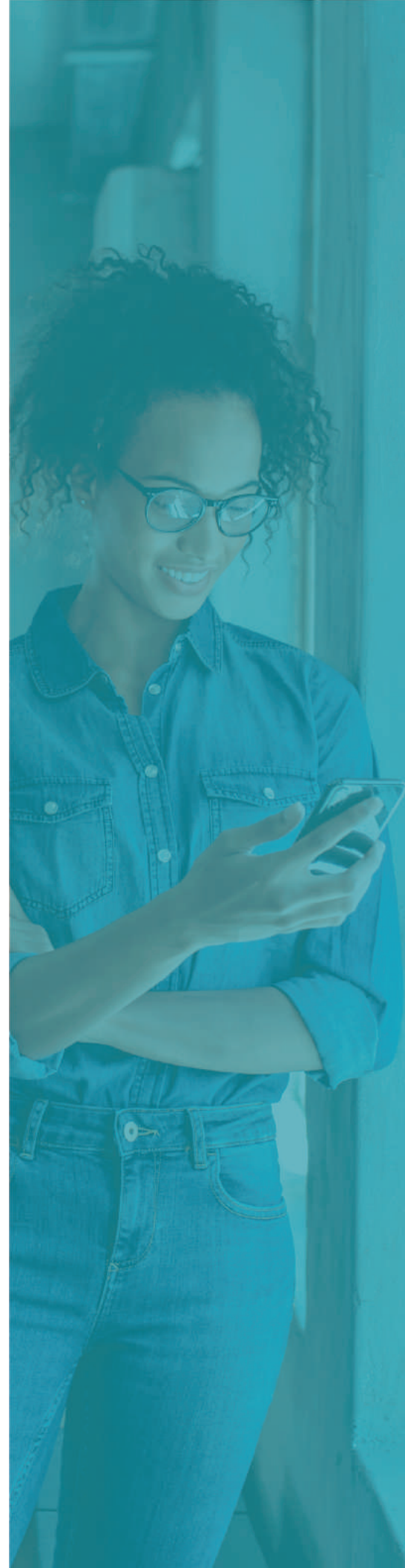
Clunky, Outdated Technology & Platforms

It's an all too common scenario: employers are forced to use multiple platforms to engage with their employees. Systems are siloed and desktop or browser-based tools require multiple logins. Even though most employees are increasingly comfortable with native apps on their smartphones, they are forced to use desktop workstations to manually log activities and upload required information. This leads to inaccuracy, wasted time, frustration, and eventually loss of interest.

This decentralized environment creates an administrative nightmare for employers. They must manually upload files and utilize separate tools for recognition, important communications, and incentives. They often resort to email reminders and print pieces just to drive awareness and logins. Lots of works, lots of platforms, lots of headaches.

GoPivot is a mobile-first one stop shop for wellness, engagement, and communication. Our HIPAA compliant platform is single sign on (SSO) enabled and syncs directly to all major fitness tracking software. We offer unlimited HR and third-party file feed uploads as part of our pay-for-performance pricing model including Carriers, TPAs, and PBMs for activity completion tracking.

As an added feature, we've integrated an employee recognition and communications interface. This allows employers to recognize important milestones and send time sensitive information with a push-through functionality that brings information top-of-mind.



Antiquated PEPM Pricing Model

Most traditional corporate wellness programs charge you for all of your eligible employees (EE's) regardless of engagement (or lack thereof). Employers are spending money, lots of money, and not seeing any results. Think of how those dollars could be better spent!

Traditional PEPM (per employee per month) pricing models cheat you out of engagement.

GoPivot's Pay-for-Performance pricing model means every dollar you spend makes a measurable difference. Instead of paying PEPM for all EE's, employers only pay for results.

Take, for example, a traditional PEPM program that drives around 15% engagement versus a GoPivot program driving, at minimum, 50%. With traditional programs, you spend a lot of money and don't see results. With GoPivot, you pay for engagement that leads to healthier, more productive employees and lower healthcare costs.

INDUSTRY STANDARD PEPM

AVERAGE: 15% ENGAGEMENT

$$\begin{array}{r} + \\ 3,000\text{EE'S} \times \$2 \text{ PEPM} = \$72,000 \\ \text{EE'S INCENTIVE} = \$120,000 \\ \hline \mathbf{\$192,000} \end{array}$$

ADDITIONAL COSTS:

- 💰 File feeds
- 💰 Customizations
- 💰 Incentives Tracking
- 💰 Program Management

VS.

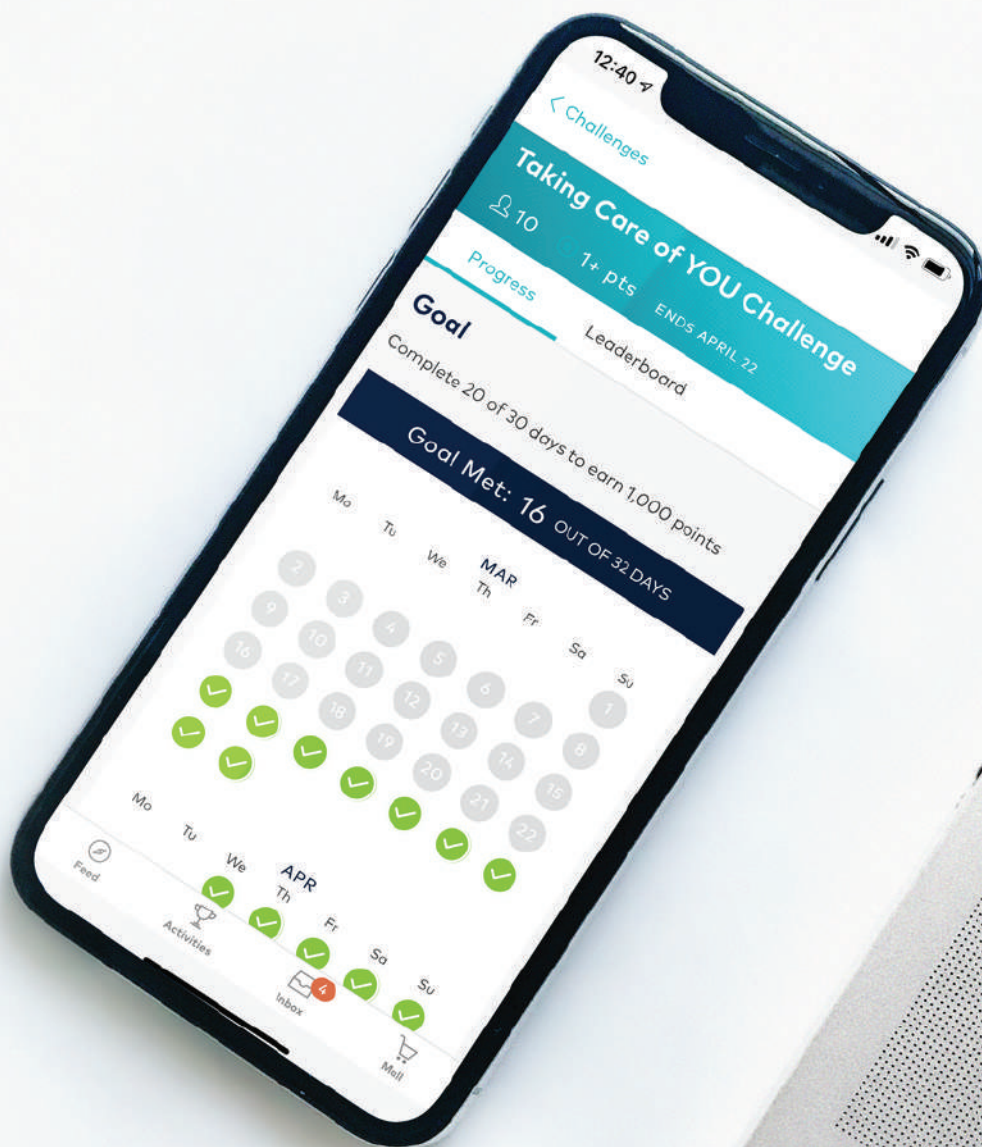
GOPIVOT'S PAY-FOR-PERFORMANCE

AVERAGE: 50% ENGAGEMENT

$$\begin{array}{r} + \\ 3,000\text{EE'S} \times \$0 \text{ PEPM} = \$0 \\ 1,500 \text{ EE, 3 ACTIVITIES, 250 PTS ea.} = \$144,000 \\ (\$0.01 \text{ PER POINTS} = \$2.50 \times 3 \text{ ACTIVITIES} = \$7.50 \times 12 \text{ MONTHS}) \\ \hline \mathbf{\$144,000} \end{array}$$

INCLUDES:

- ✓ File feeds
- ✓ Customizations
- ✓ Incentives Tracking
- ✓ Program Management



Want to learn how GoPivot can help your organization drive meaningful change?

REQUEST A DEMO



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