

## CASE STUDY



### At a glance



#### PROBLEM

Traditional Health Risk Assessment and biometric screenings coupled with an outdated wellness program resulted in low employee engagement and unsustainable health results.

#### CHALLENGE

McKesson needed a wellness program that would leverage innovation to drive engagement and promote healthier sustainable habits within its own employee community.

#### KEYS TO SUCCESS

- Digital HRA built into the application for quick and easy completion & updating of health score.
- Optimize benefit usage and awareness through EAP integration
- Achieve high engagement and sustainable health results through gamified and incentivized rewards and achievements.

#### RESULTS

High engagement, sustained results and satisfied employees.

#### MCKESSON CANADA

McKesson Canada is in the business of better health. For over 100 years, the company has been partnering with key players in the Canadian healthcare industry to build healthier organizations and communities from coast to coast.



Committed to the health of its own employee community, McKesson Canada was an early adopter of corporate health and wellness programs.

**However, the organization's traditional, biometrics-based program ran into three main hurdles:**

1

#### Low participation rates

Inconvenient blood tests coupled with 100+ HRA surveys and nurse examinations contributed to less than 30% of employees engaging with the program.

2

#### Unsustainable results

Temporary behavior change and minimal health improvement over the long-term.

3

#### Siloed, inefficient programming

Disconnect between corporate wellness program, insurance provider and employee assistance program led to gaps in data, unmet employee needs and confusion of available services.

Innovation in health and wellness is at the heart of McKesson Canada's mission. The company needed a program that would leverage innovation to drive engagement and promote healthier habits within its own employee community.



## SOLUTIONS BREAKDOWN

### Powerful & intuitive

McKesson Canada recognized that the traditional' corporate wellness model wasn't working for their employees. The company wanted to move away from invasive blood tests, draining questionnaires and disconnected data. Instead, they wanted a digital platform that would empower employee health and integrate with other corporate programs.

McKesson Canada worked with Sprout to develop a customized white-label program to drive sustained health improvements in a way that would appeal to its employees.

### Keys to success

McKesson turned to Sprout for a wellness program that could deliver:

-  **Digital HRA** for quick and easy completion and updating of health index score.
-  **EAP integration** to optimize benefit usage and awareness.
-  **Gamification and incentivized rewards** to achieve high engagement and sustainable health results.

### Implementation strategies

To launch the new program and drive engagement, Sprout worked with McKesson Canada to develop three implementation strategies that were tailored to the organization's unique employee make-up and its corporate health and wellness goals.

- Host live information sessions delivered at the organization's 14 distribution centers.
- Train "Wellness Champions" at each location to drive ongoing engagement through local activities, events and competitions.
- Drive program awareness through marketing, posters, desk drops and swag.



**Sprouts integration with our EAP provider and their digital health risk assessment (HRA) gave employees the flexibility and convenience to participate at a time that works for them.**

— Melanie Ladner, McKesson Canada

## RESULTS

### Employee participation levels nearly doubled

With a quick and easy HRA and wearable device data, McKesson employees welcome the Sprout platform with open arms. Participation rates jumped from less than 30% to **more than 70%**.

### Improved health index scores

Sprout's health index score gave the company a more complete picture of employee health. Within the first three months, **14% of participants positively changed their health index score.**

### Sustainable results

Positive results proved to be sustainable: **11% of employees improved their health status after six months.**

### Workplace wellness that goes beyond data

Incentivization tools built into the Sprout platform helped build community and promoted sustained engagement and lasting habits that lead to **healthier, more satisfied employees.**

