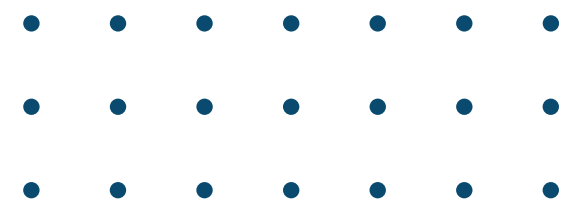




# Executive Review

April 24, 2025



# Table of Contents

**1. Summary**

pg. 3

**2. Incentive Participation**

pg. 5

**3. Risk Factor Breakdown**

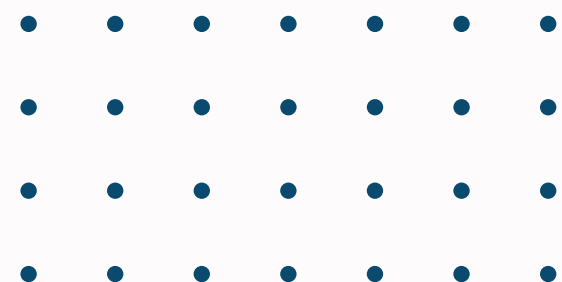
pg. 13

**4. Program Engagement**

pg. 26

**5. Goals & Strategies**

pg. 29



# 2024 Wellness Events



## Presentations

- What's in My Cart
- The Healthy Traveler
- Health Benefits of the Great Outdoors

## Challenges

- Eat the Rainbow
  - 47 participants
- Strive Corporate Challenge
  - 113 participants
- Flex Your Flexibility
  - 43 participants
- Summer Fun
  - 32 participants
- Cancer Awareness Challenge
  - 35 participants



## Reward Points Raffles

- Quarterly 600+ point earners receive \$25 via Tango
- 1 grand prize winner drawn annually

## Additional Offerings

- 12 Monthly Webinars
- 12 Monthly Newsletters
- 12 Custom Monthly Communications
- 1 Well-Visit Postcard

## 4 Meditation Moments

# Wellness Incentive Participation



# of Incentive-Eligible by Region (% of EEs)				
	2024	2023	2022	2021
DET	48 (48%)	53	30	35
FDI	1 (10%)	4	-	-
GR	40 (42%)	46	33	23
GRB	27 (57%)	30	22	26
KNX	32 (38%)	37	32	35
LAN	73 (48%)	84	79	74
LIV	8 (25%)	6	4	-
MAC	21 (11%)	26	19	22
RD	4 (50%)	4	4	-
TX	54 (55%)	61	80	66
FDM	2 (13%)	1	2	-
Total (% of census)	310 (37%)	352 (45%)	305 (41%)	281 (41%)

310

(37% of census)

Earned the 2025  
Wellness Incentive



# Well-Visit Utilization

via Kapnick Lens				
	2024	2023	2022	2021
% of Employees	53%	48.04%	46.80%	40.38%
% of Spouses	50%	45.35%	40.55%	44.07%
% of Employees & Spouses Combined	52%	47.10%	44.64%	41.71%

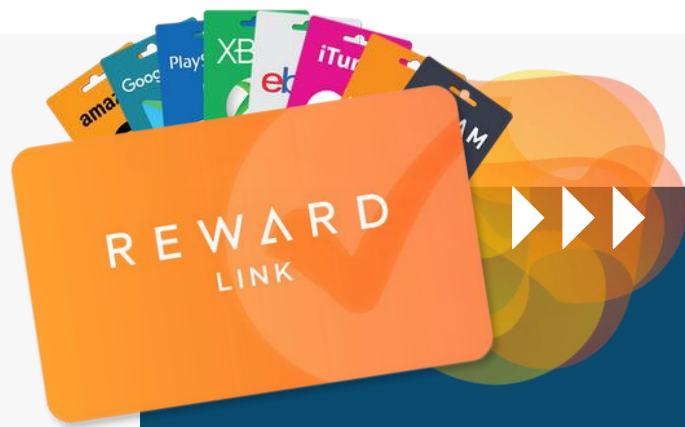
- Well-Visit utilization among employees has increased 13% in 3 years
- Well-visit utilization among spouses has increased 6% in 3 years



# How to Earn Quarterly Reward

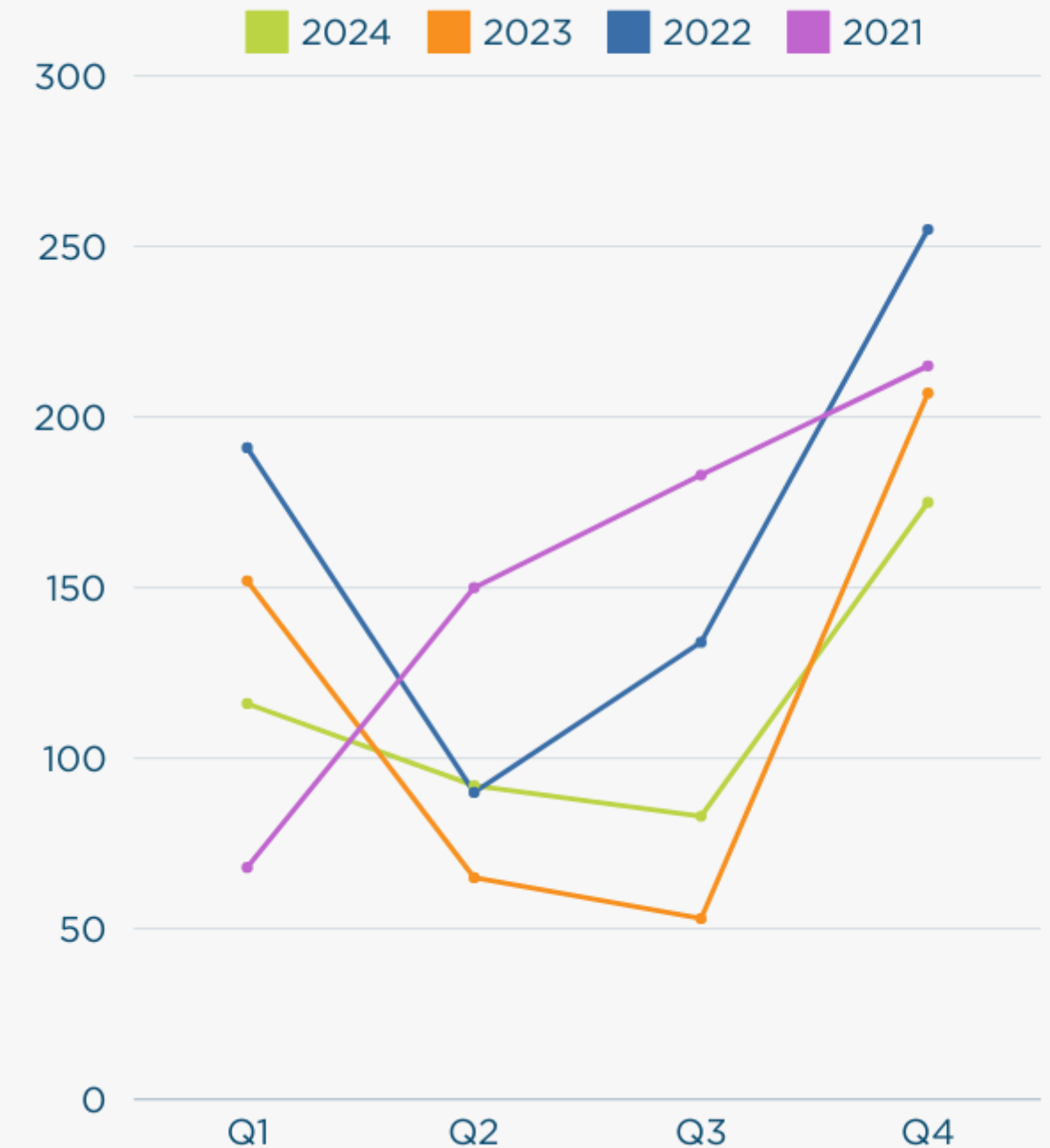
Wellness Activity	Points Earned	Examples
Complete annual well-visit	500 points	Mammograms, dental exams, eye exams, OBGYN exams, etc.
Complete a preventative exam	200 points each, max 1200	
Walk 10,000 steps a day	5 points per day	
Track 3 serving of fruits & vegetables	6 points per day	
Get a vaccination	200 points each, max 1200	Flu, Covid-19, Chicken Pox, Hepatitis A & B, HPV, Measles, etc
Watch or attend a monthly Strive Webinar	100 points each, max 1200	
Read an article in the <i>'HealthyLearn Library'</i>	25 points each, max 300	
Attend a wellness presentation	200 points each, max 800	5Ks, triathlons and marathons, volunteering, going to a financial wellness class/advisor, working with a therapist, etc.
Complete an online Strive challenge	200 points each, max 1000	
Submit a well-being activity	100 points each, max 800	

# Quarterly Rewards Participation



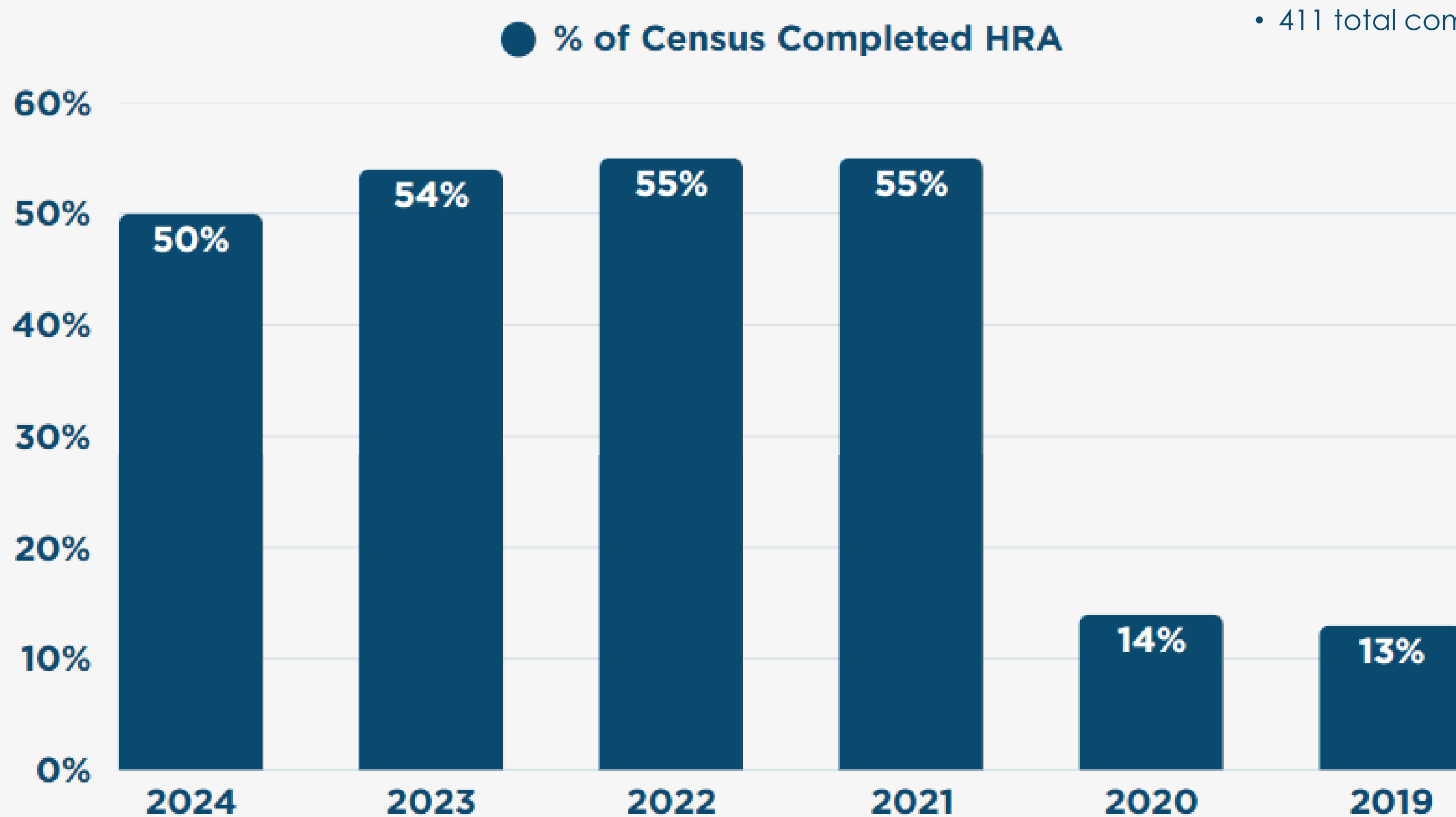
## Quarterly Winner Breakdown

	2024	2023	2022	2021
Q1	116	152	191	68
Q2	92	65	90	150
Q3	83	53	134	183
Q4	175	207	255	215
Total	466	477	670	616
Total Payout	\$11,650	\$11,925	\$16,750	\$15,400



- Note: reward criteria changed from 500+ points to 600+ points per quarter in 2023

# HRA Participation

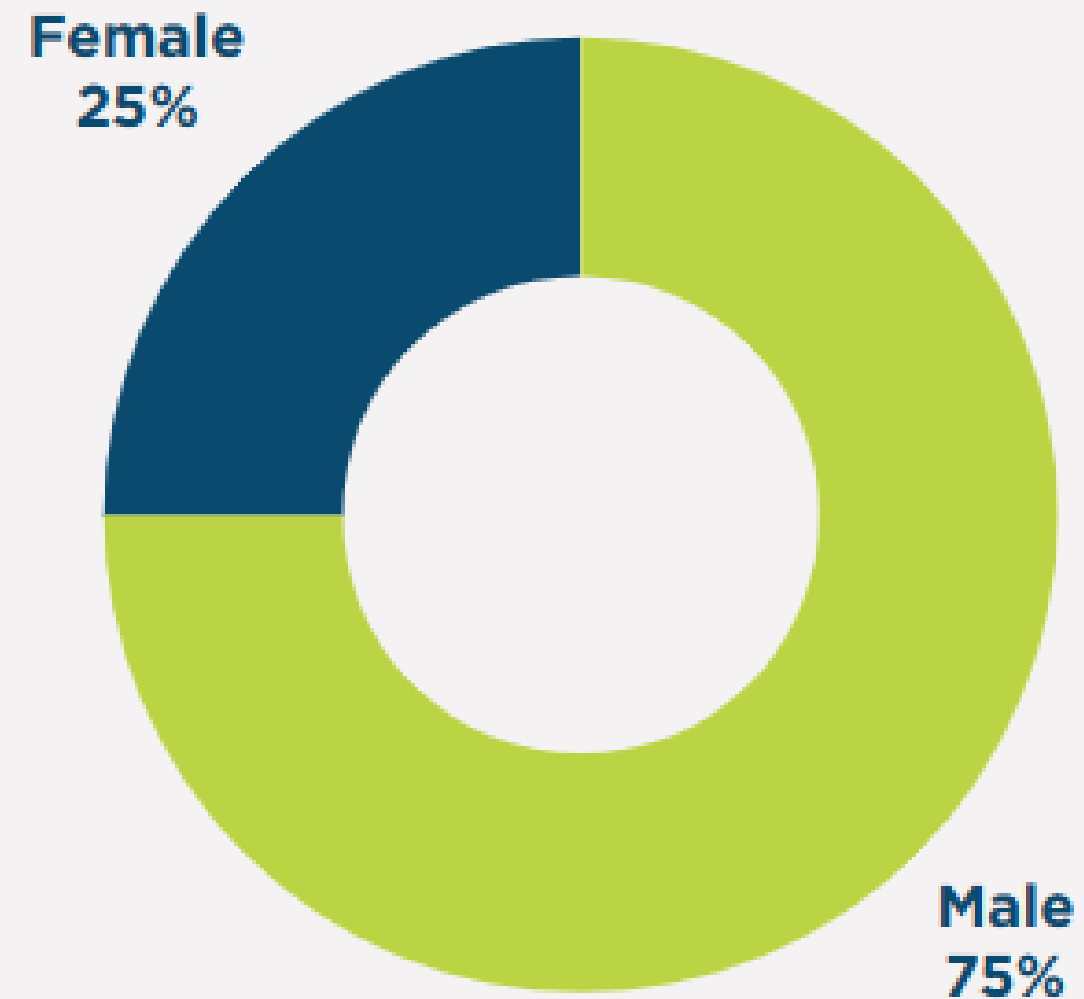




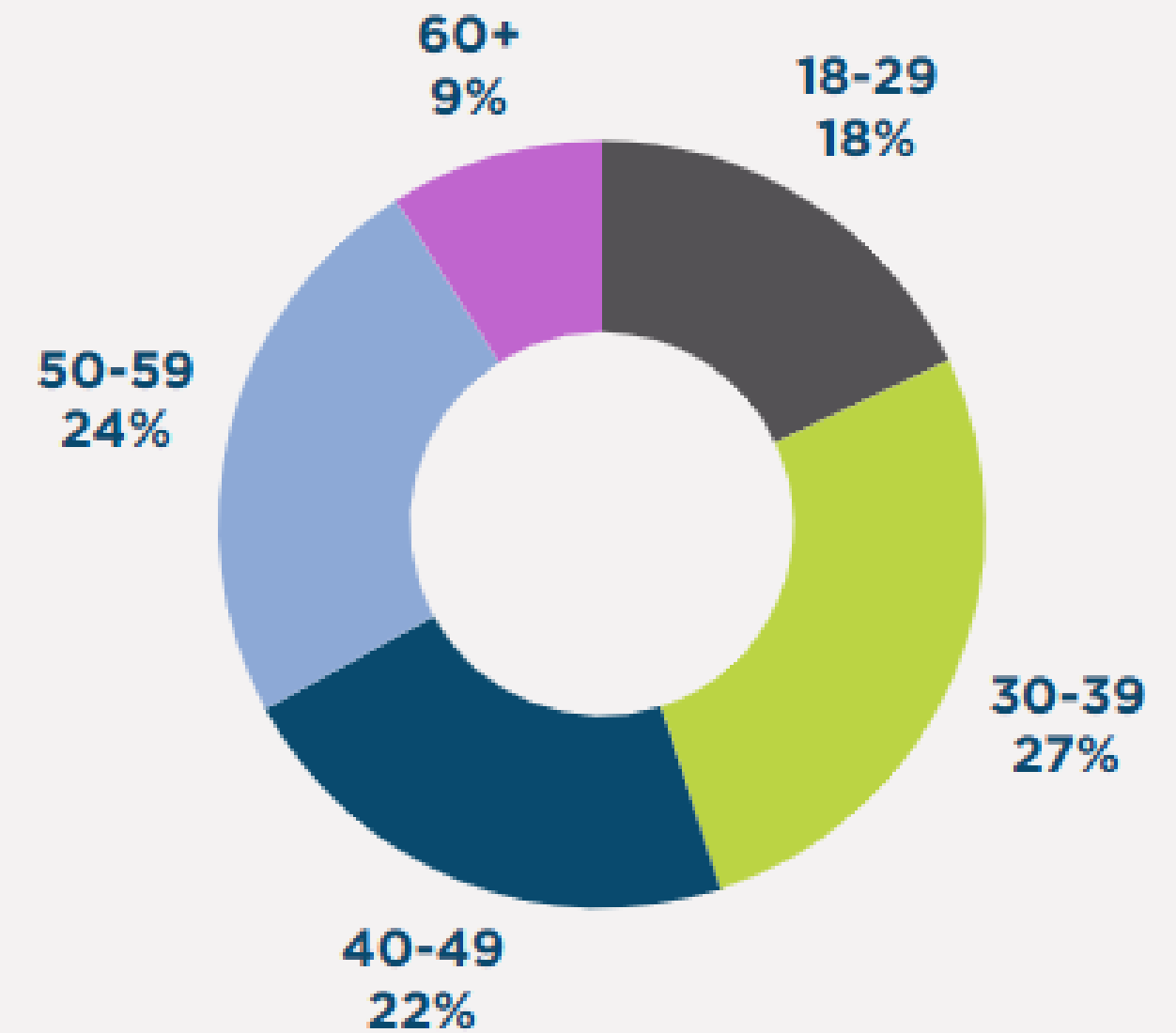


# Demographics

## SEX



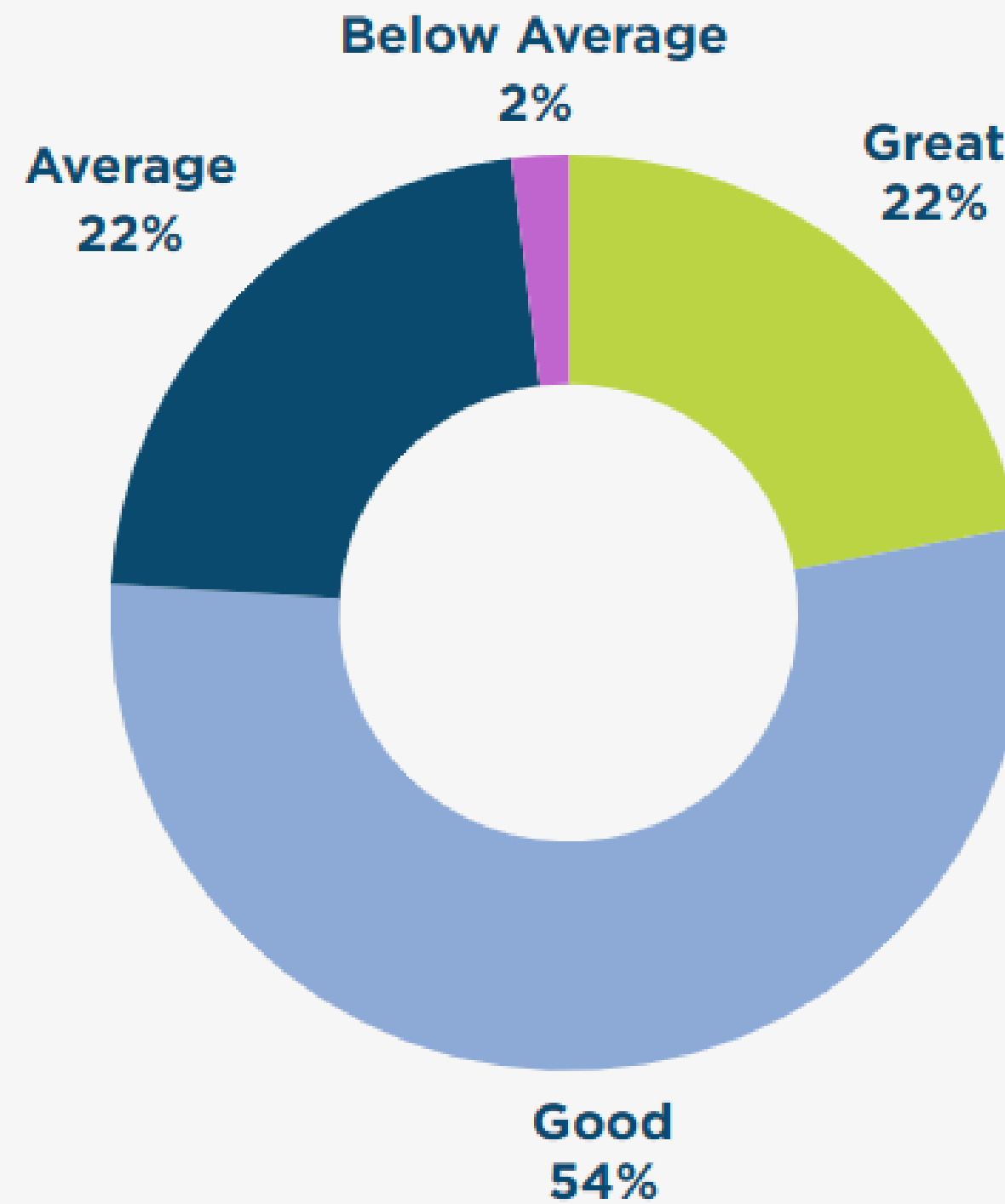
## AGE



AVERAGE AGE: 43



# Self-Perception of Health



- 2% increase in “Below Average” from 2023

*Self-Reported*

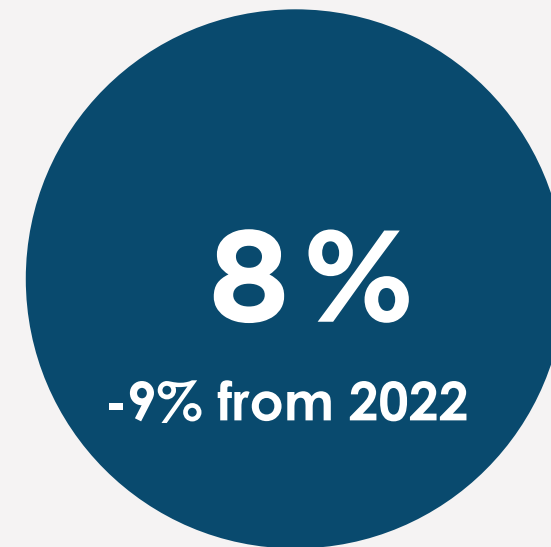


# Annual Physical

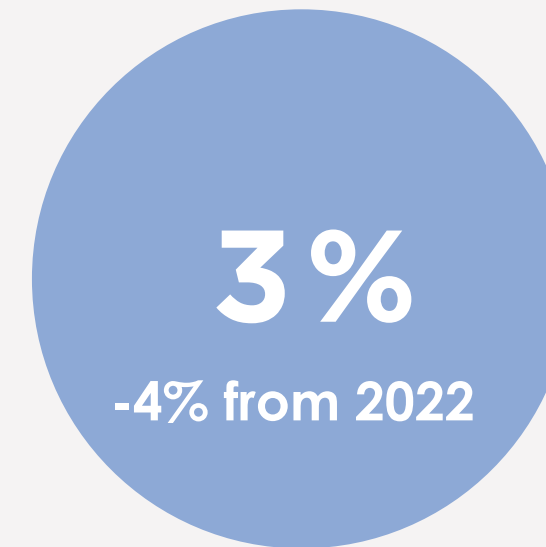
## Last Well-visit with PCP



*<12 Months*



*1-2 years*



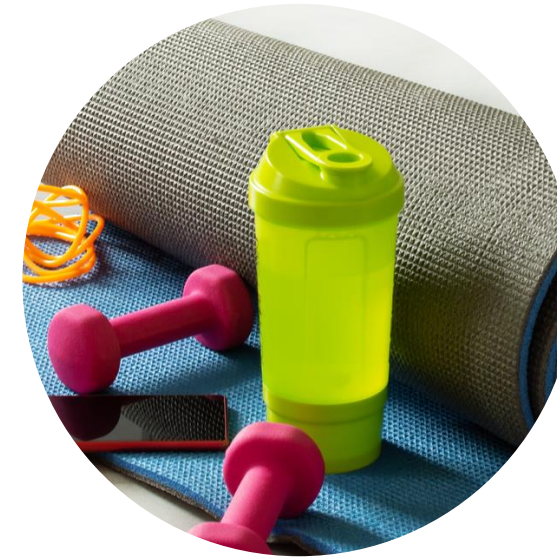
*3-5 years*



*>5  
years*

*Self-Reported*

# Risk Factor Breakdown





# Biometric Descriptions

## **Cholesterol**

A fat-like, waxy substance found in the blood. In excess, it can form tough, fatty plaques that clog arteries, which can increase the risk of heart disease.

## **Blood Pressure**

Blood pressure is another main factor in determining overall heart health. Systolic pressure is the pressure in the arteries when the heart is contracting. Diastolic blood pressure is the pressure on the walls of the arteries when the heart is relaxing.

## **Blood Glucose & Hemoglobin A1C**

Blood glucose is sugar that the blood stream carries to all the cells in the body to supply energy. High blood glucose for a prolonged period of time can cause damage to the kidneys, eyes, and other organs. Hemoglobin A1C measures average glucose levels over a 2-3 month period and is the best predictor and indicator of diabetes.

## **Body Composition**

BMI is an indicator of excess body weight. Generally, those with a higher BMI are more likely to suffer from high cholesterol, increased blood pressure, and diabetes. BMI does have its limitations, but overall is a good indication of a serious risk.

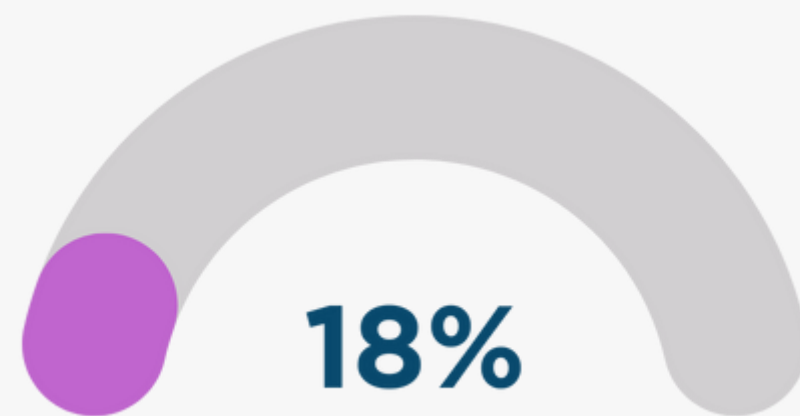
## **Tobacco Use**

Nicotine use presents a serious risk to individuals. Those who abuse tobacco not only have increased rates of cancer and other diseases, but they are more likely to miss work.



# Heart Health: *Cholesterol*

## High Cholesterol

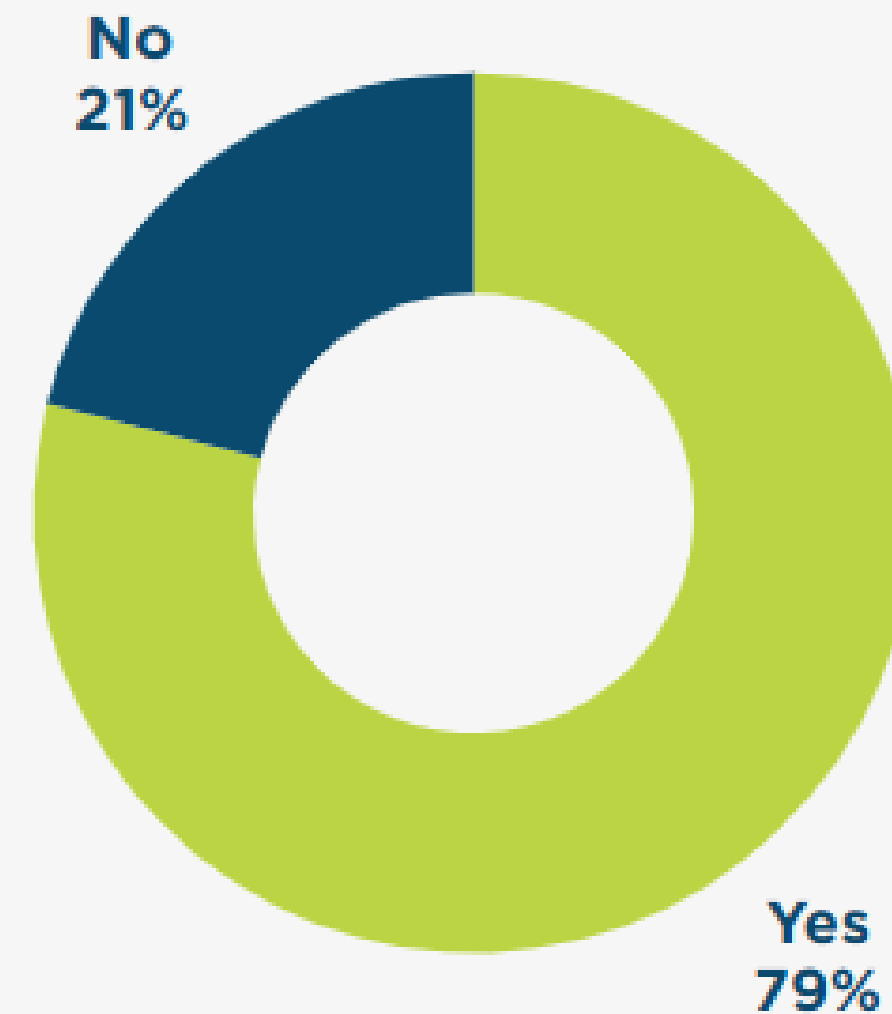


-1% from 2023

*Reported  
Yes*

*Self-Reported*

## Diagnosed & Taking Medication

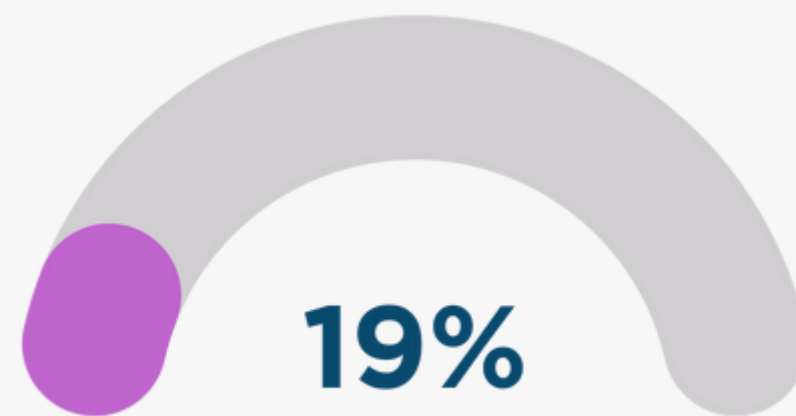


- Medication reporting increased 11% in 2024 (68% in 2023)



# Heart Health: *Blood Pressure*

## High Blood Pressure

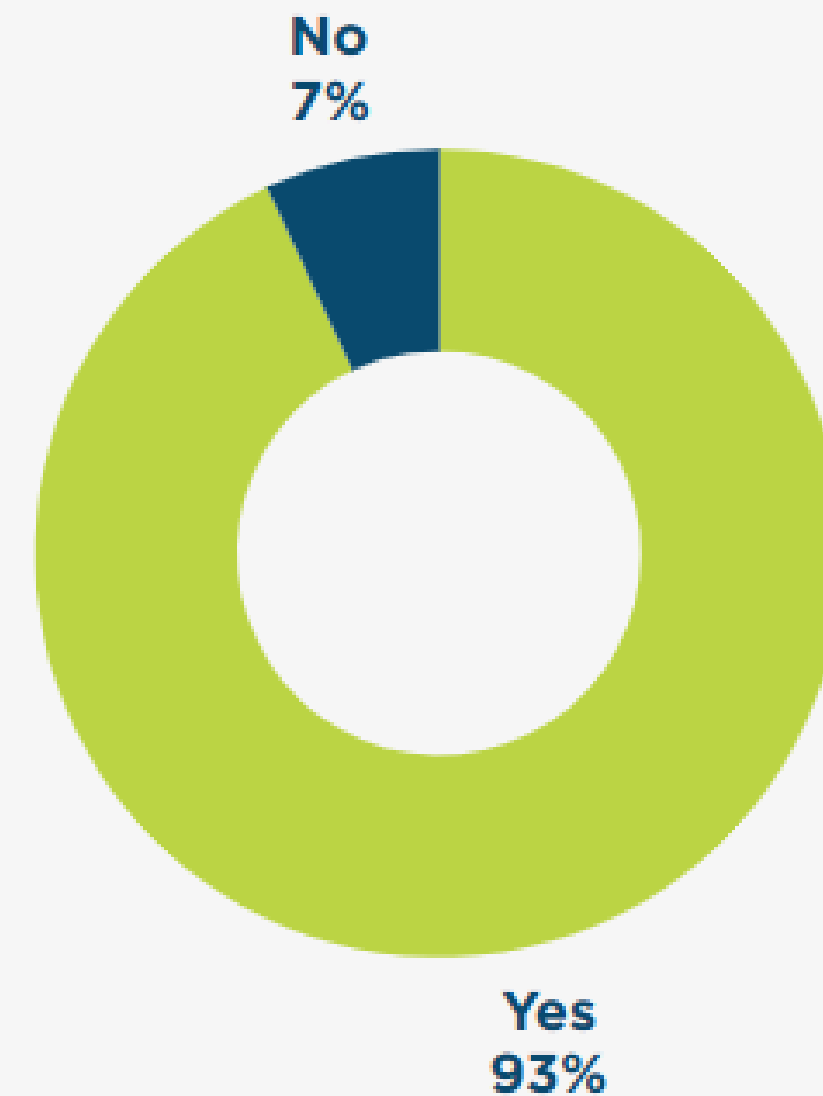


No change from 2023

*Reported  
Yes*

*Self-Reported*

## Diagnosed & Taking Medication

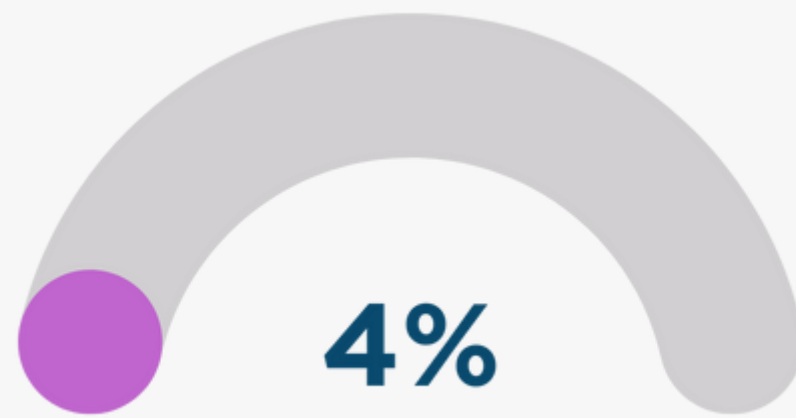


- Medication reporting decreased 3% in 2024 (96% in 2023)



# Metabolic Health: *Diabetes*

## Diabetes



*Reported  
Yes*

*Self-Reported*

## Diagnosed & Taking Medication

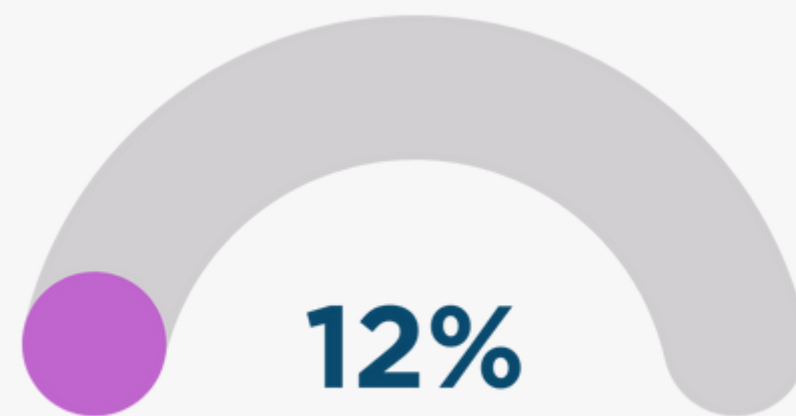






# Nicotine Use

## Use Nicotine



+3% from 2023

*Reported  
Yes*

*Self-Reported*

## Interested in Quitting

**No  
40%**

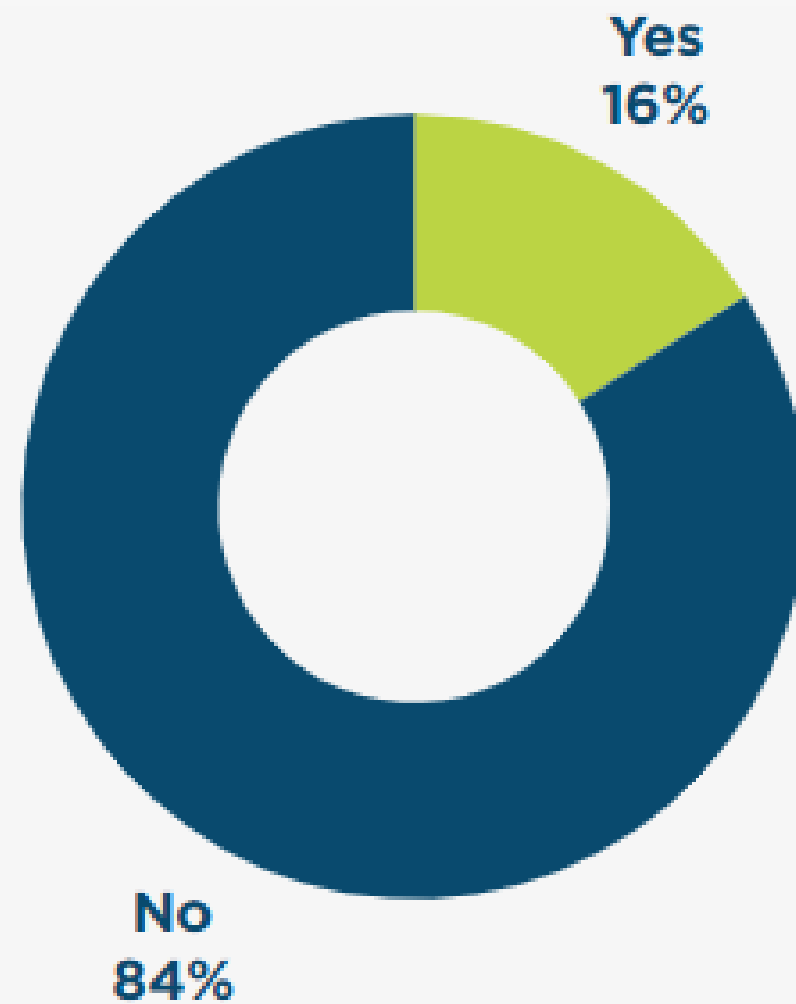
**Yes  
60%**

- 9% decrease in interest to quit (69% in 2023)



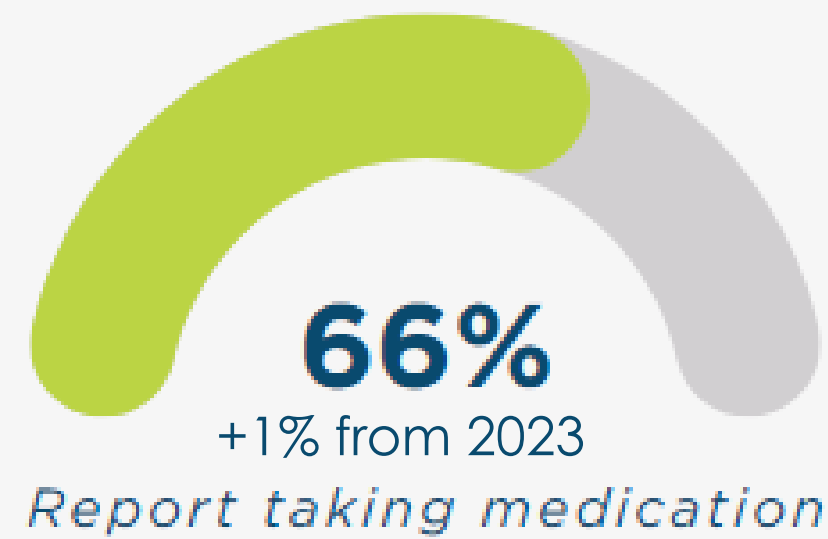
# Mental Health & Well-being

## Anxiety & Depression

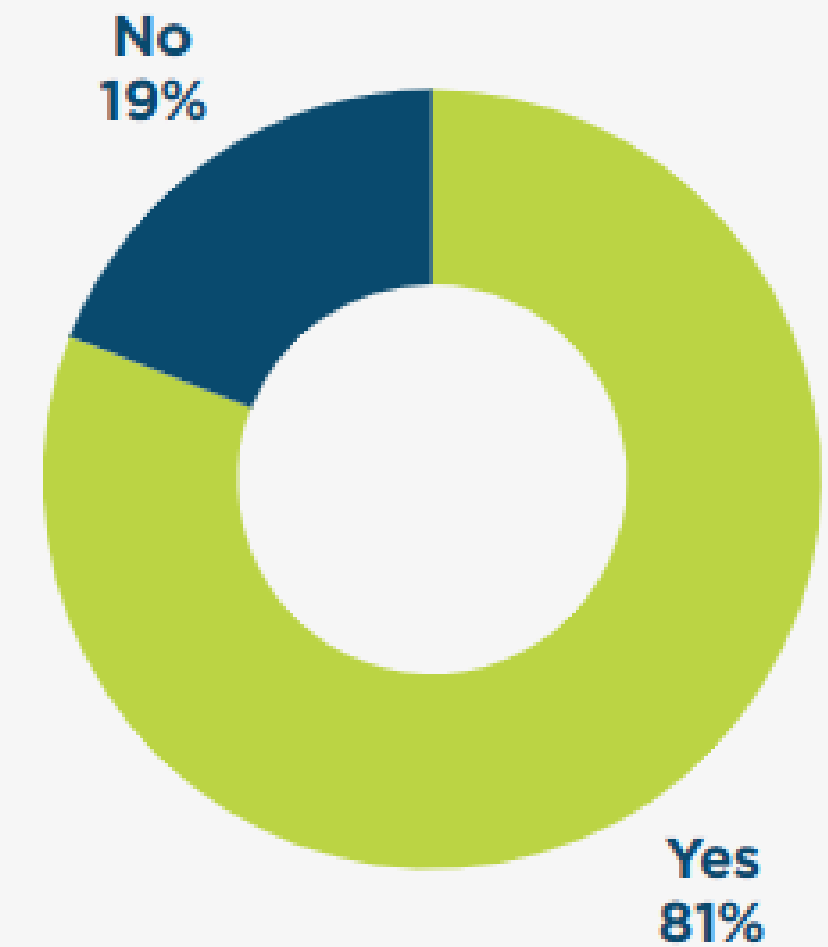


*Self-Reported*

## Diagnosed & Taking Medication



## Maintains a Healthy Work-Life Balance



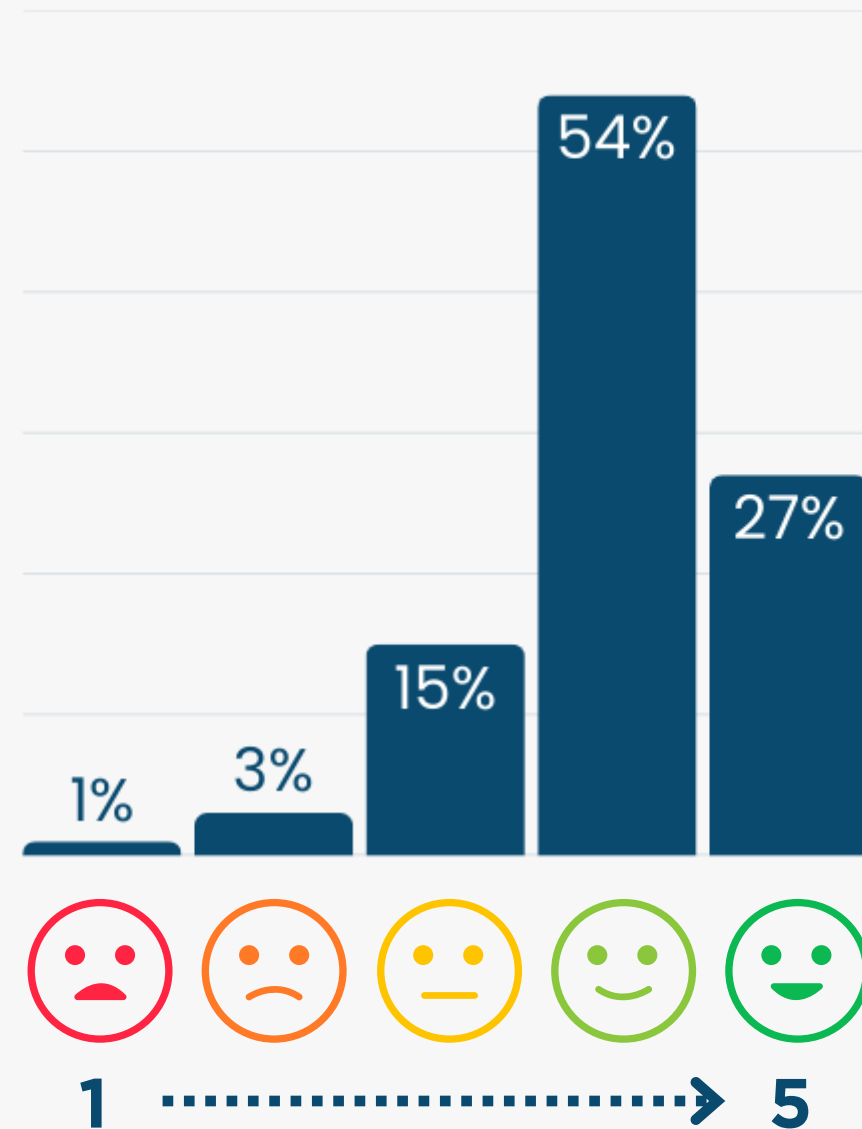
- 4% increase in those experiencing anxiety and/or depression (12% in 2023)



# NEW: Occupational Well-Being, pt. 1

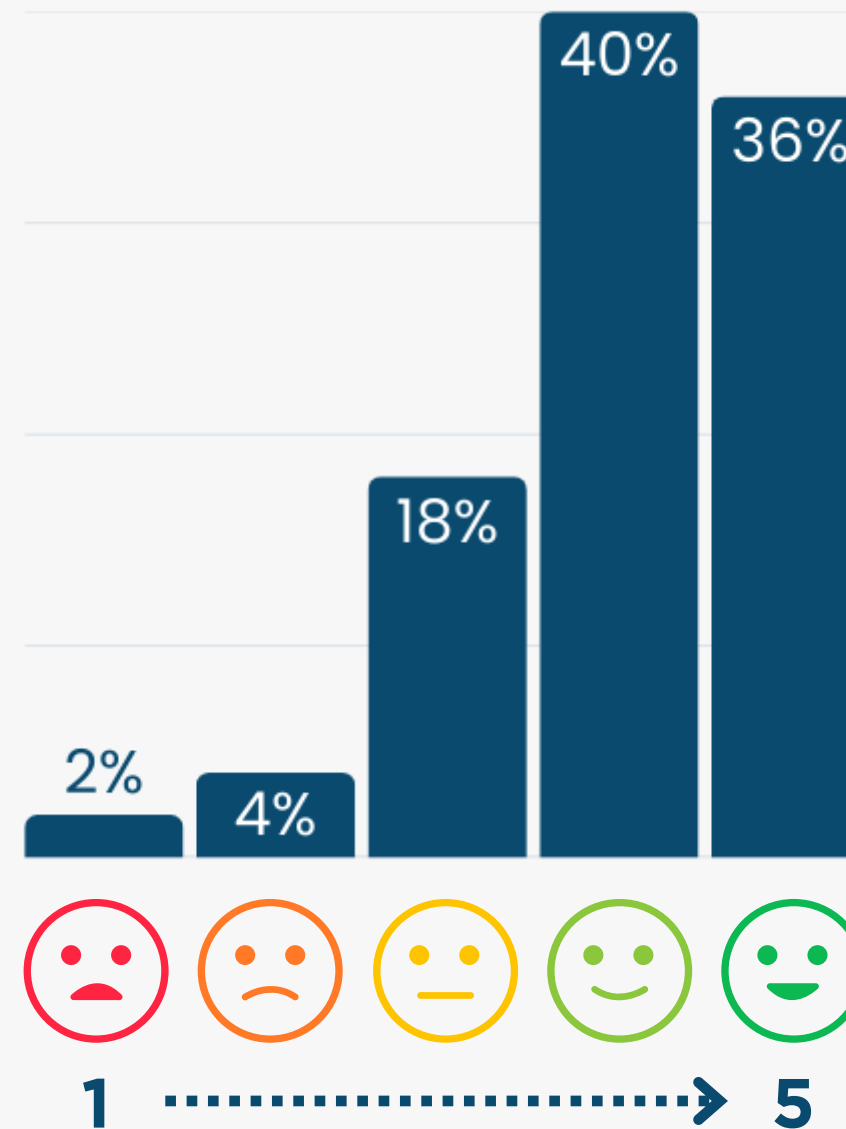
## Fulfillment at Work

Christman Average: **4.05**  
Strive Average: 4.02



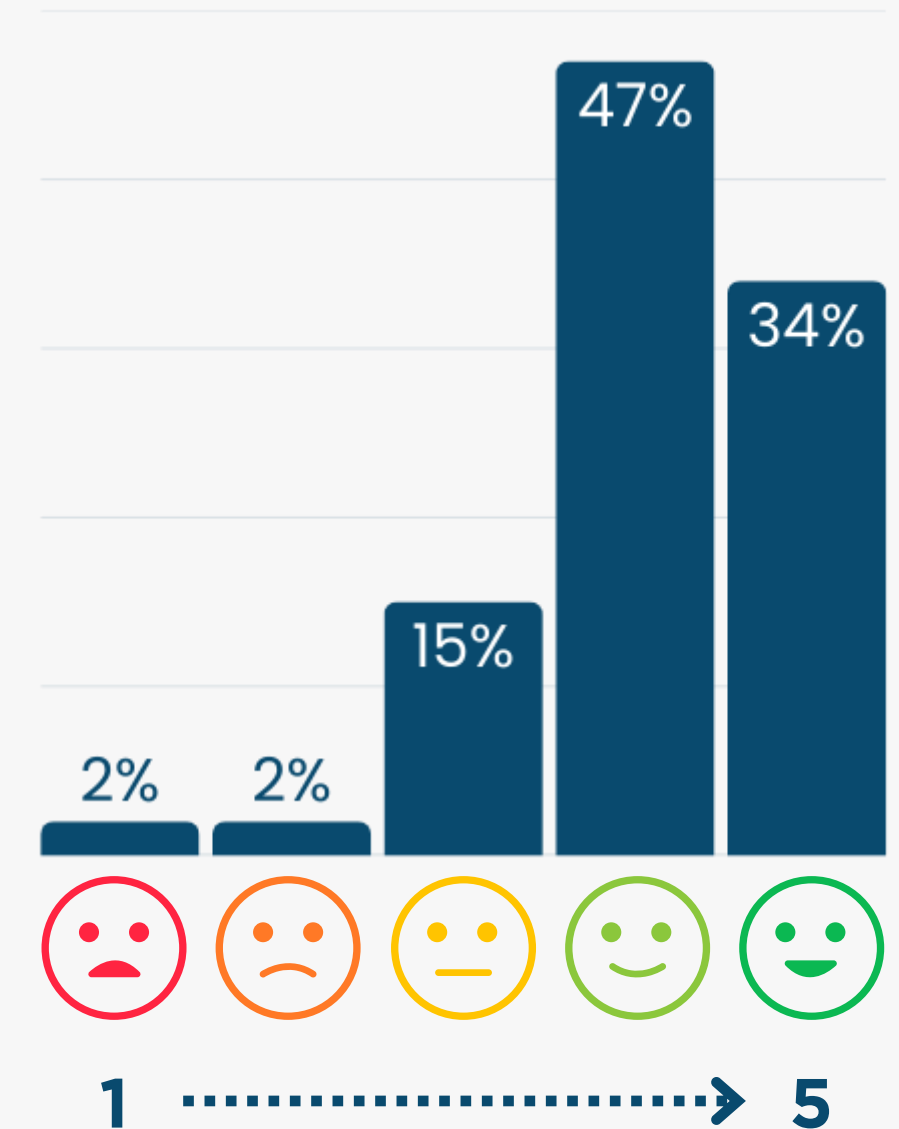
## Feeling Valued at Work

Christman Average: **4.06**  
Strive Average: 4.08



## Job Satisfaction

Christman Average: **4.06**  
Strive Average: 4.08

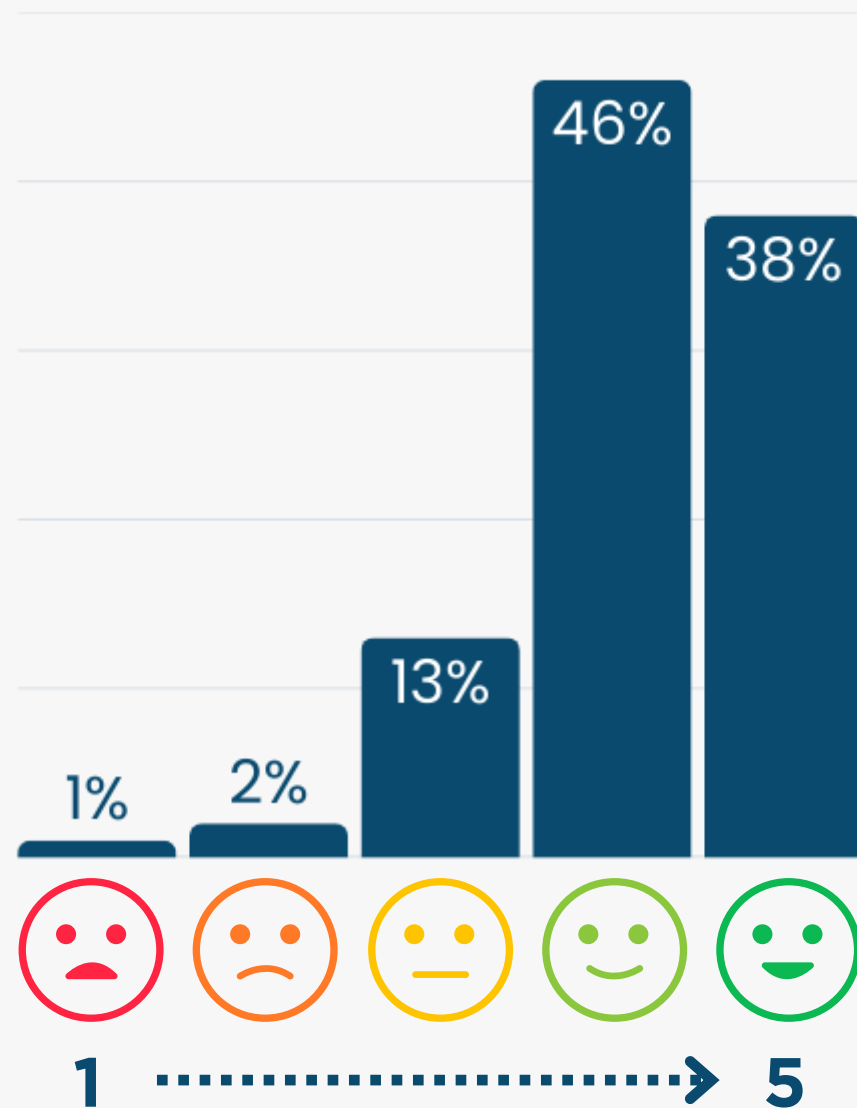


# NEW: Occupational Well-Being, pt.2



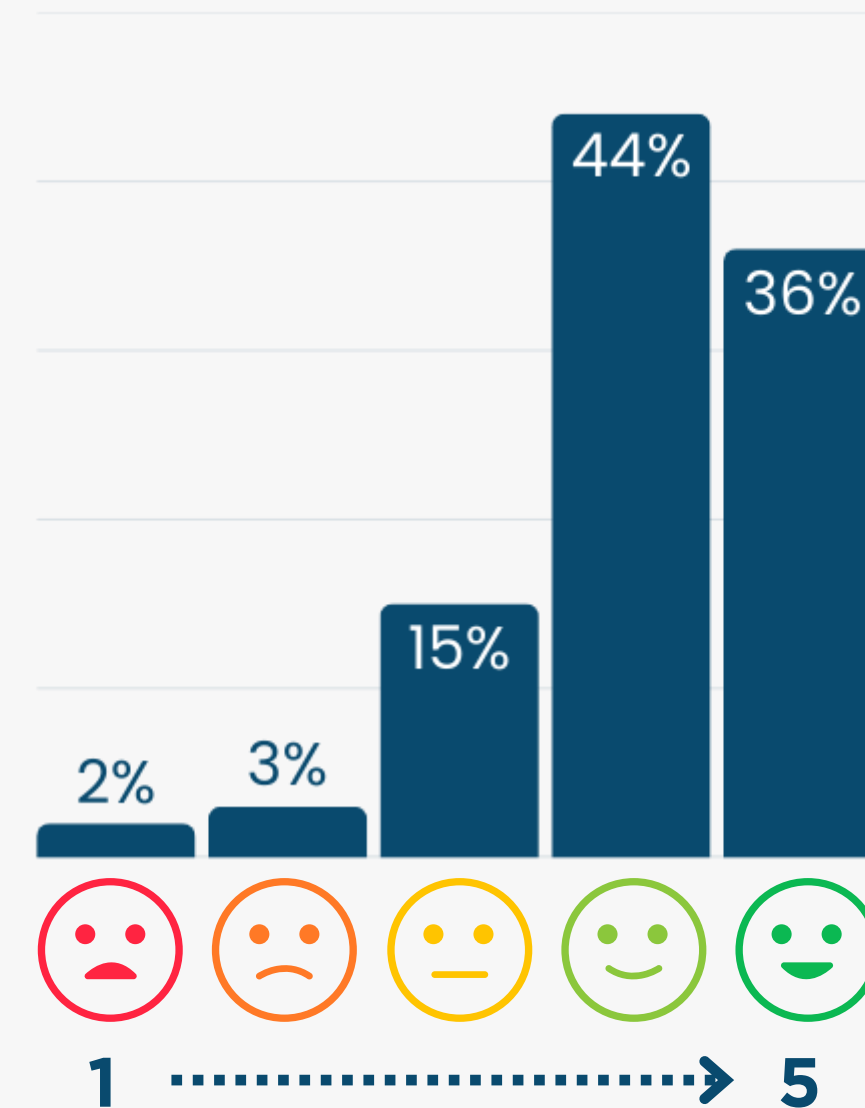
## My Work is Meaningful to Me

Christman Average: **4.19**  
Strive Average: 4.00



## My Employer Provides Well-Being Tools & Resources

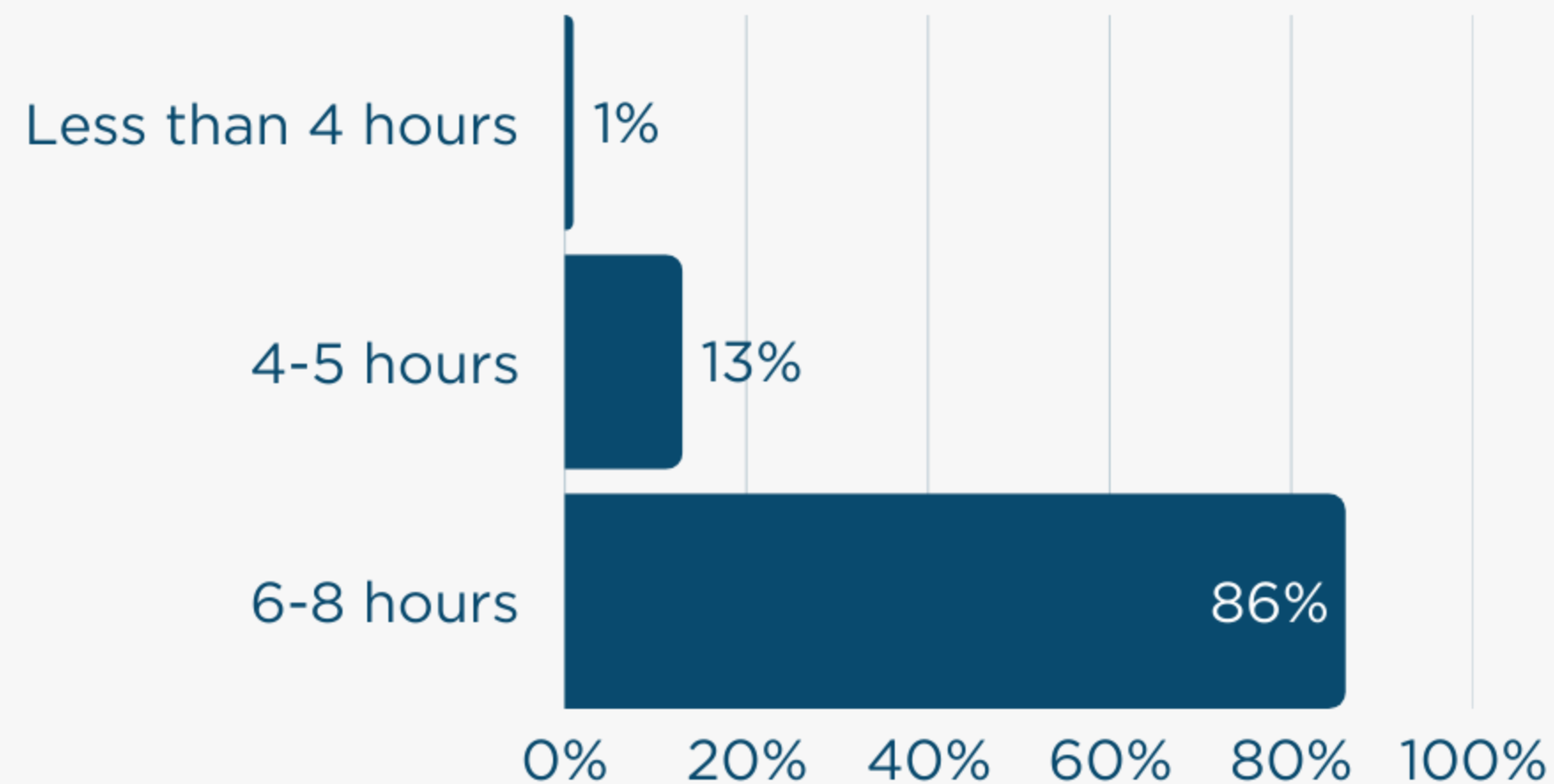
Christman Average: **4.12**  
Strive Average: 4.00



# Sleep Habits

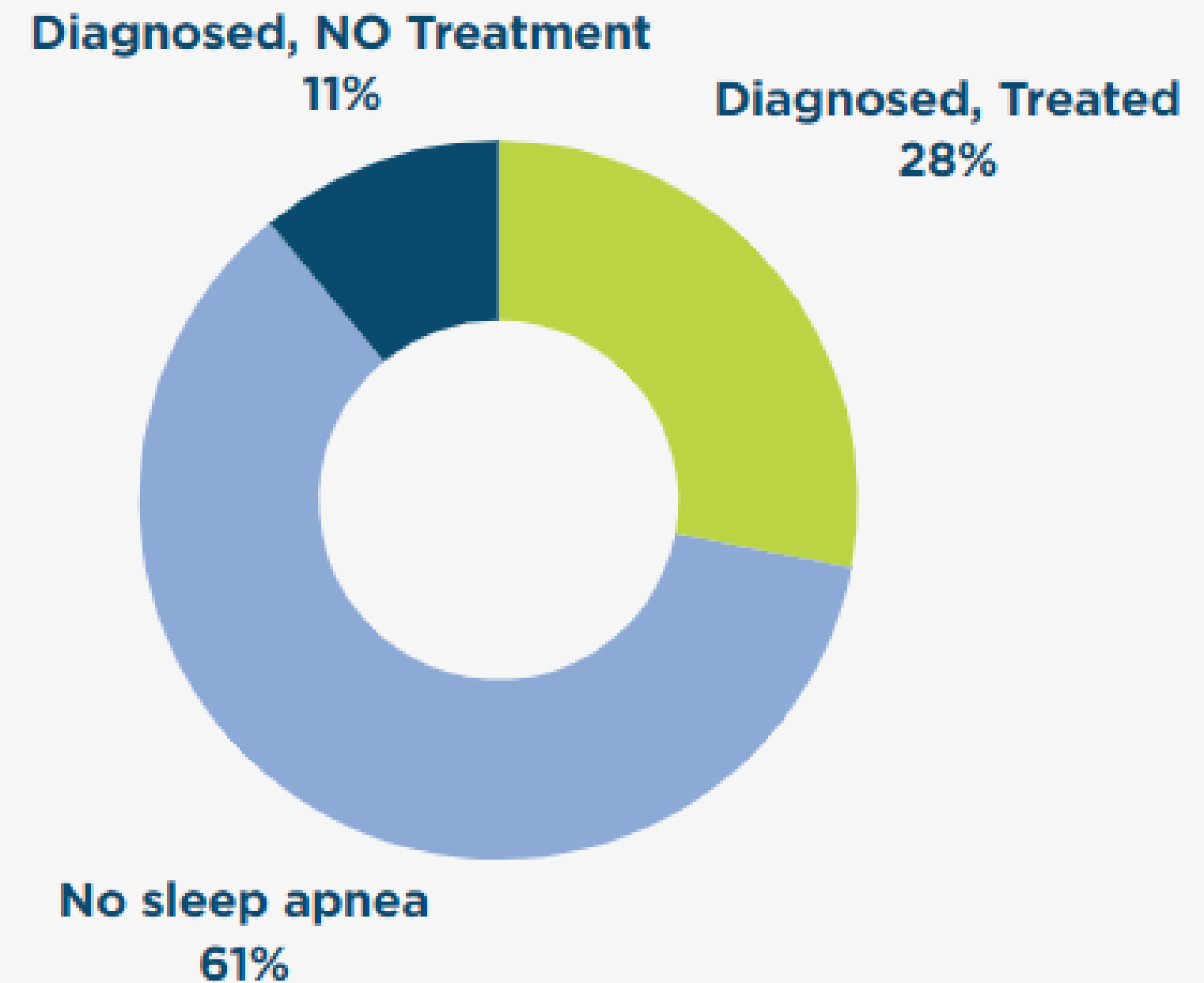


## Hours of Sleep per Night



*Self-Reported*

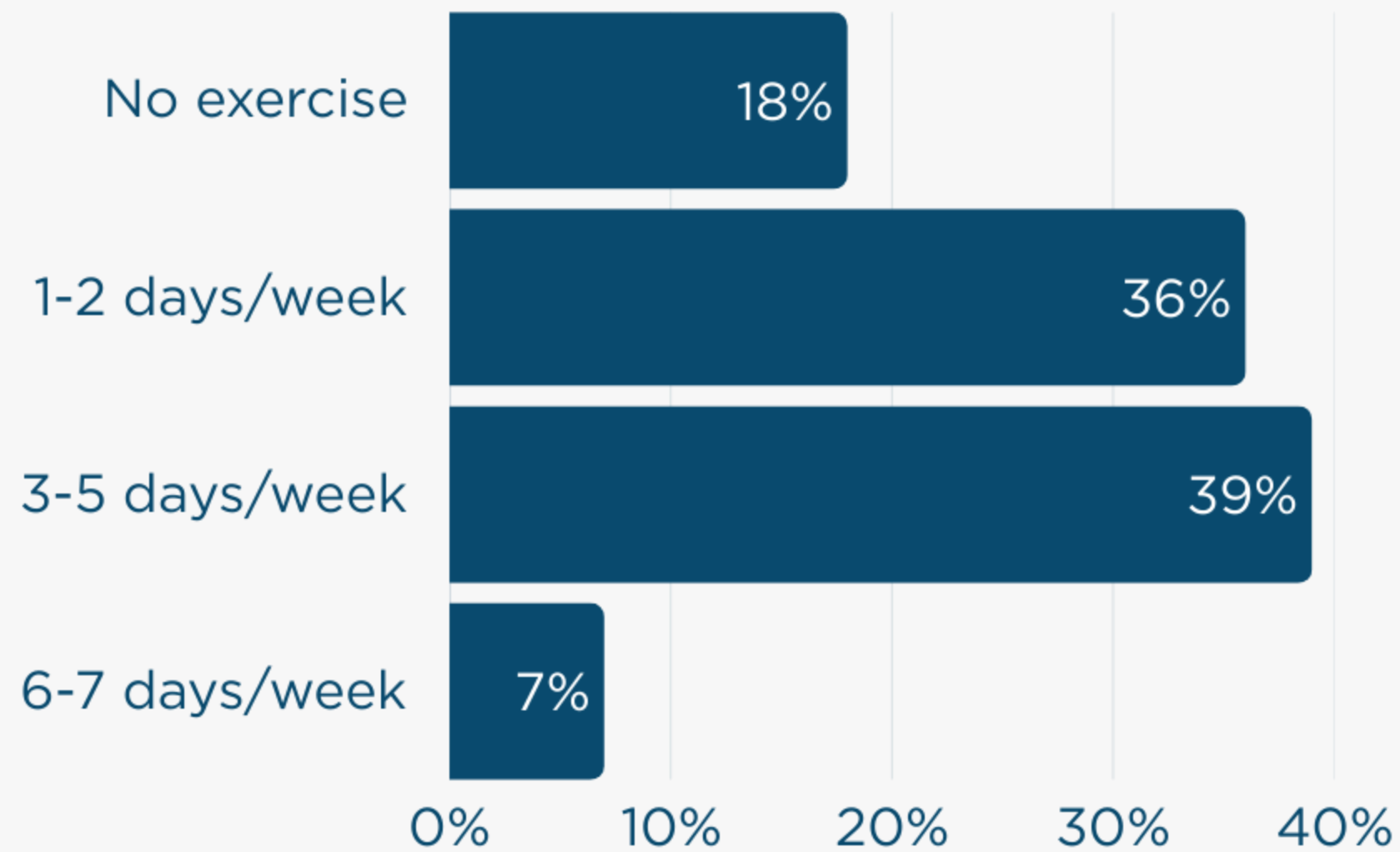
## Sleep Apnea





# Body Composition

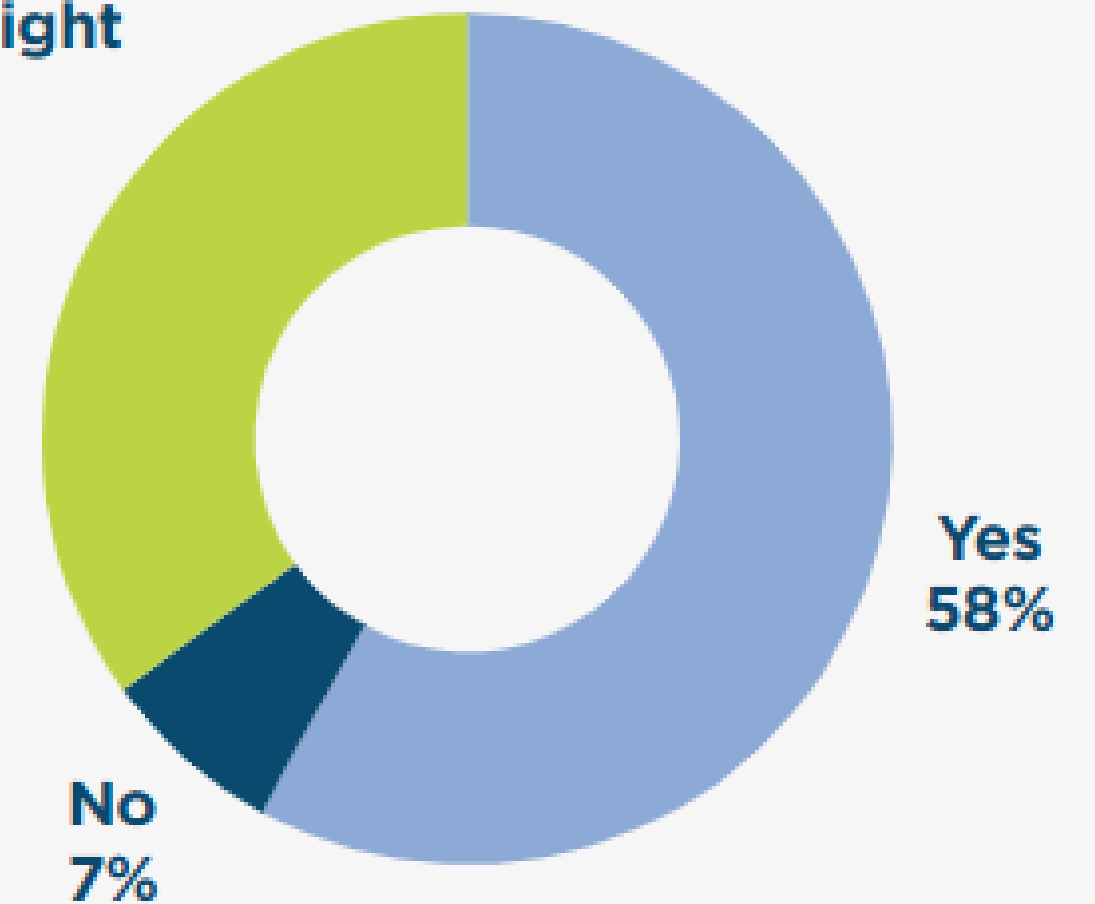
## Exercise Habits



*Self-Reported*

## Interested in Losing Weight

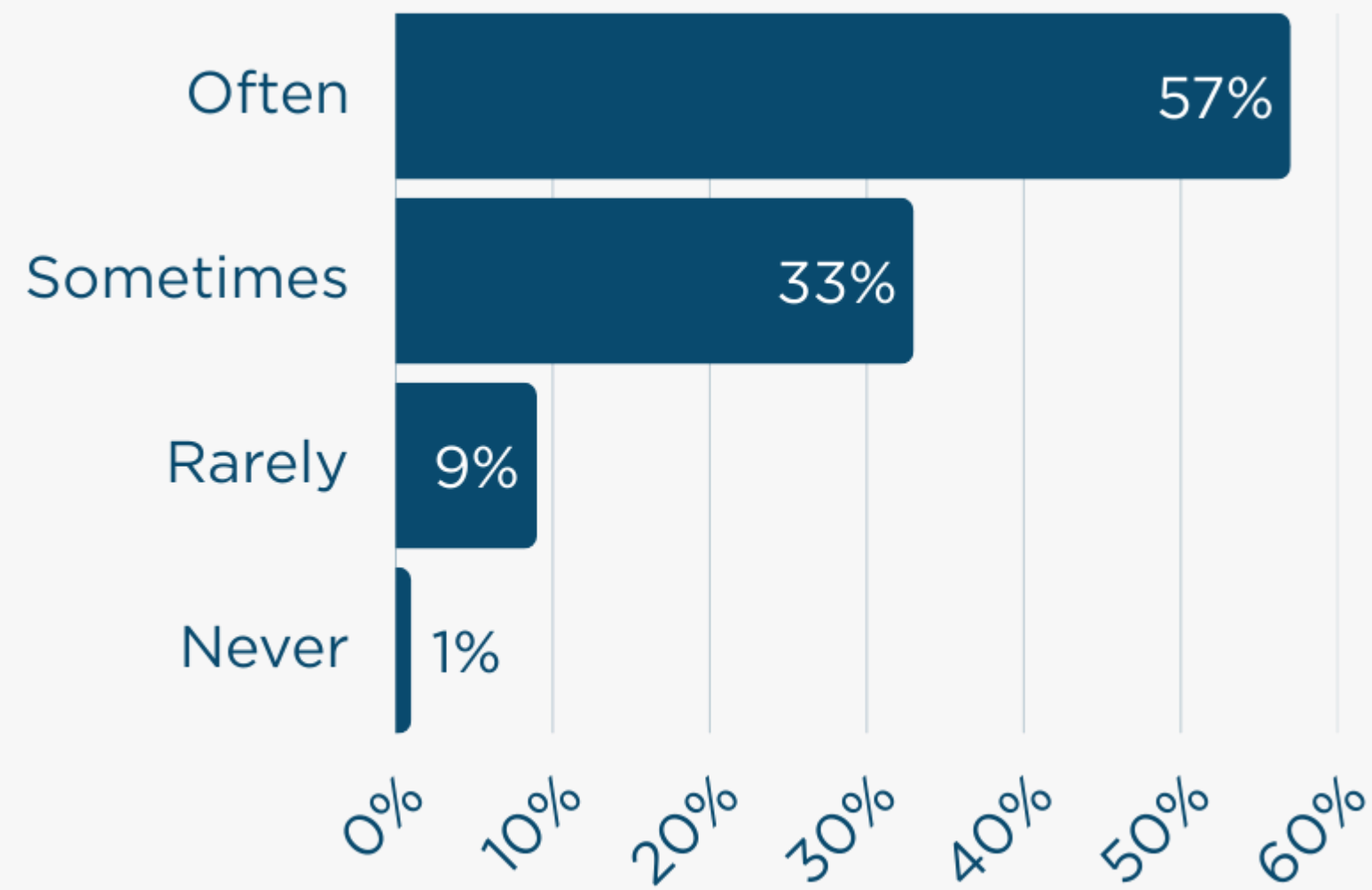
**Maintain Healthy Weight**  
**35%**



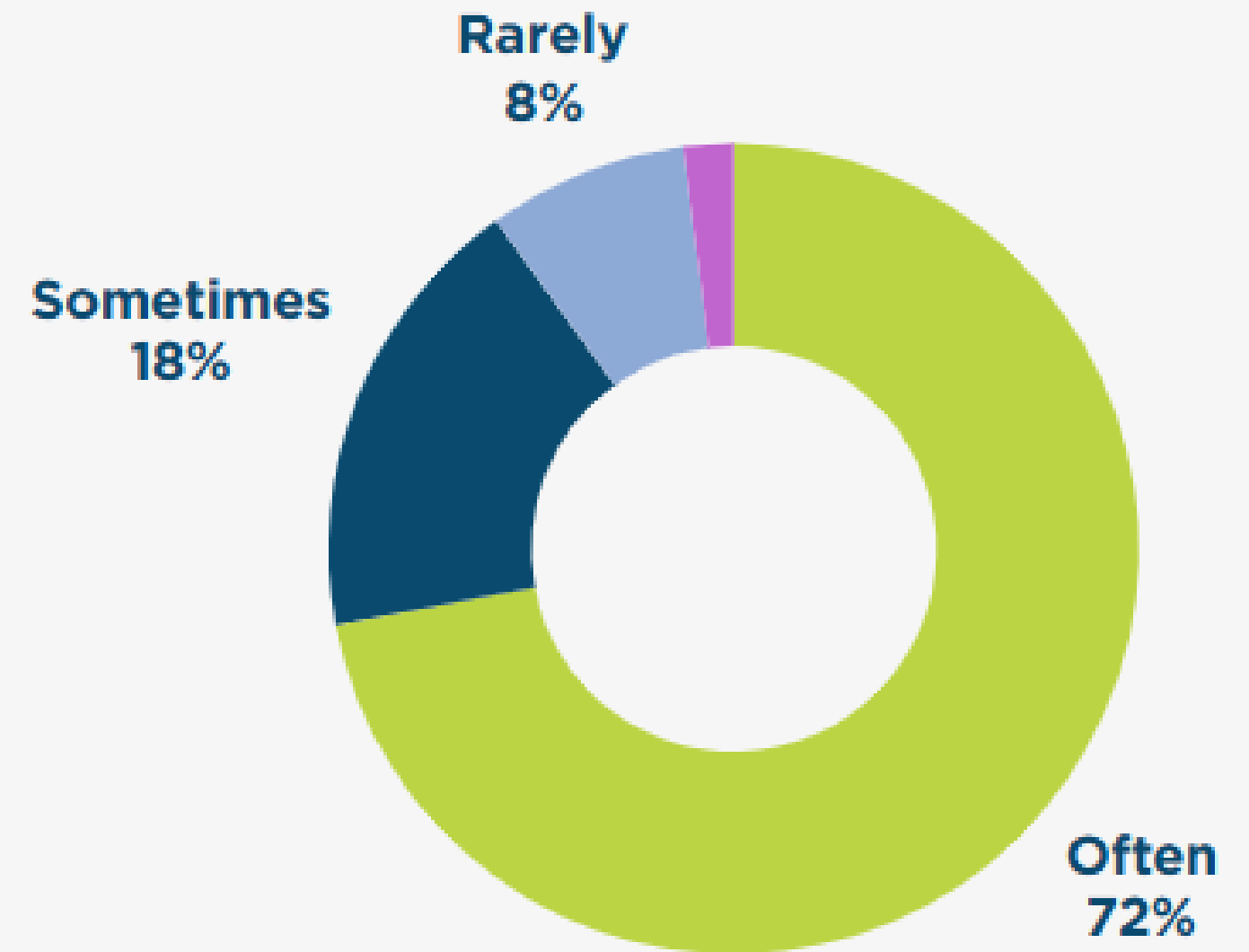


# Nutritional Habits

## Balanced Meals



*Self-Reported*



## Choose Water Over Sugary Beverages



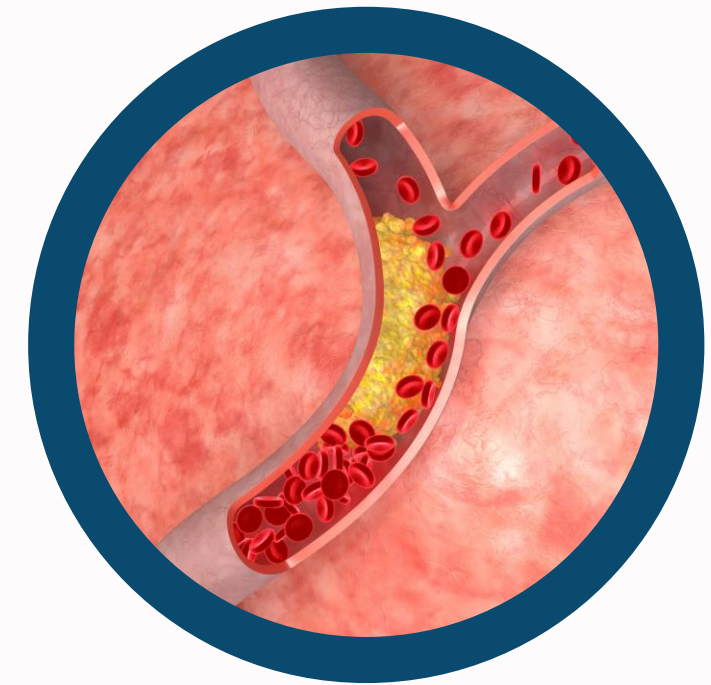
# Top Risk Factors



**BODY COMPOSITION**



**NICOTINE USE**



**CHOLESTEROL**



# Program Engagement





# Portal Participation Metrics

Metric	Q1	Q2	Q3	Q4	2024	2023	2022
<b>Active Users</b> <i># of unique users</i>	189	204	173	334	413	421	411
<b>% of Census Active</b> <i># of unique users/census</i>	25%	25%	21%	40%	50%	54%	53%
<b>Total Points Tracked</b>	129,245	117,765	104,223	225,174	576,407	590,837	596,158
<b>Average Points per Active User</b> <i>total points tracked/active users</i>	706	577	602	674	1,395	1,403	1,450
<b>Health Risk Assessments Completed</b>	183	66	33	129	411	417	435
<b>Health Hub Views</b>	67	85	91	116	359	406	47



# Strive 2024 Programming Goals

## GOAL: HRA Participation

→ Increase active users to 60% of EEs

Results: 4% decrease

2023 ended with an employee census of 784 whereas 2024 ended with 830 eligible employees. Considering the population increase, there was only a slight decrease in participation percentage.

## GOAL: Well-Visit Incentive

→ Increase incentive eligible to 50% of EEs

Results: 8% decrease

Those eligible for the well-visit incentive decreased from 45% in 2023 to 37% in 2024.

## GOAL: Challenge Participation

→ Increase participation to 40% of EEs YTD

Results: 3% decrease

There was a slight decrease in the total amount of challenge participants in 2024.

## GOAL: Tracked Presentations

→ Increase tracked presentations to 20% of EEs

Results: 4% increase; 3% below goal

There was an increase in the number and percentage of participants tracking wellness presentations from 2023 (13%) to 2024 (17%).

### HRA Participation



#### Goal: 60% Completions

2021 – 380 completions

2022 – 435 completions

2023 – 417 completions

**2024 – 411 completions (50%)**

**83% to goal**

### Well-Visit Incentive



#### Goal: 50% Incentive Eligible

2021 – 281 eligible

2022 – 305 eligible

2023 – 352 eligible

**2024 – 310 eligible (37%)**

**74% to goal**

### Challenge Participation



#### Goal: 40% Participation

2021 – 275 participants

2022 – 304 participants

2023 – 280 participants

**2024 – 270 participants (33%)**

**83% to goal**

### Tracked Presentations



#### Goal: 20% Tracked

2021 – 78 tracked

2022 – 118 tracked

2023 – 103 tracked

**2024 – 144 tracked (17%)**

**85% to goal**



# Strive 2025 Programming Goals

**Goal:**  
**1,500 Points per**  
**Active User**



**Portal**  
**Engagement**

2022 - 1,450  
2023 - 1,403  
2024 - 1,395  
**2025 Goal - 1,500**  
**Points**

**Goal:**  
**55% Active**  
**Users**



**Portal**  
**Engagement**

2022 - 53%  
2023 - 54%  
2024 - 50%  
**2025 Goal - 55%**

**Goal:**  
**55%**  
**Completions**



**HRA Completion**

2022 - 59%  
2023 - 54%  
2024 - 50%  
**2025 Goal - 55%**

**Goal:**  
**50% Incentive-**  
**Eligible**



**Well-Visit**  
**Incentive**

2022 - 41%  
2023 - 45%  
2024 - 37%  
**2025 Goal - 50%**



# 2025 Goals and Strategies

Goals	Strategies	Overall Strategies
Employee Engagement		<ul style="list-style-type: none"><li>• Monthly engagement data reports</li><li>• Quarterly Pulse Checks</li><li>• <b>Elicit feedback: Needs &amp; Interests survey</b></li><li>• <b>Postcard, wallet card and home mailer</b></li><li>• New hire engagement<ul style="list-style-type: none"><li>◦ Monthly new hire email</li><li>◦ Build Wellness program guide</li></ul></li></ul>
<ul style="list-style-type: none"><li>• <b>Portal Engagement</b><ul style="list-style-type: none"><li>◦ 2025 Goal: 55% active users annually</li><li>◦ 2025 Goal: 1,500 points per active user annually</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Wellness portal update</b></li><li>• Portal walk-through video</li><li>• Elicit Build Wellness Testimonials</li></ul>	
<ul style="list-style-type: none"><li>• <b>HRA Completion</b><ul style="list-style-type: none"><li>◦ 2025 Goal: 55% of census</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Marketing campaign: home mailer, emails, flyers, text, etc.</li><li>• Regular Reward Program reminders in monthly communications</li></ul>	
<ul style="list-style-type: none"><li>• <b>Well-Visit Incentive</b><ul style="list-style-type: none"><li>◦ 2025 Goal: 50% incentive-eligible</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Increased physical marketing materials on-site (posters, brochures, etc.)</b></li><li>• <b>Well-Visit reminder postcard in Q2/early Q3</b></li><li>• Additional email outreach to those who have never submitted well-visit form</li></ul>	



# 2025 Wellness Plan



## Presentations

- Substance Abuse, Overdose Awareness, & Prevention
- Power Meals
- Oral Health
- Breaking Burnout

## Challenges

- One Month Madness
  - *42 participants*
- Strive Corporate Challenge
  - *Starts 5/7*
- Route 66
- Brush Up!
- Gratitude Challenge



## Reward Points Raffles

- Quarterly 600+ point earners receive \$25 via Tango
- 1 grand prize winner drawn annually

## Additional Offerings

- 12 Monthly Webinars
- 12 Monthly Newsletters
- 12 Custom Monthly Communications
- 1 Well-Visit Postcard

## 4 Meditation Moments

# NEW Offerings!



## Mental Health First Aid

### What is it?

An internationally recognized skills-based training designed to help individuals identify, understand, and respond to signs and symptoms of mental health or substance use challenges in adults (ages 18+).

### What's included?

Participants will learn to apply the MHFA action plan in real-world situations, including when someone is experiencing a mental health or substance use challenge.

Additionally, participants will receive:

- A Certificate (valid for 3 years)
- MHFA Manual & Processing Guide
- Access to Kapnick Strive's MHFA Toolbox, featuring tools and resources to support ongoing mental well-being



## Nutrition Services

### What's available?

Kapnick Strive is offering a variety of nutrition services developed and delivered by Registered Dietitians (R.D.s), including:

- Nutrition presentations
- 1-on-1 and group nutrition counseling
- Metabolic testing and anthropometric screening
- Cooking demonstrations
- Culinary garden design and educational programming
- Social media campaigns
- Recommendations for company-provided food selections





# Thank you!

## Questions?

Wellness Coordinator: Emma Lough

 743-929-6587

 [emma.lough@kapnick.com](mailto:emma.lough@kapnick.com)

