



Executive Review

May 1, 2025

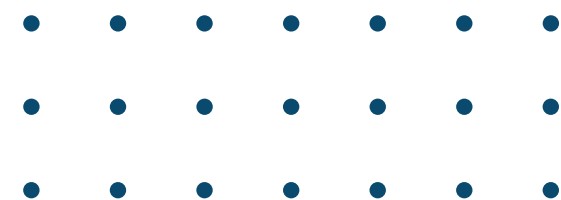


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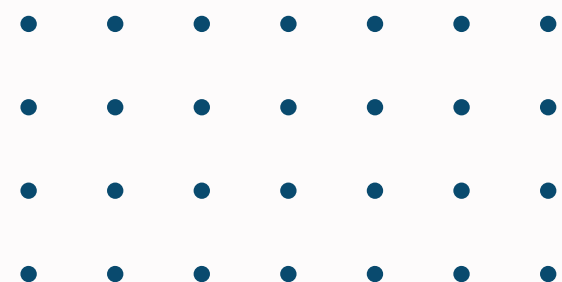
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2024 Wellness Events



Presentations (Recorded)

- Lifestyle, Not a Diet
- Navigating Fad Diets

Challenges

- Going for Growth
 - 22 participants
- Strive Corporate Challenge
 - 28 participants
- Summer Fun
 - 32 participants
- One Month Madness
 - 33 participants
- Gratitude Challenge
 - 28 participants



Reward Points Program

- 1 point = \$1
- Paid out quarterly

Additional Offerings

- 12 Monthly Webinars
- 12 Monthly Newsletters
- 12 Custom Monthly Communications
- 1 Home Mailer

4 Meditation Moments



How to Earn Reward Points

Wellness Activity	Points Earned	Examples
Complete annual well-visit	100 points	Mammogram, colonoscopy, and/or PSA Dental, vision, and/or skin exam
Complete a preventative exam	75 points each, max 150	
Complete a preventative exam	25 points each, max 100	
Check your blood pressure	5 points per day	
Get a vaccination	25 points	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>	15 points each, max 90	5Ks, triathlons and marathons, volunteering, going to a financial wellness class/advisor, working with a therapist, etc.
Visit the gym at least 10x per month	50 points each, max 600	
Complete an online Strive challenge	50 points each, max 200	
Submit a well-being activity	25 points each, max 100	

Quarterly Rewards Participation



Quarterly Winner Breakdown		
	# of Participants	Points/Payout
Q1	33	\$3,845
Q2	42	\$5,925
Q3	36	\$4,670
Q4	54	\$7,750
Total	92 unique participants	\$22,190



Well-Visit Utilization

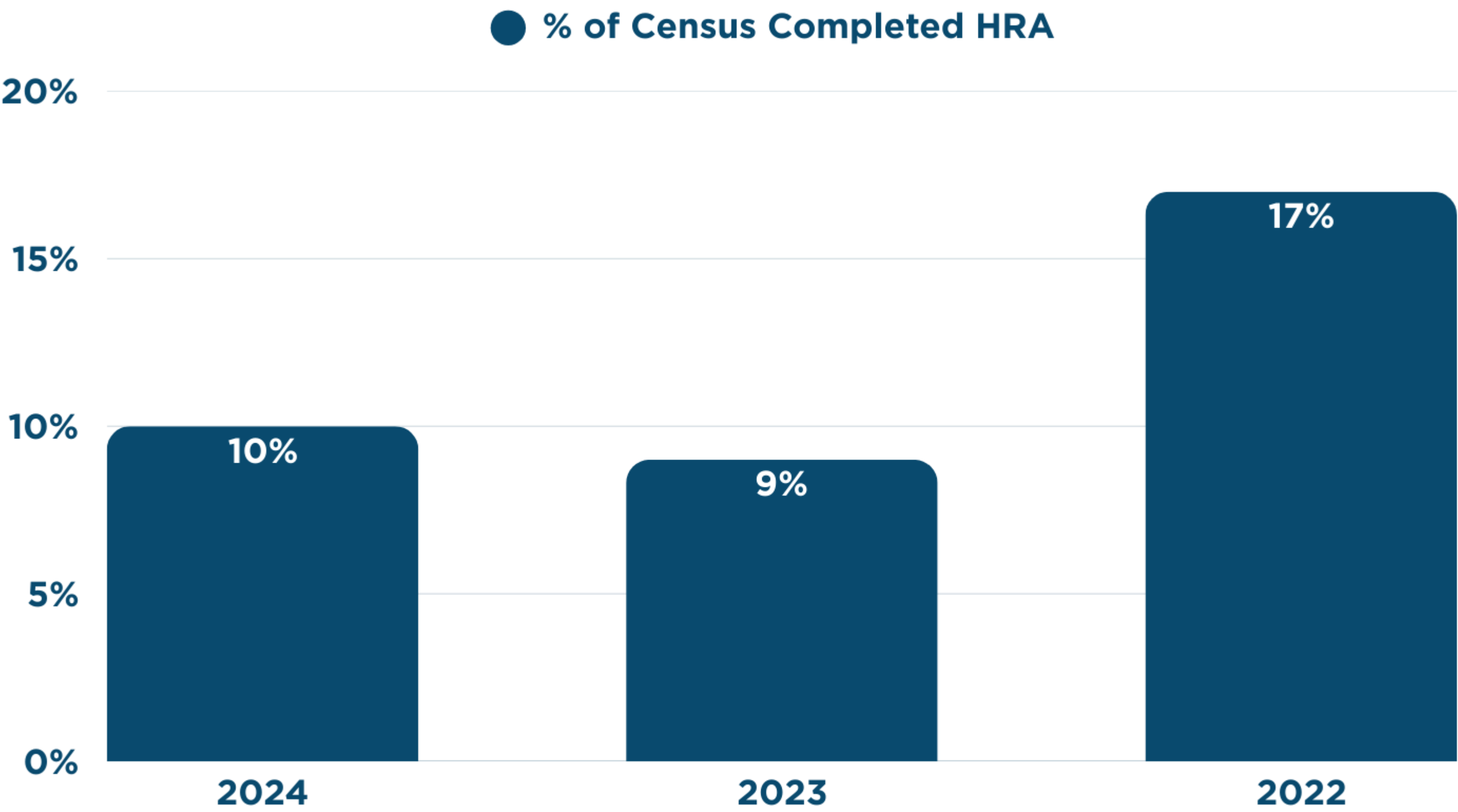
via Kapnick Lens				
	2024	2023	2022	2021
% of Employees	46%	42%	40%	35%
% of Spouses	49%	42%	41%	38%
% of Employees & Spouses Combined	47%	42%	40%	36%
Benchmark Employees & Spouses Combined	44%	43%	41%	38%

- Well-Visit utilization has **increased 11% in 3 years**
- Utilization among employees increased 4% in the last year, and 7% among spouses
- Utilization for employees and spouses is **above benchmark**

HRA Participation



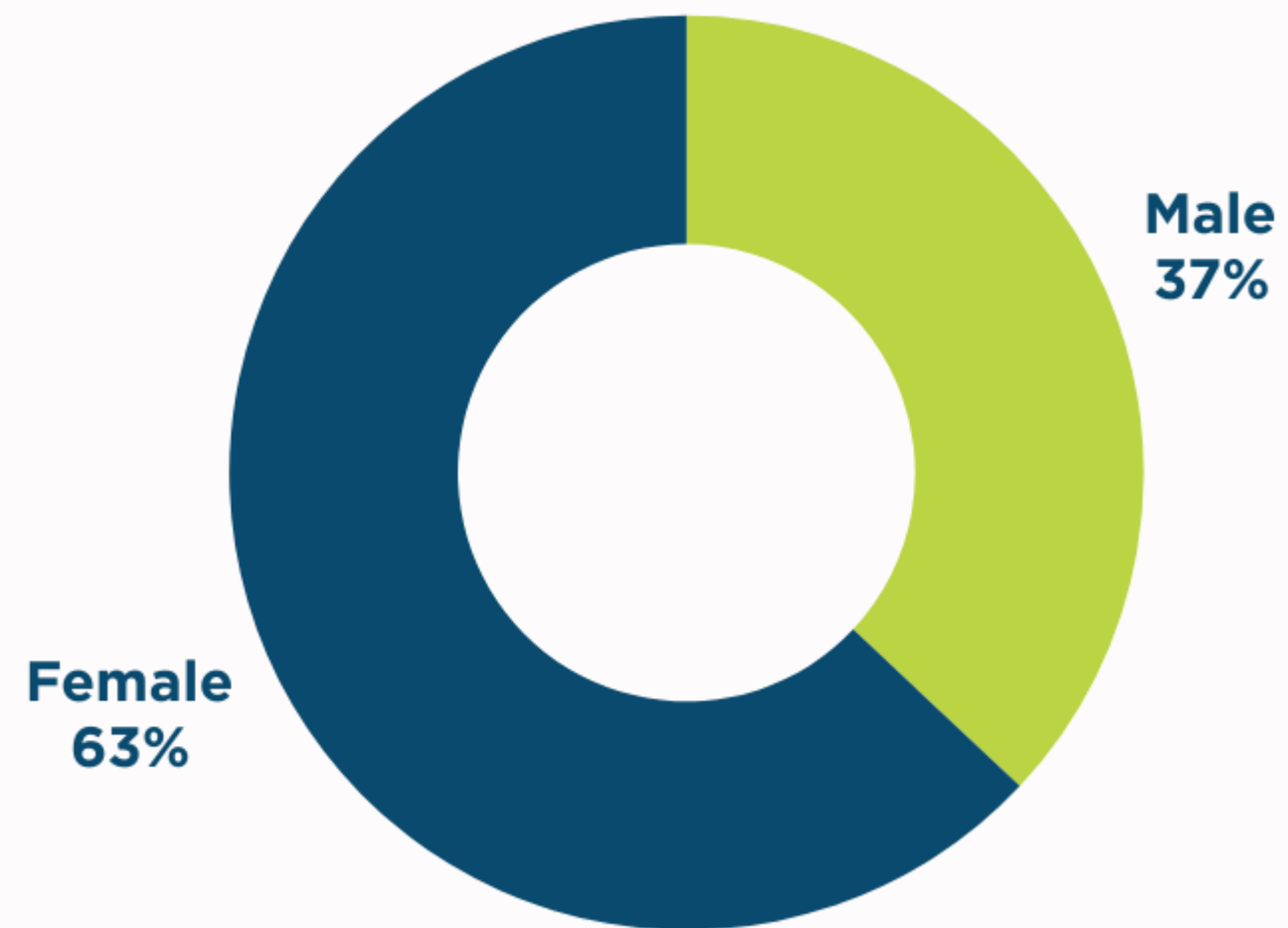
Year	Total HRA Completions
2024	138
2023	124
2022	246



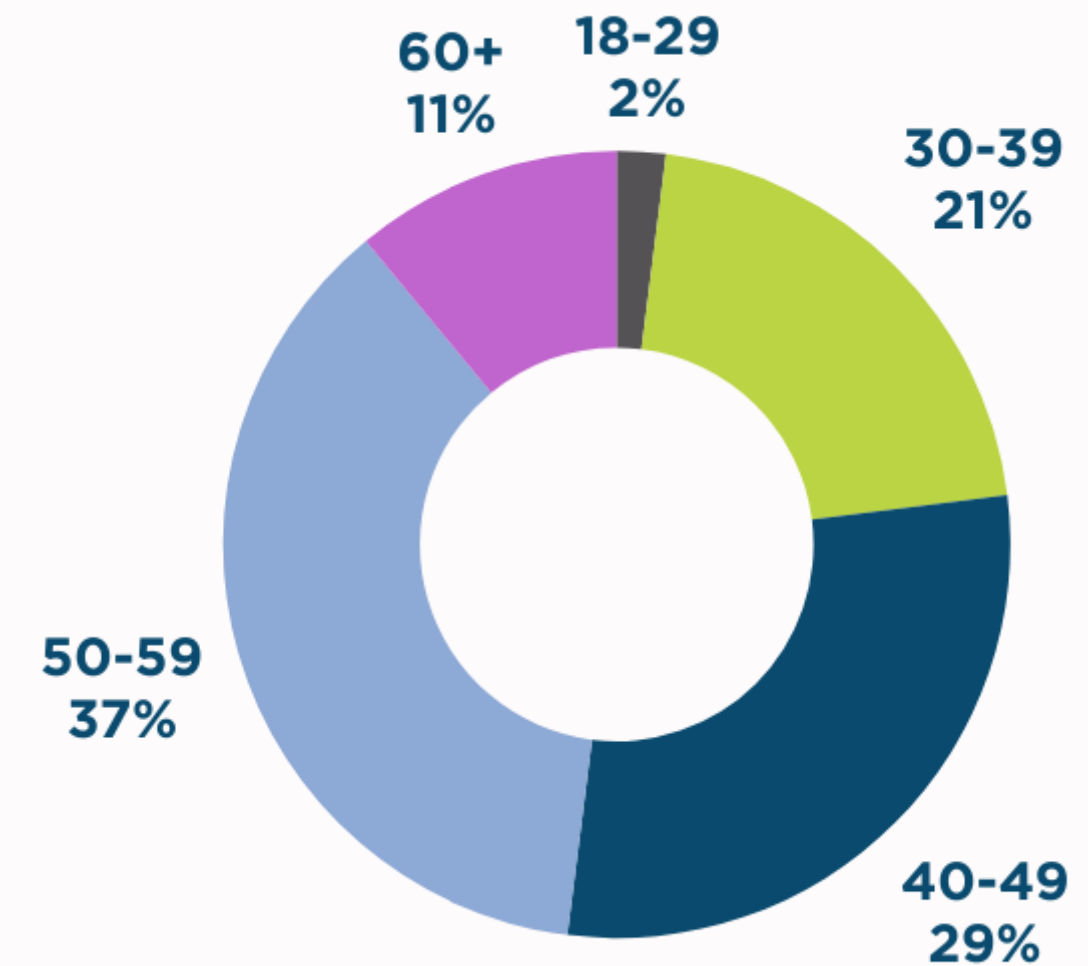


Demographics

GENDER



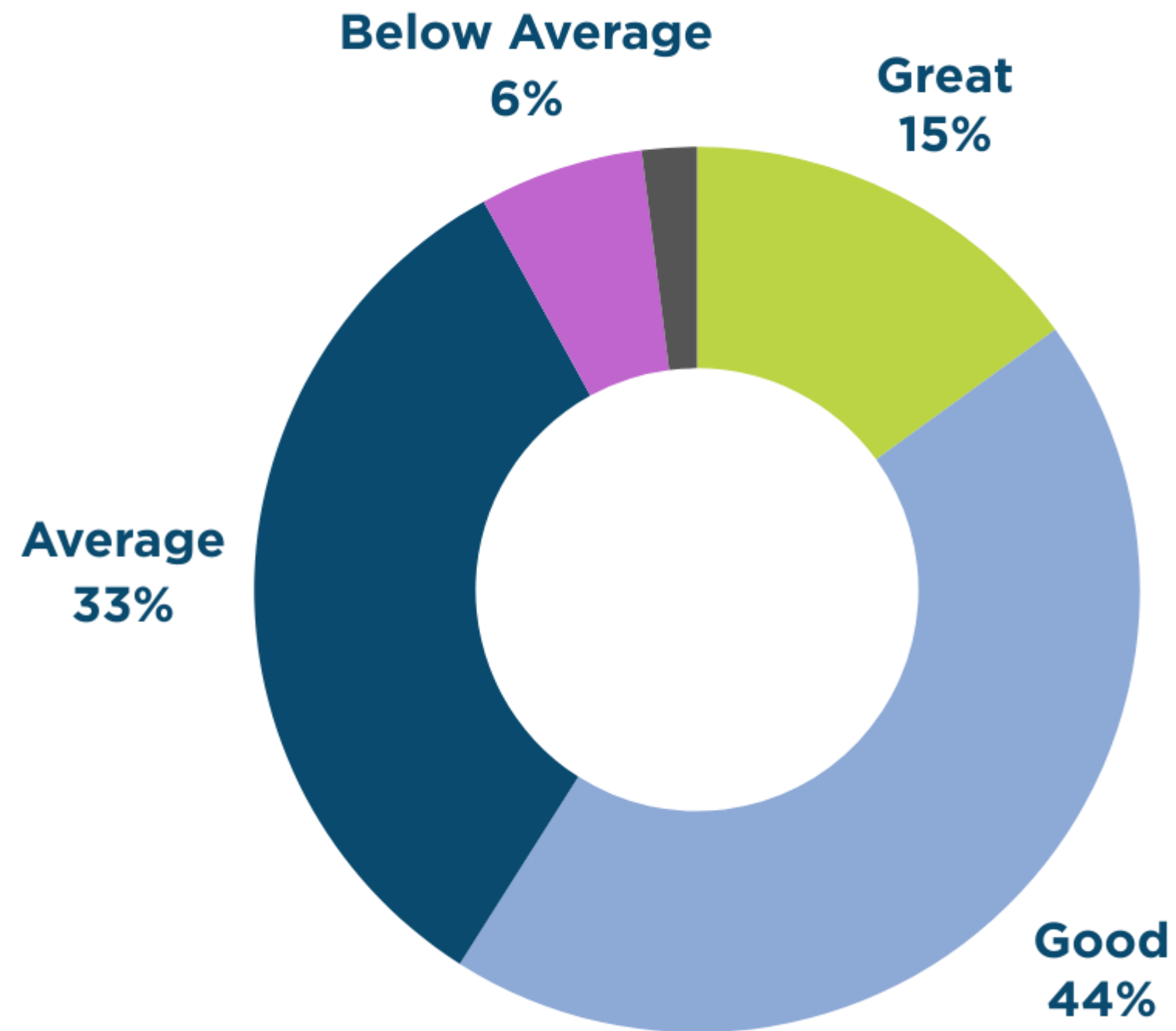
AGE



AVERAGE AGE: 46



Self-Perception of Health

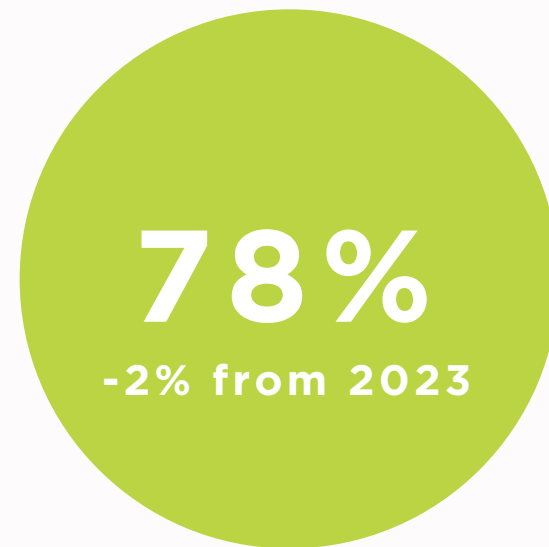


*Self-
Reported*

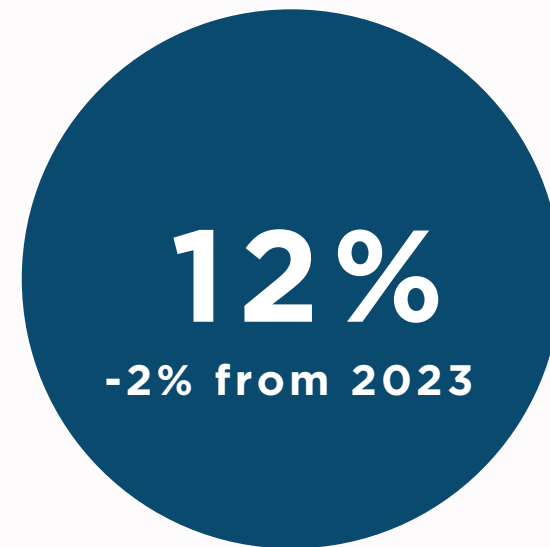


Annual Physical

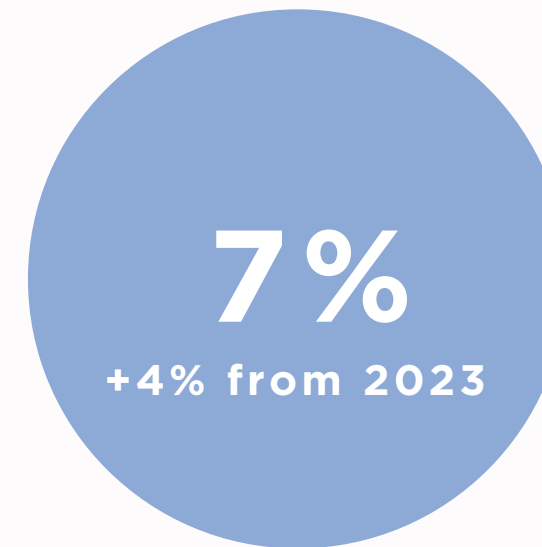
Last Well-visit with PCP



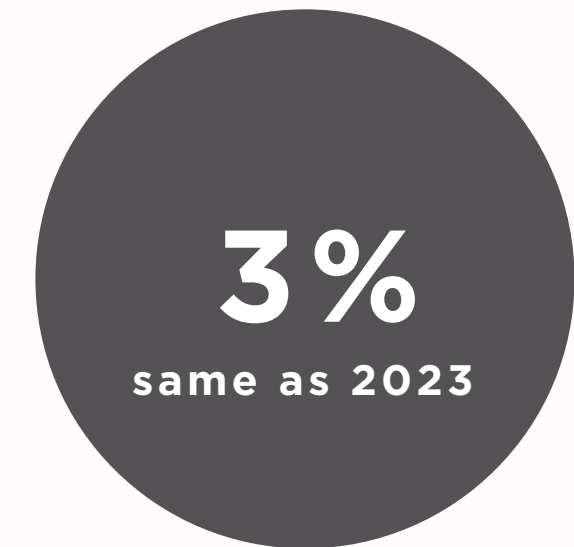
<12 Months



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.

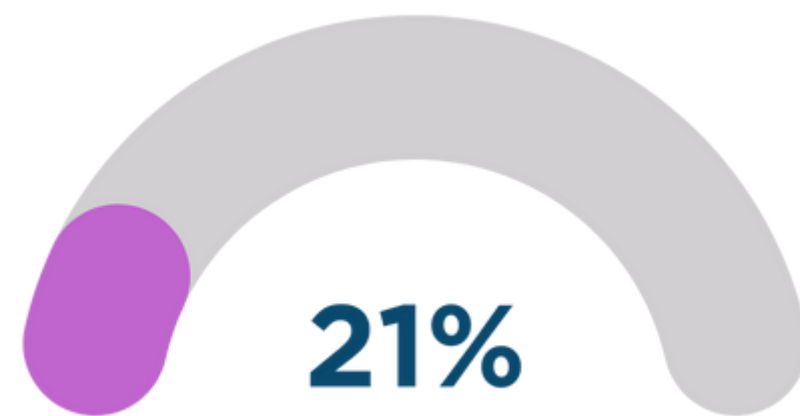
Tobacco Use

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*

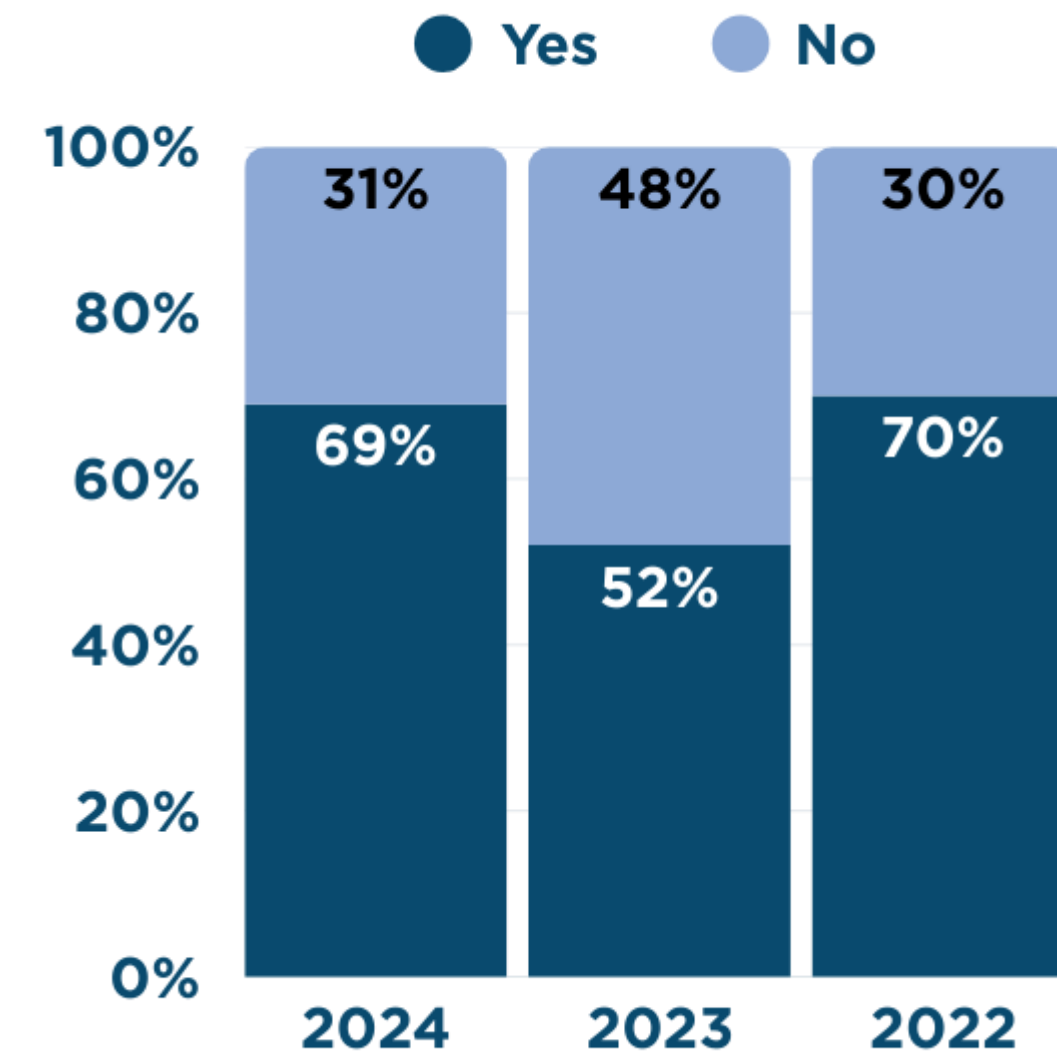
High Cholesterol



*Reported
Yes*

*Self-
Reported*

Diagnosed, Taking Medication





Heart Health: *Blood Pressure*

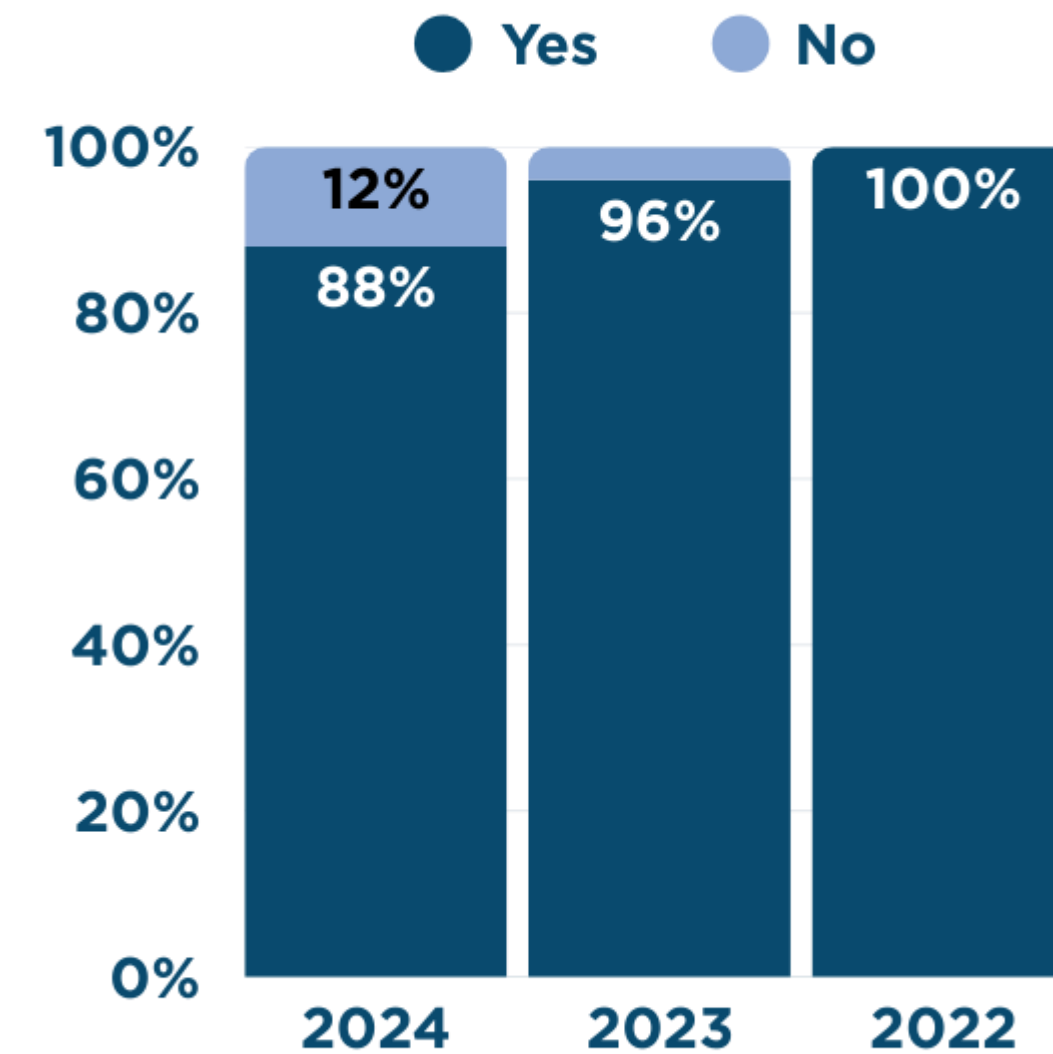
High Blood Pressure



*Reported
Yes*

*Self-
Reported*

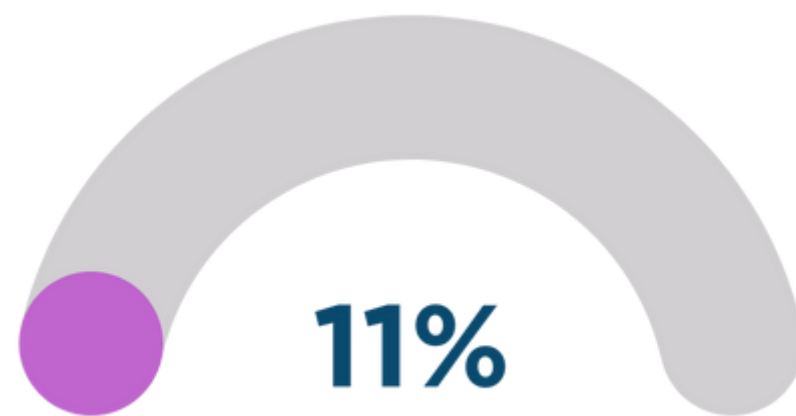
Diagnosed, Taking Medication





Metabolic Health: *Diabetes*

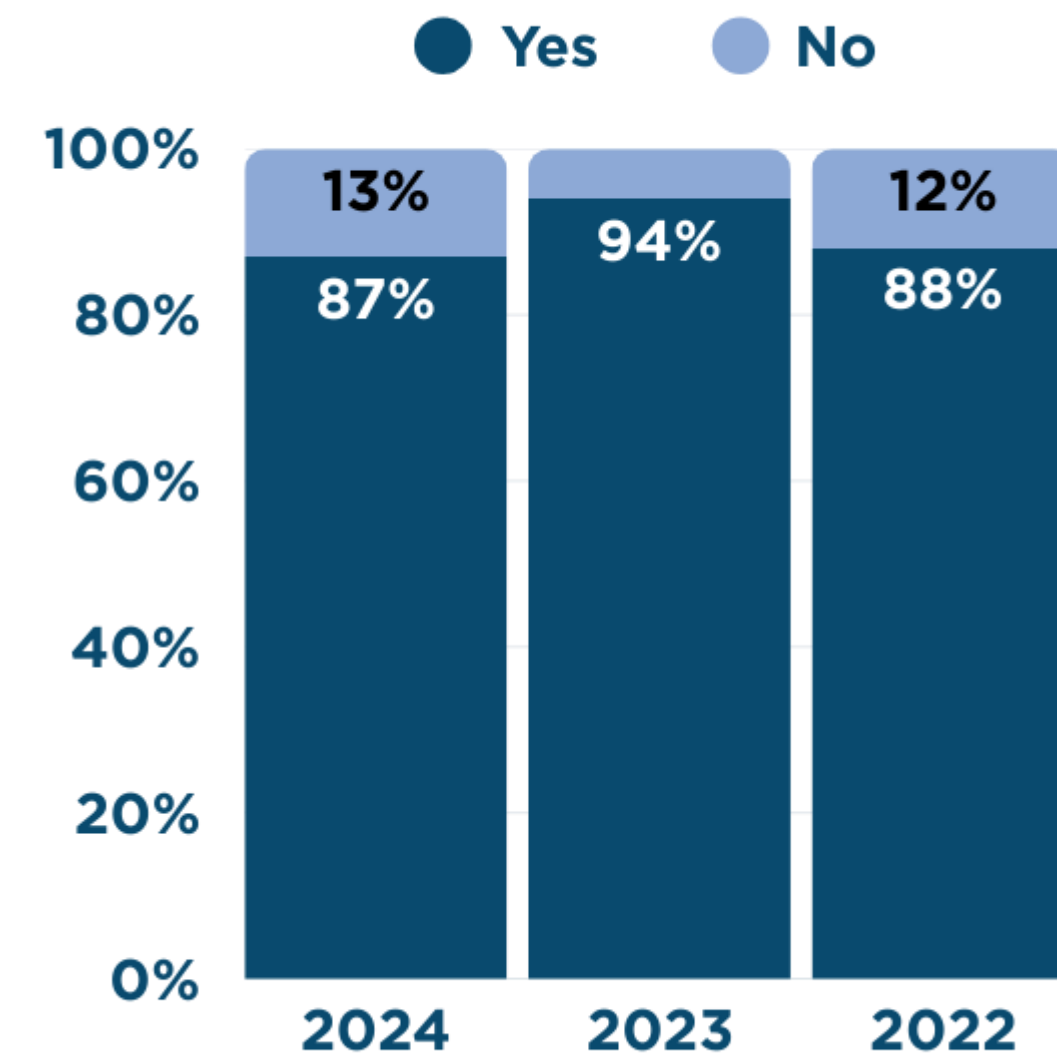
Diabetes



*Reported
Yes*

*Self-
Reported*

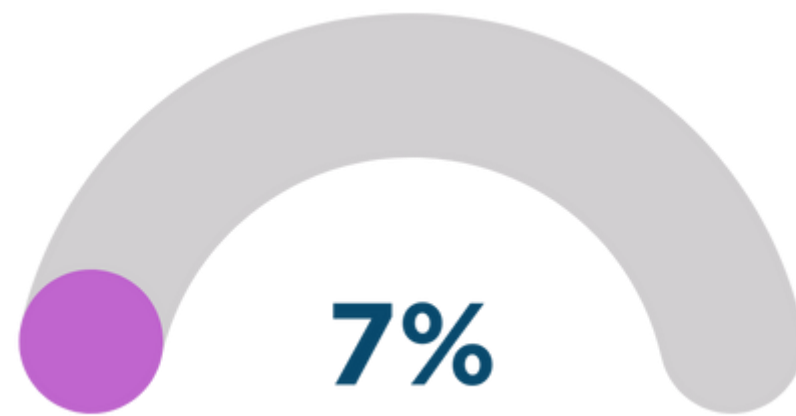
Diagnosed, Taking Medication





Nicotine Use

Use Nicotine



*Reported
Yes*

*Self-
Reported*

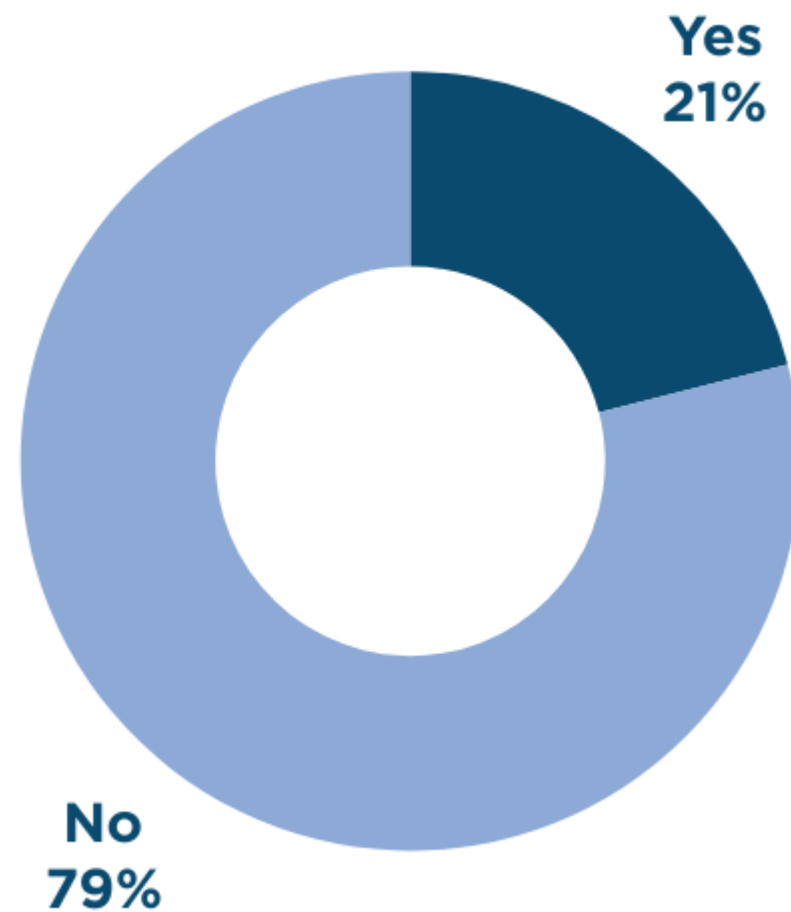
Interested in Quitting



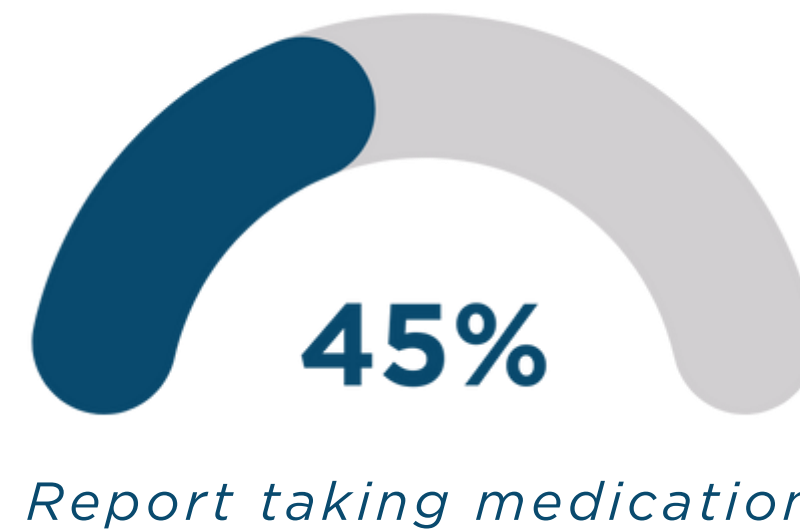


Mental Health & Well-being

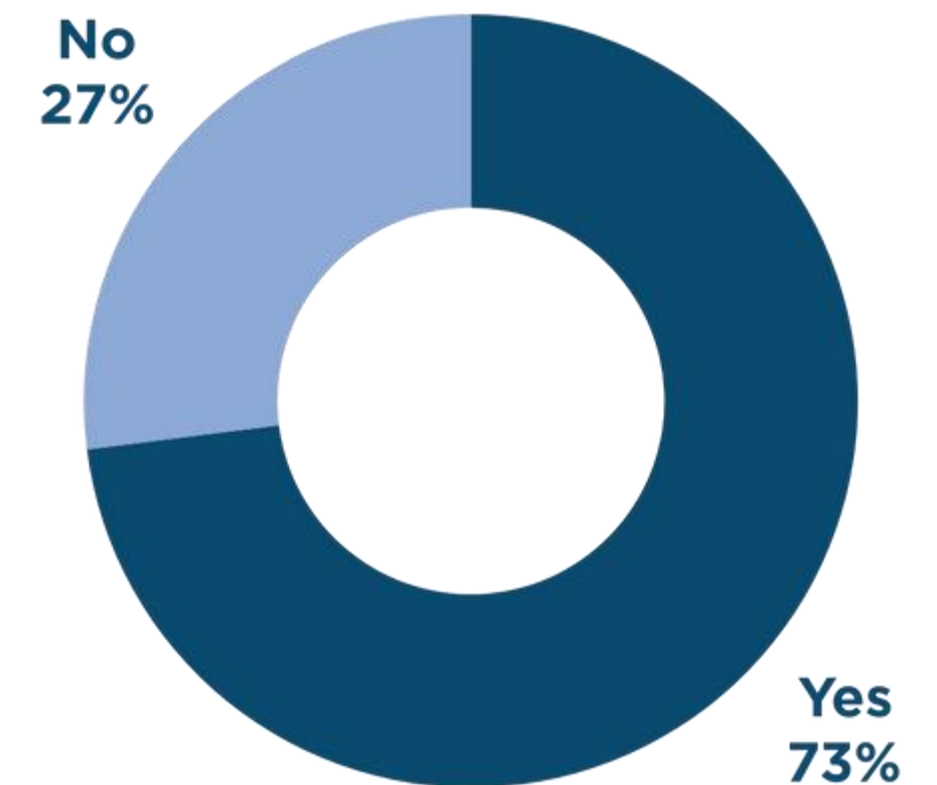
Anxiety & Depression



Diagnosed, Taking Medication



Maintains a Healthy Work-Life Balance



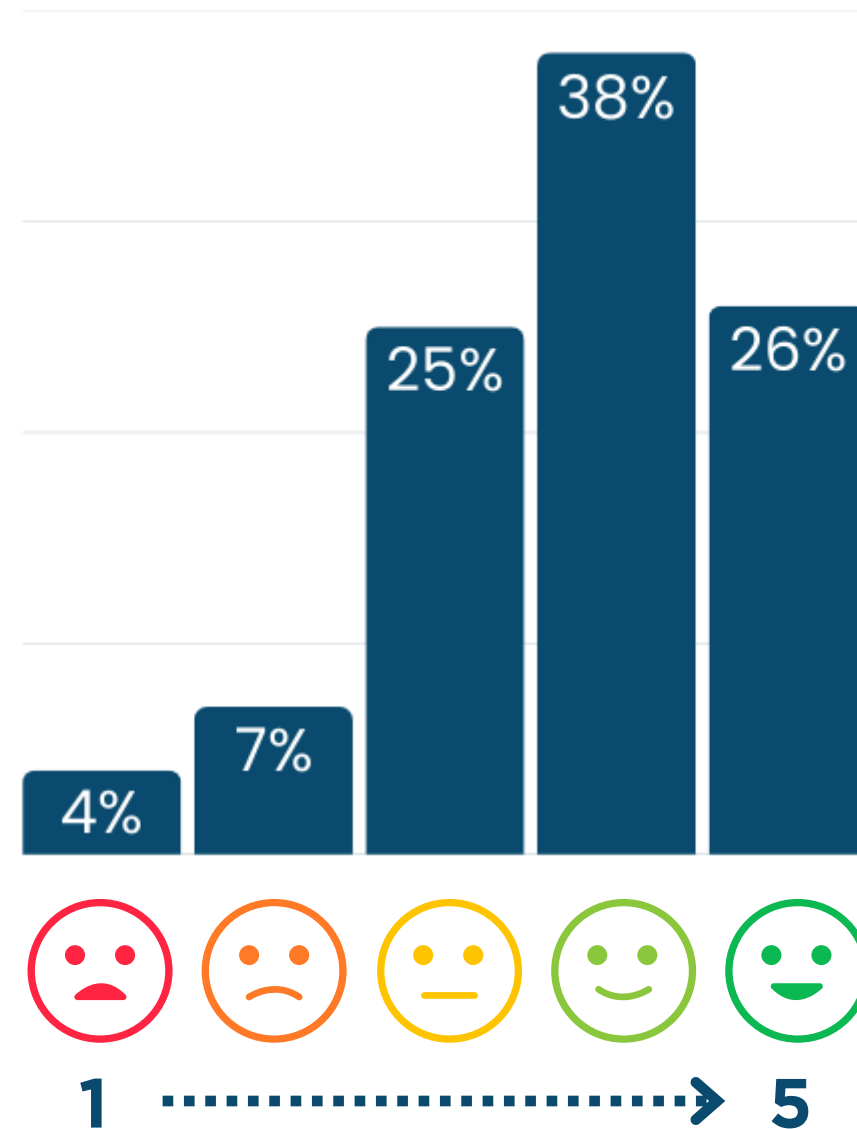
*Self-
Reported*



NEW: Occupational Well-Being, pt. 1

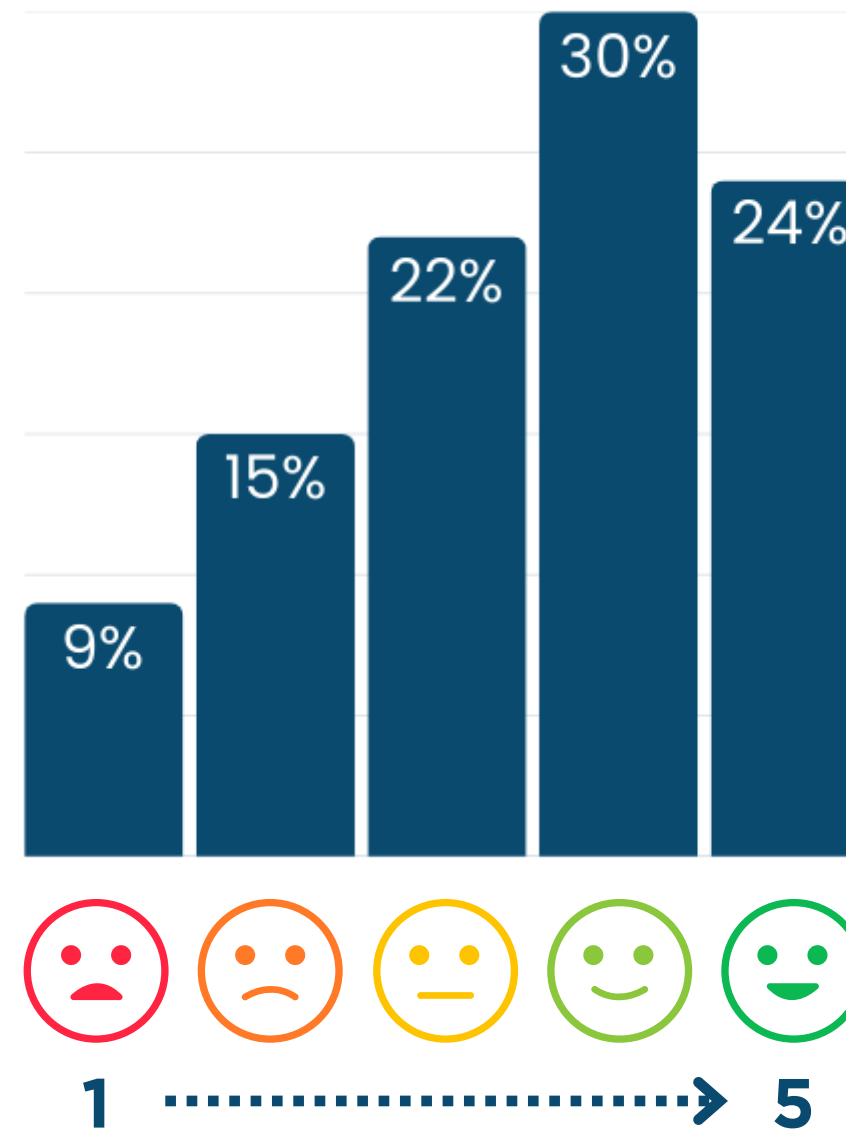
Fulfillment at Work

MCCH Average: **3.71**
Strive Average: 4.02



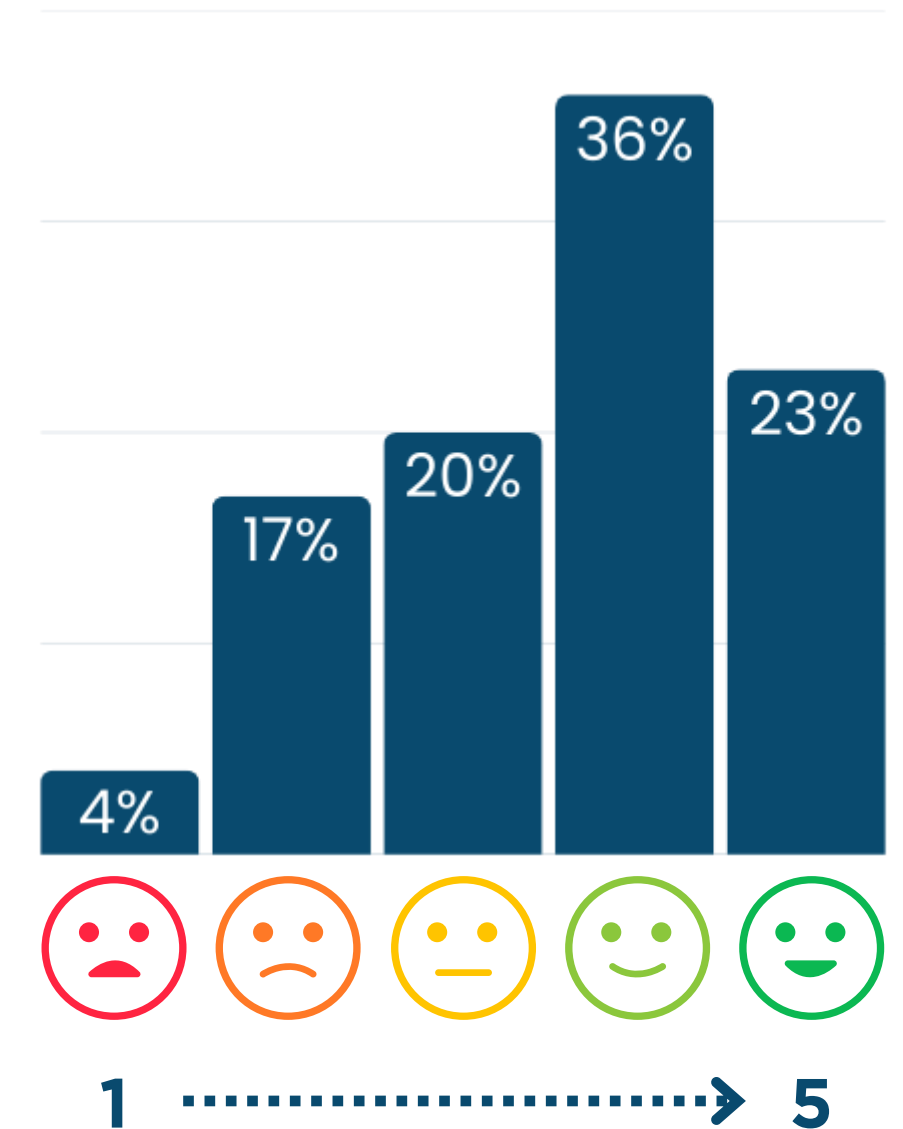
Feeling Valued at Work

MCCH Average: **3.38**
Strive Average: 4.08



Job Satisfaction

MCCH Average: **3.53**
Strive Average: 4.08

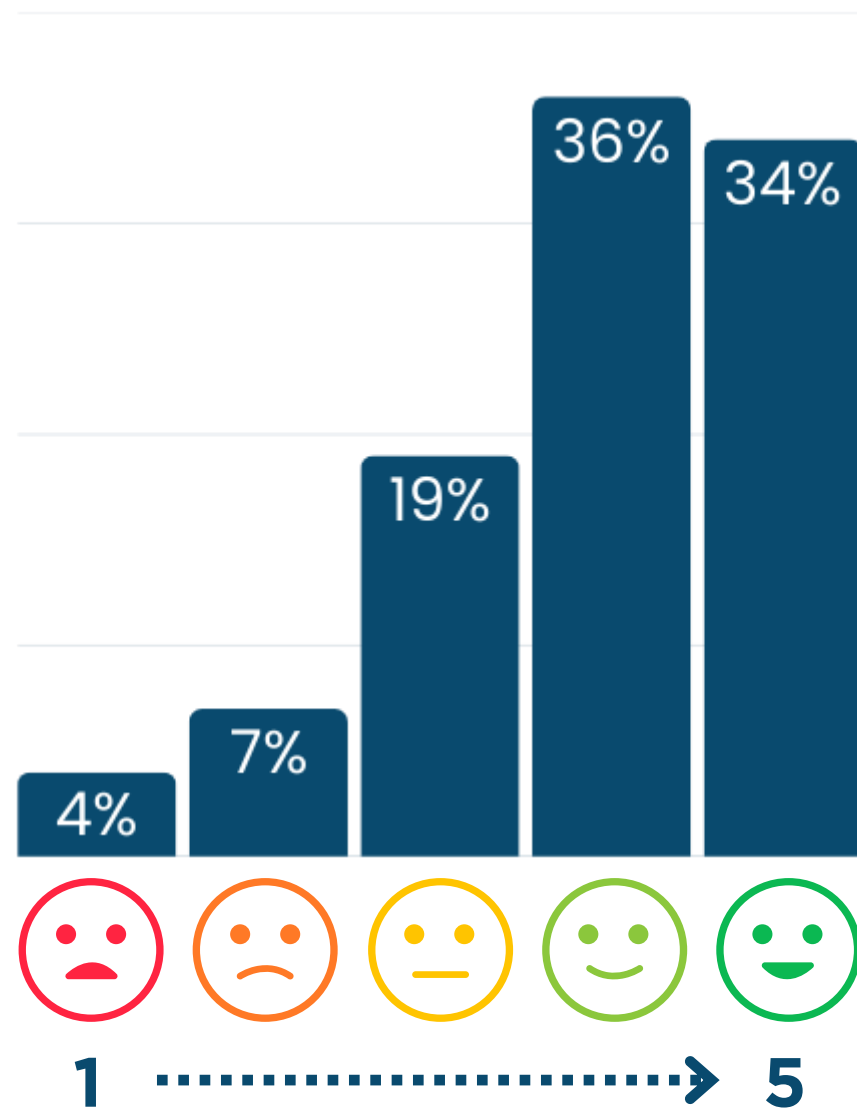


NEW: Occupational Well-Being, pt.2



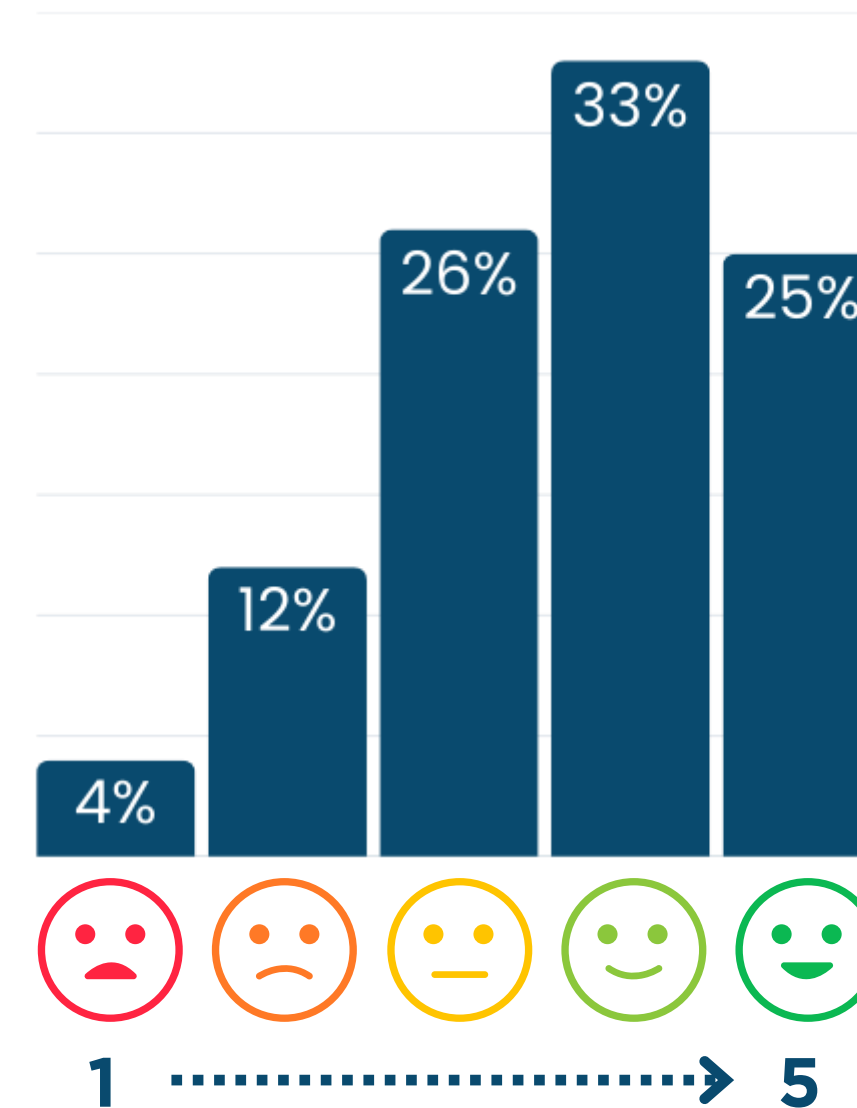
My Work is Meaningful to Me

MCCH Average: **3.88**
Strive Average: 4.00



My Employer Provides Well-Being Tools & Resources

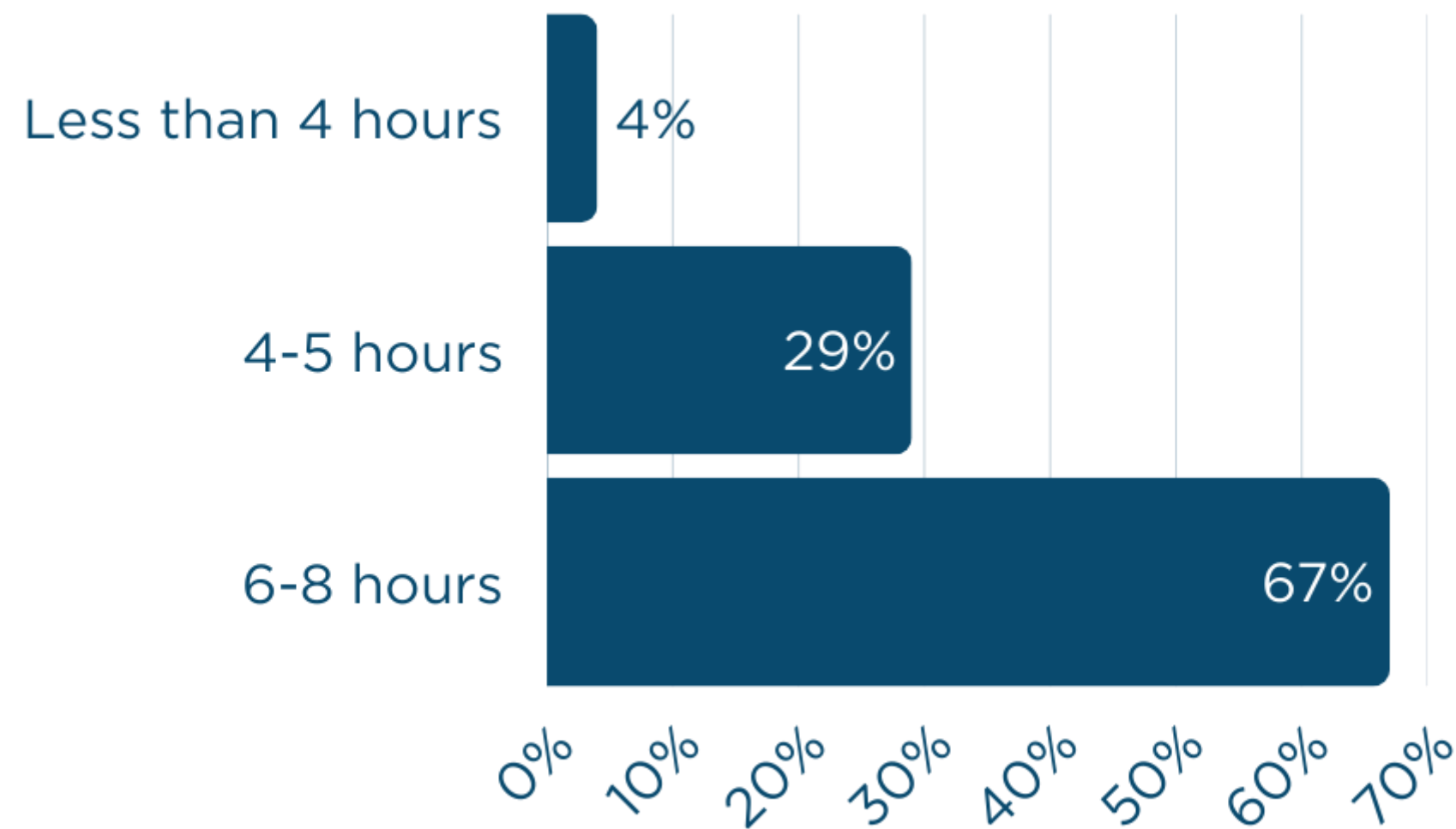
MCCH Average: **3.62**
Strive Average: 4.00



Sleep Habits

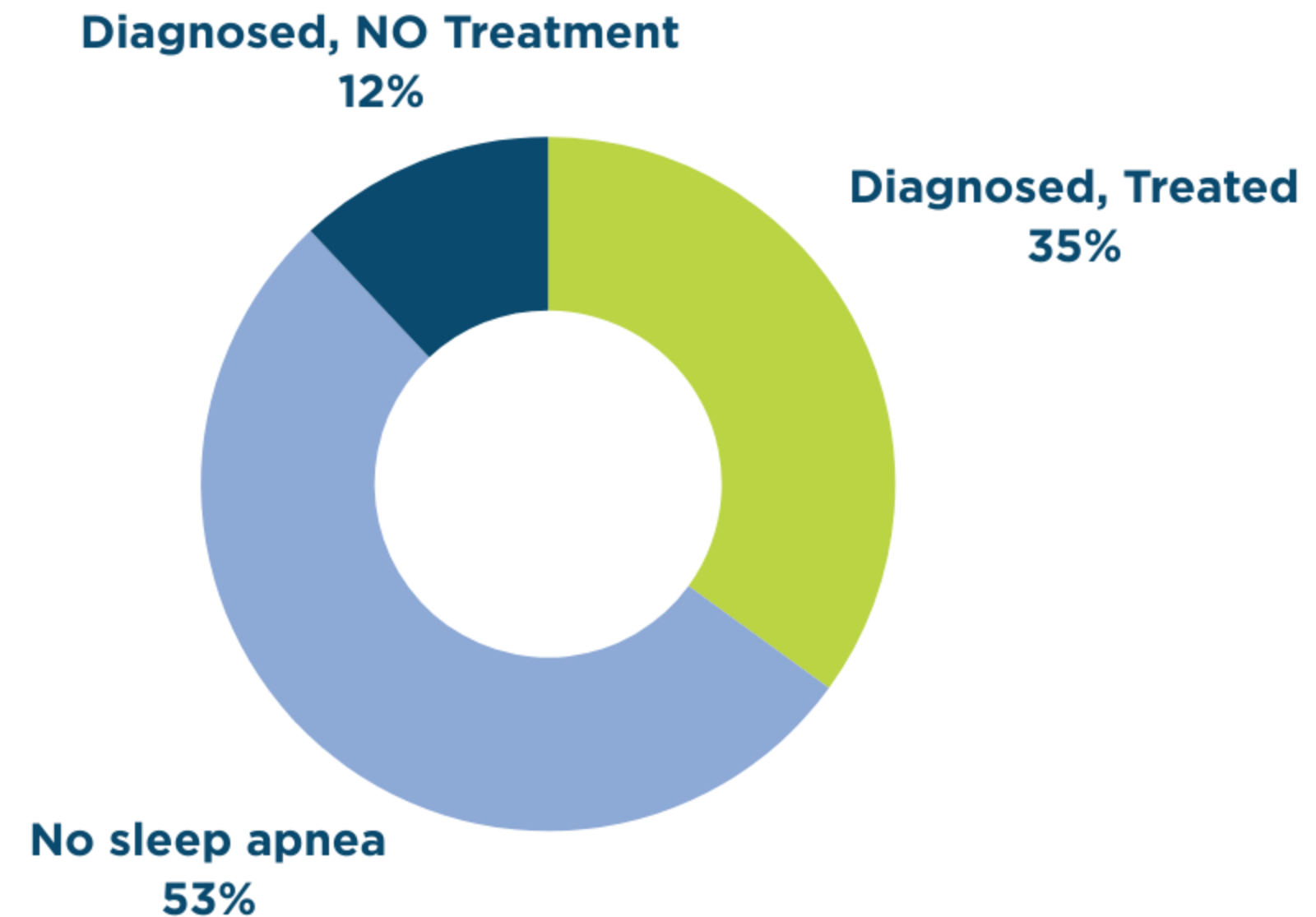


Hours of Sleep per Night



*Self-
Reported*

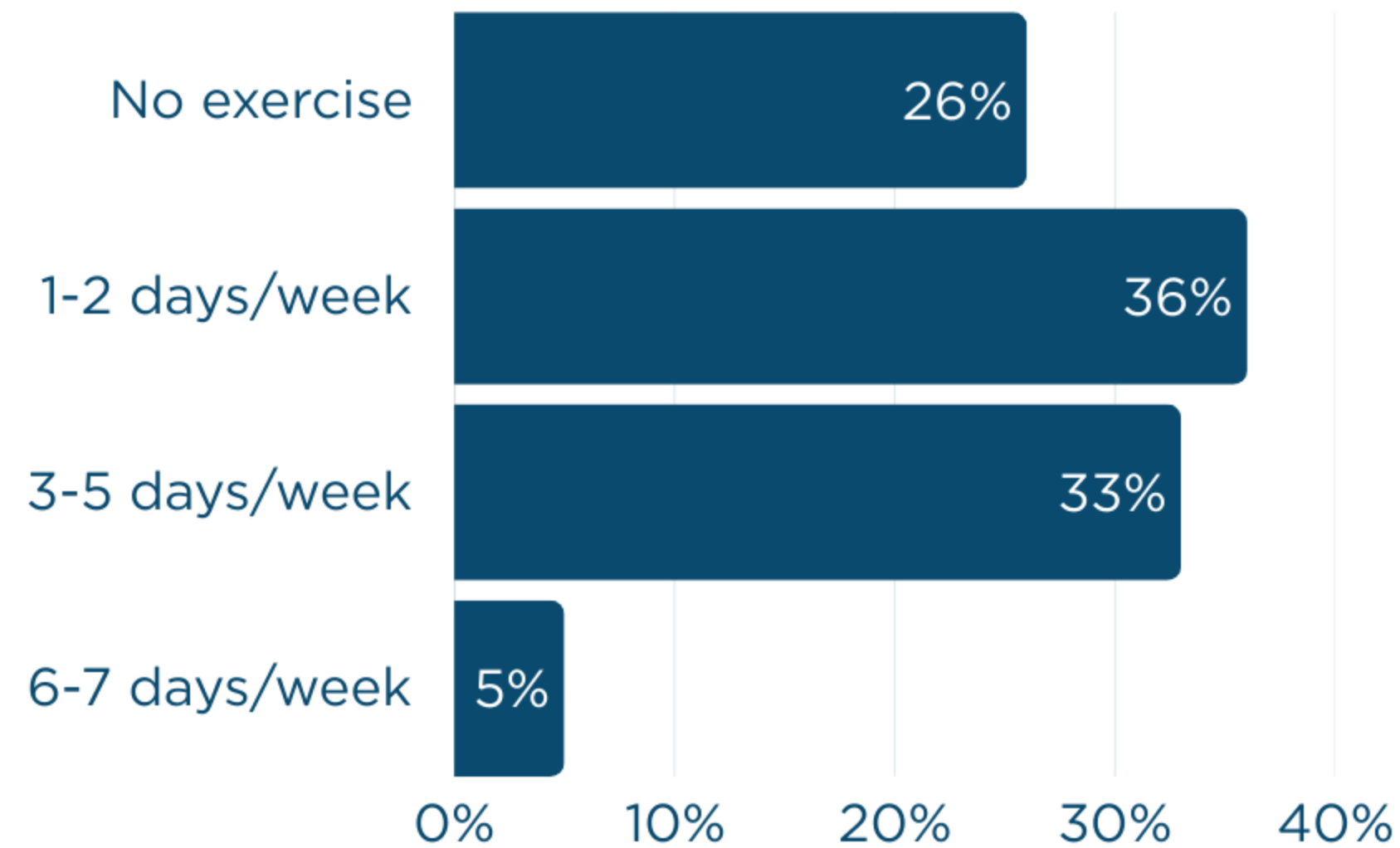
Sleep Apnea





Body Composition

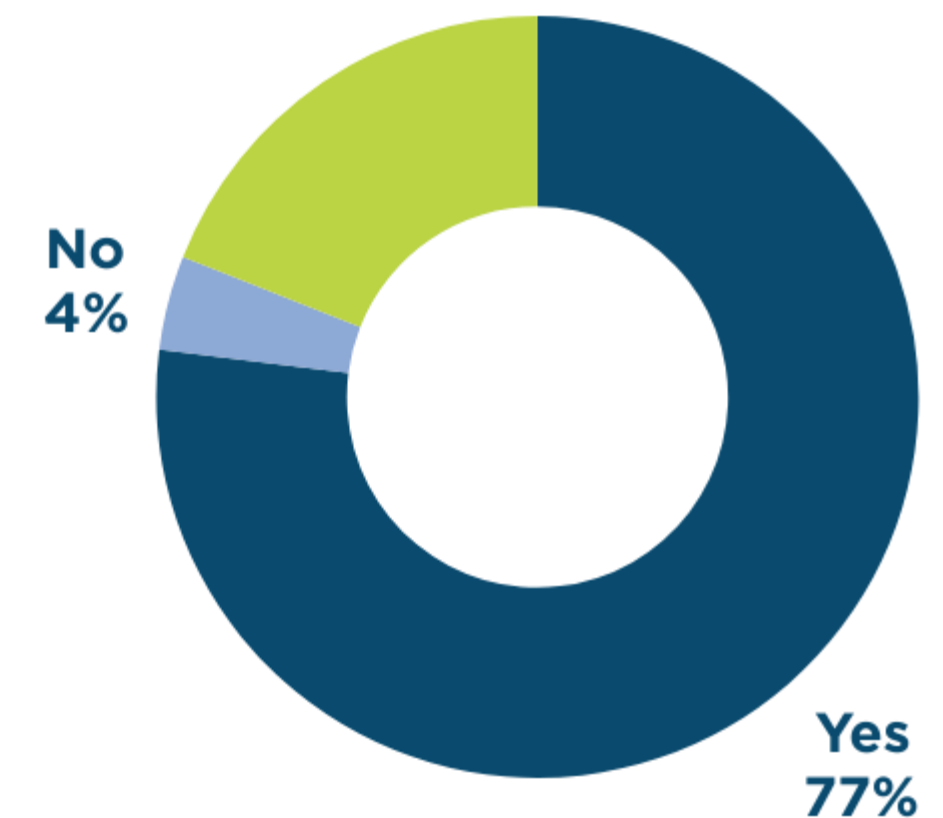
Exercise Habits



*Self-
Reported*

Interested in Losing Weight

Maintain Healthy Weight
19%

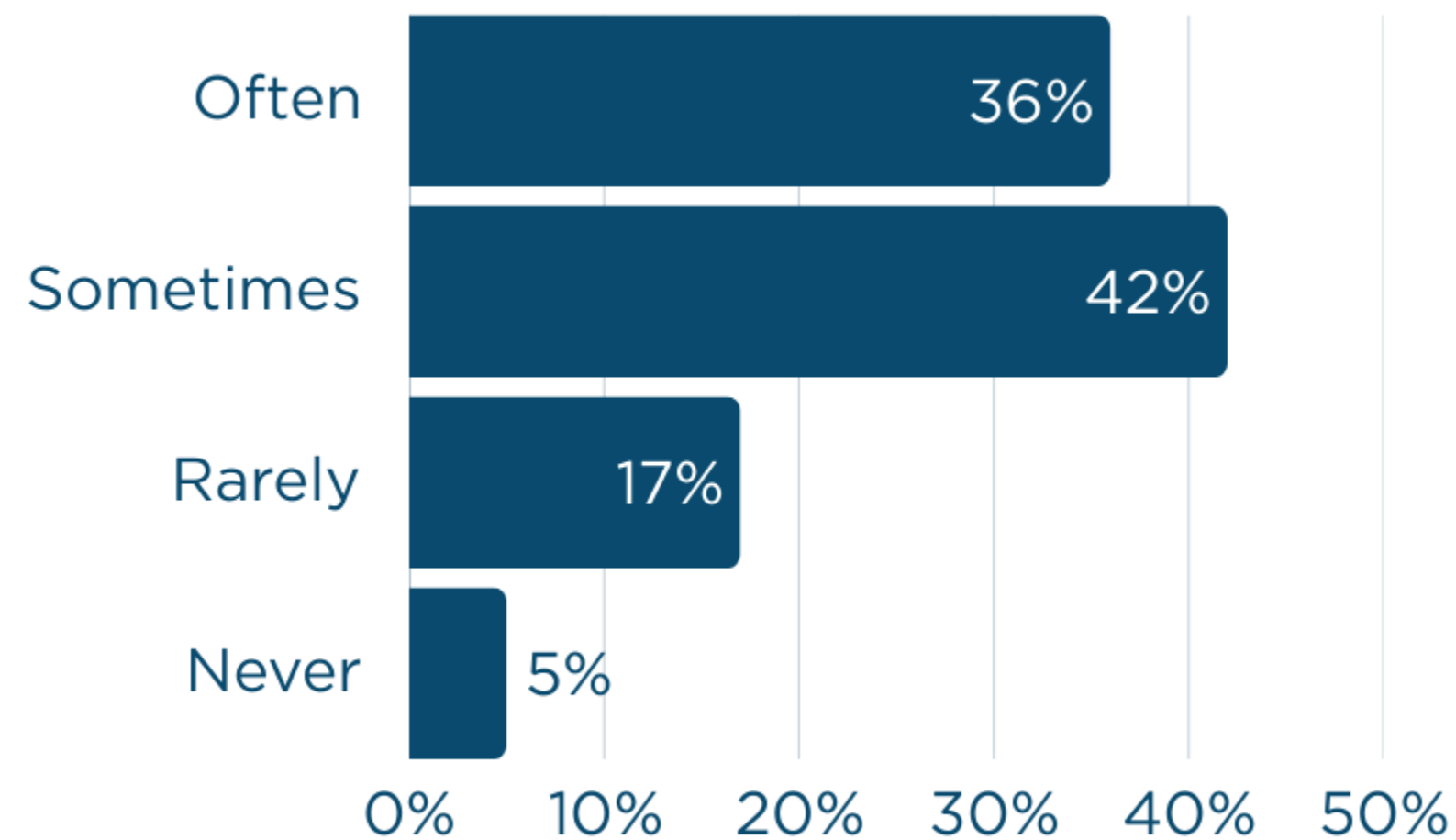


*Self-
Reported*

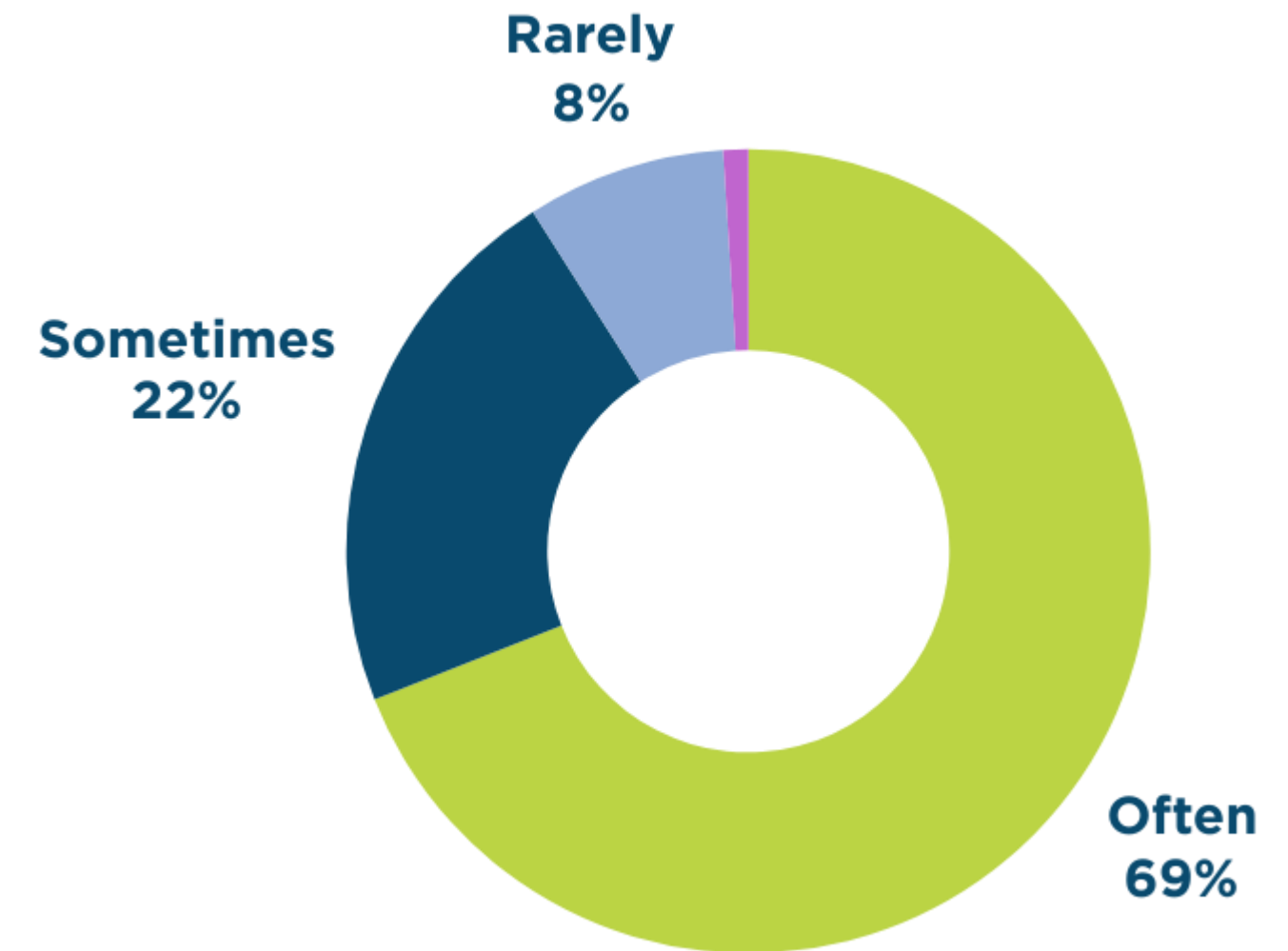


Nutritional Habits

Balanced Meals



*Self-
Reported*



Choose Water Over Sugary Beverages



Top Risk Factors



BODY COMPOSITION

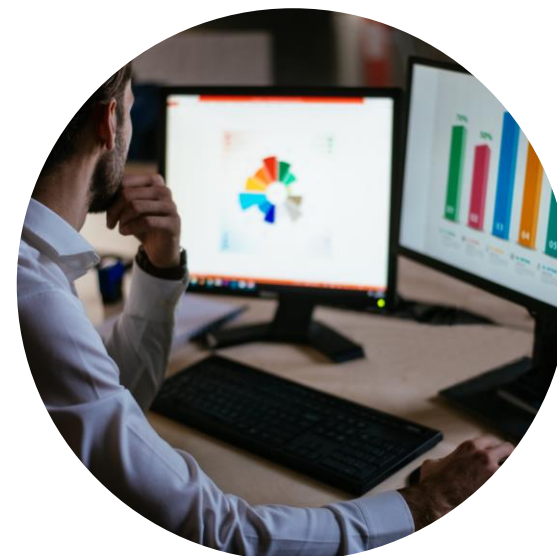


**CARDIOVASCULAR
HEALTH**



**OCCUPATIONAL
WELL-BEING**

Program Engagement





Portal Participation Metrics

Metric	Q1	Q2	Q3	Q4	2024	2023	2022
Active Users <i># of unique users</i>	74	62	60	92	154	124	246
% of Census Active <i># of unique users/census</i>	5%	4%	4%	7%	11%	7%	15%
Total Points Tracked	3,845	5,925	4,670	7,750	22,190	12,300	18,260
Average Points per Active User <i>total points tracked/active users</i>	52	96	78	84	144	99	74
Health Risk Assessments Completed	67	23	22	30	138	124	246
Health Hub Views	8	12	6	15	41	38	29



Aspire 2024 Programming Goals



Points Earned

Goal: 20,000 Points

2022 - 18,260

2023 - 12,300

2024 - 22,190

110% to goal

Total points increased significantly from 2023 and surpassed the 2022 total.



HRA Participation

Goal: 250 Completions

2022 - 246 (17%)

2023 - 124 (9%)

2024 - 138 (10%)

55% to goal

HRA completion remained similar to 2023.



Challenge Participation

Goal: 100 Participants

2022 - 63

2023 - 30

2024 - 143

143% to goal

Total challenge participation increased in 2024.



Well-Visit Utilization

Goal: 50% of Employees

2022 - 40%

2023 - 42%

2024 - 46%

92% to goal

Well-visit utilization increased 4% from 2023 & 6% from 2022.



Aspire 2025 Programming Goals

Points Earned

Goal: 25,000 Points

2022 - 18,260

2023 - 12,300

2024 - 22,190

2025 Goal - 25,000

Increase total points earned by 2,810 points from 2024.

HRA Participation

Goal: 20% of Census

2022 - 246 (17%)

2023 - 124 (9%)

2024 - 138 (10%)

2025 Goal - 20%

Increase HRA completion by 10%, reaching 20% of eligible census.

Well-Visit Utilization

Goal: 50% of Employees

2022 - 40%

2023 - 42%

2024 - 46%

2025 Goal - 50%

Increase well-visit utilization among employees by 4%.



2025 Goals and Strategies

Goals	Strategies	Overall Strategies
Employee Engagement		
<ul style="list-style-type: none">• Points Earned<ul style="list-style-type: none">◦ 2025 Goal: 25,000 Total Points	<ul style="list-style-type: none">• Wellness portal update: improve user experience• Portal walk-through video for BOH screen• Continued challenge and presentation marketing materials• Elicit Aspire Testimonials	<ul style="list-style-type: none">• Quarterly on-site presence/Wellness Portal assistance• Coordinate w/health offerings to encourage tracking within portal (Mammovan, NDS, etc.)• Continued presence at annual benefits fair• Implement monthly engagement data reports• Continue Quarterly Pulse Checks• Postcard, wallet card and home mailer• New hire engagement<ul style="list-style-type: none">◦ New hire video◦ Aspire program guide
<ul style="list-style-type: none">• HRA Completion<ul style="list-style-type: none">◦ 2025 Goal: 20% of census	<ul style="list-style-type: none">• Marketing campaign: home mailer, emails, flyers, text, etc.• Frequently updated Aspire testimonials & media for BOH screens	
<ul style="list-style-type: none">• Well-Visit Utilization<ul style="list-style-type: none">◦ 2025 Goal: 50% of census	<ul style="list-style-type: none">• Increased physical marketing materials on-site (posters, brochures, etc.)<ul style="list-style-type: none">◦ “How to find a provider”◦ What to expect at your annual well-visit”• Well-Visit postcard in Q3	

2025 Wellness Plan



Presentations (Recorded)

- Managing Mental Health
- Health Benefits of a Good Night's Sleep

Challenges

- Cancer Awareness
 - 40 participants
- Strive Corporate Challenge
- Hydration Station
- Disconnect & Reconnect

Additional Offerings

- 12 Monthly Webinars
- 12 Monthly Newsletters
- 12 Custom Monthly Communications
- Home Mailer
- On-site Quarterly Visits

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?

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 743-929-6587

 emma.lough@kapnick.com

