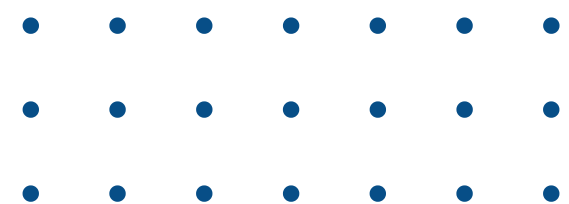




# Executive Review

2024



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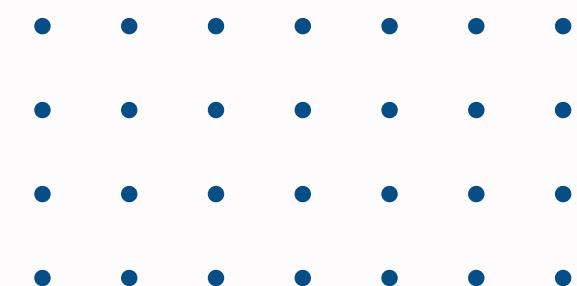
slide 10-22

## 5. Engagement Analysis

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## 6. Additional Offerings

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# 2024 Wellness Events



## Presentations

- Find Your Motivation
- The Healthy Traveler
- Navigating Fad Diets

## Challenges

- Be Kind For Your Mind
  - 3 participants
- Going For Growth
  - 1 team participant
- Strive Corporate Challenge
  - 5 participants
- Around the World
  - 5 participants
- Nutrition 101
  - 3 participants



## Reward Points Raffles

- 1 Quarterly Winner drawn to receive \$75 gift card
- 1 Annual Winner drawn to receive \$25 gift card for HRA Completion
- 1 Annual Winner drawn for grand prize of \$150 gift card

## Additional Offerings

- 12 Monthly Webinars
- 12 Monthly Newsletters
- 12 Custom Monthly Communications
- Health Hub

## 4 Meditation Moments



# How to Earn Quarterly Reward

Wellness Activity	Points Earned	Examples
Complete annual well-visit	500 points	
Complete a preventative exam	200 points each, max 1200	→ Mammograms, dental exams, eye exams, OBGYN exams, etc.
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	
Complete an online Strive challenge	200 points each, max 1000	→ 5Ks, triathlons and marathons, volunteering, going to a financial wellness class/advisor, working with a therapist, etc.
Submit a well-being activity	100 points each, max 800	

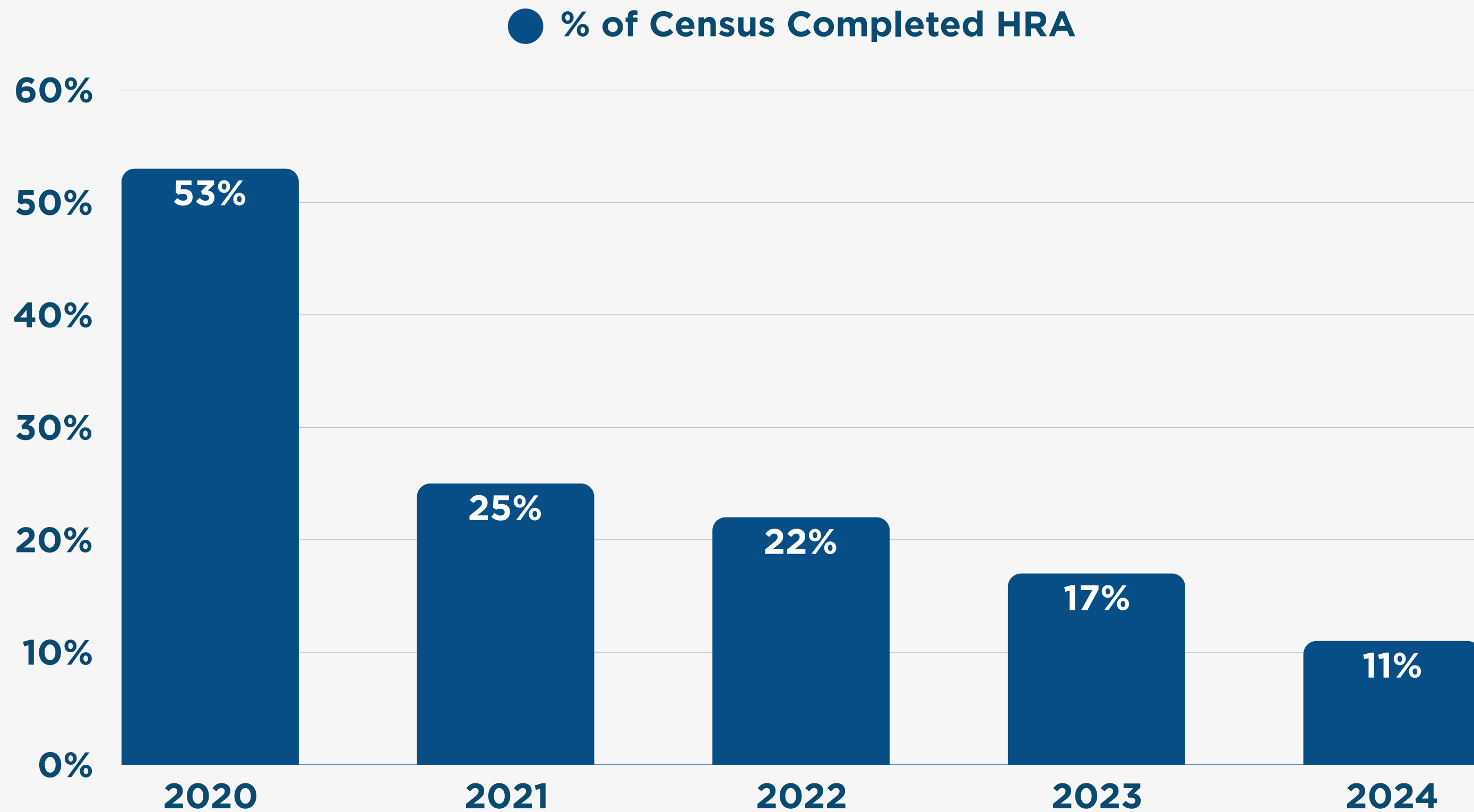




# Participation Metrics

Metric	Q1	Q2	Q3	Q4	2024	2023	2025 Q1	2025 Q2 (As of 6/10)
Active Users	16	28	9	8	36	56	5	15
Health Risk Assessments Completed	15	12	4	5	36	44	5	10
% of Census Active <i># of unique users/census</i>	6%	9%	7%	3%	11%	22%	2%	6%
Total Points Tracked	9,596	9,773	4,402	2,551	26,490	38,099	3,163	8,305
Average Points per Active User <i>total points tracked/active users</i>	640	444	490	319	735	680	633	553
Health Hub Views	13	0	3	2	18	33	1	4

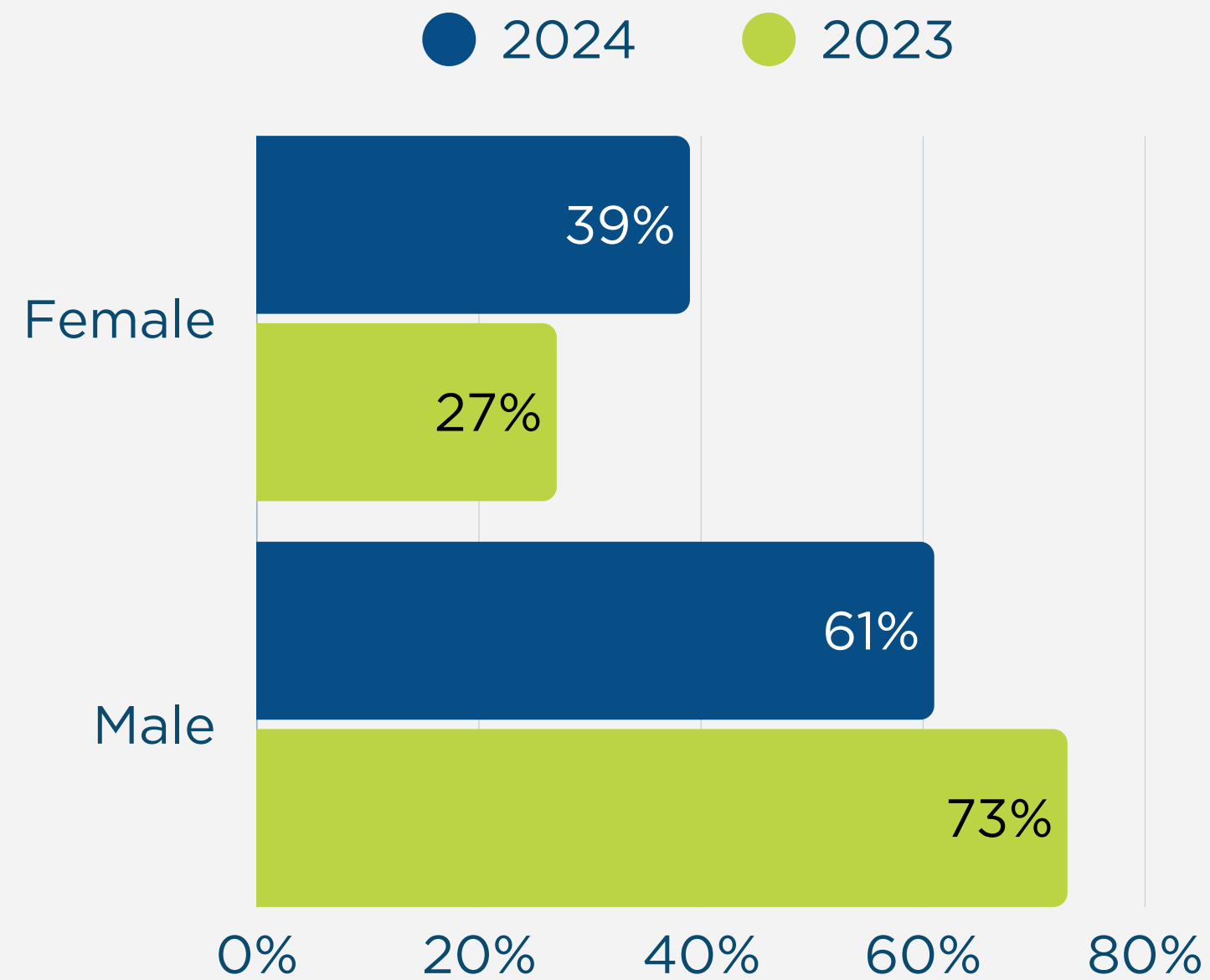
# HRA Participation



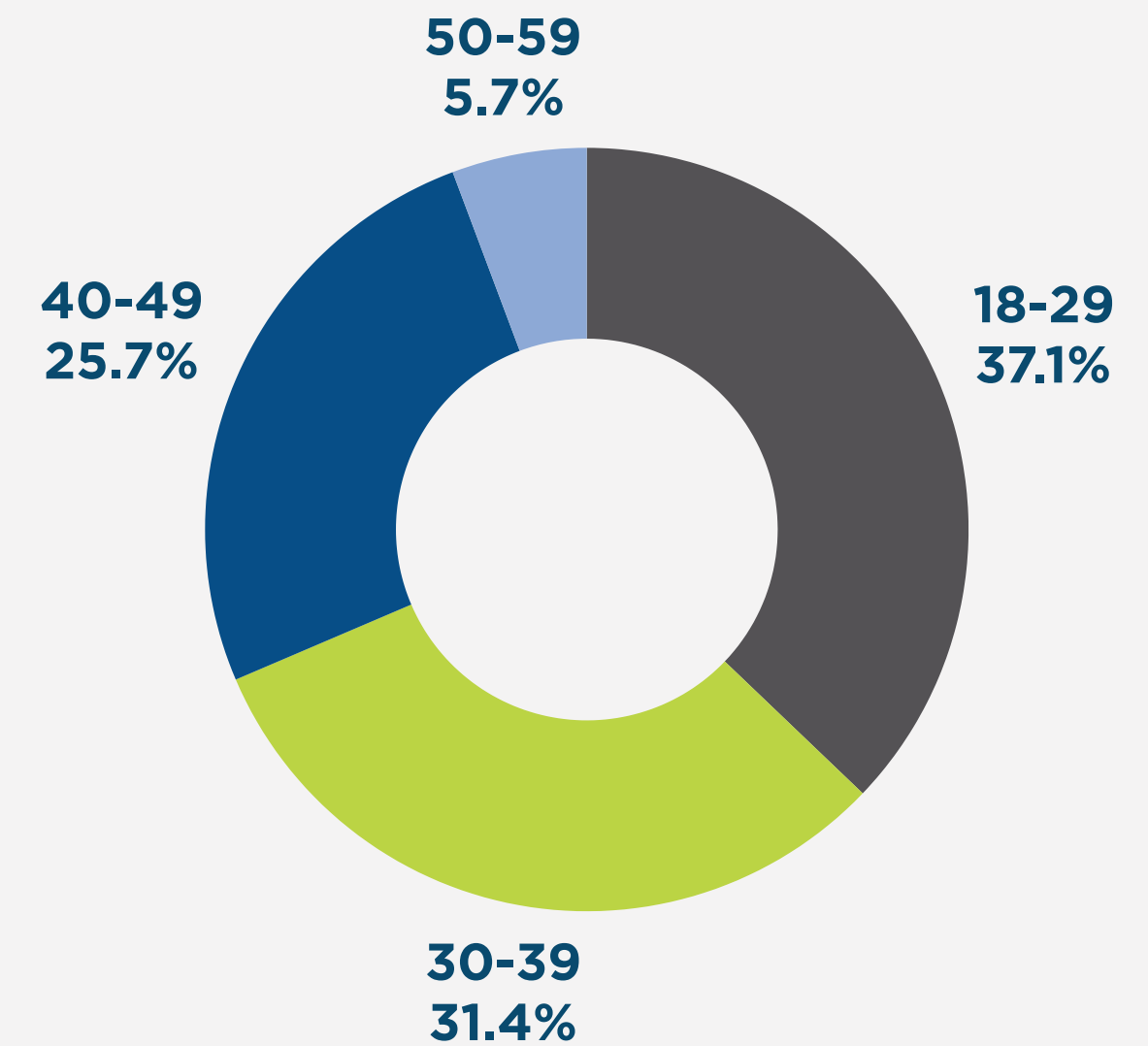
# Demographics



## GENDER

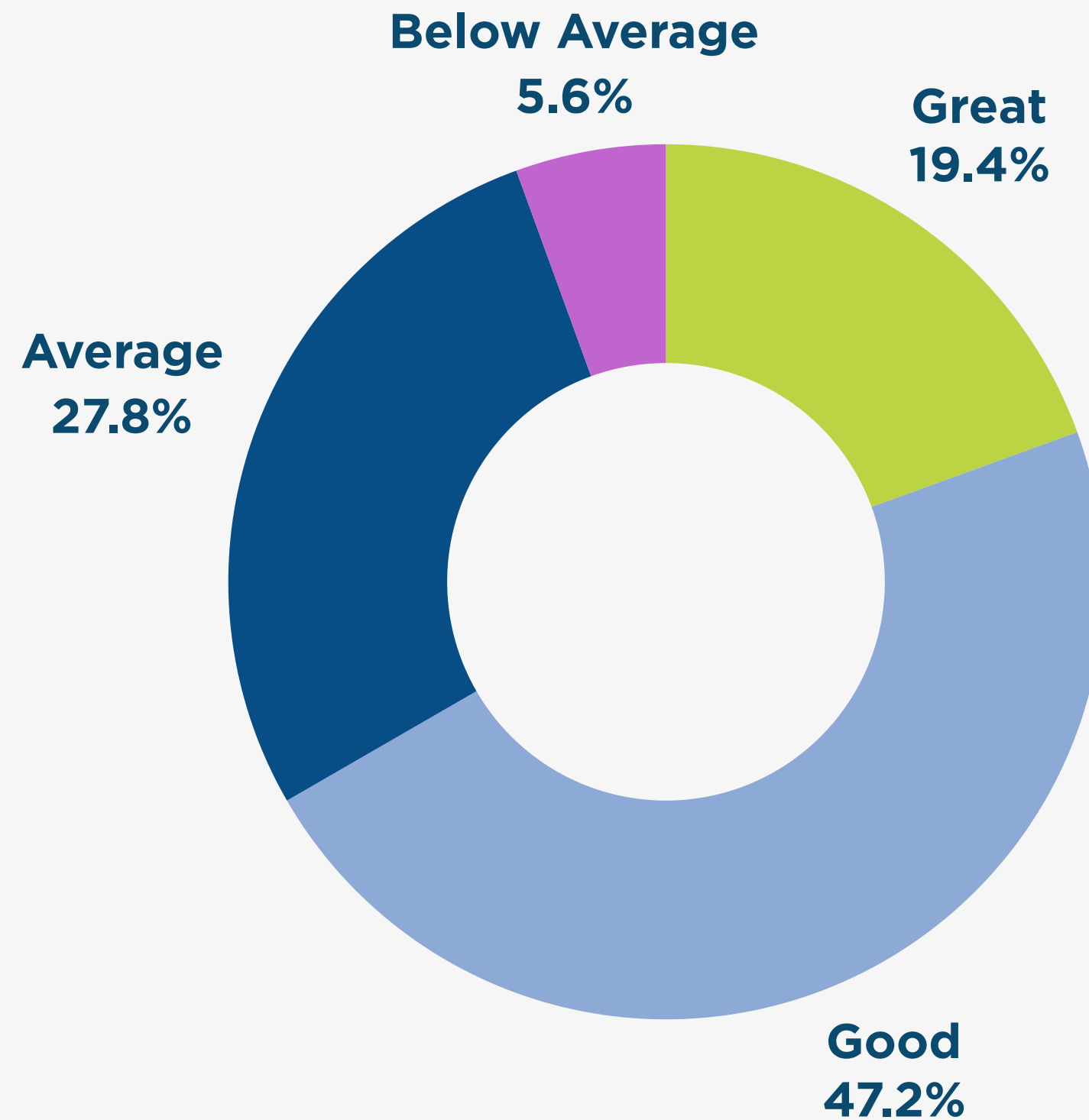


## AGE



AVERAGE AGE: 35

# Self-Perception of Health

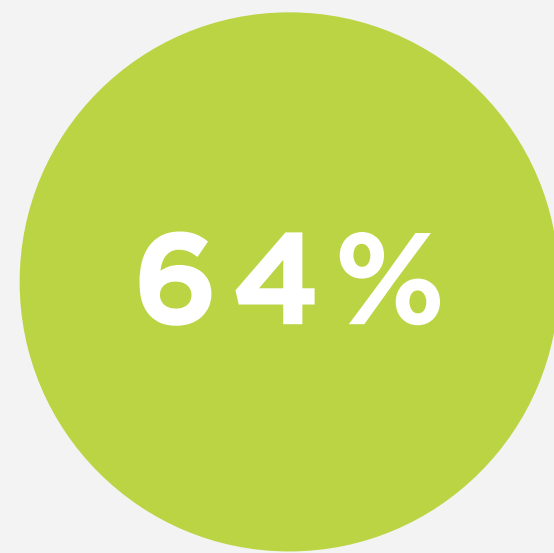


*Self-Reported*

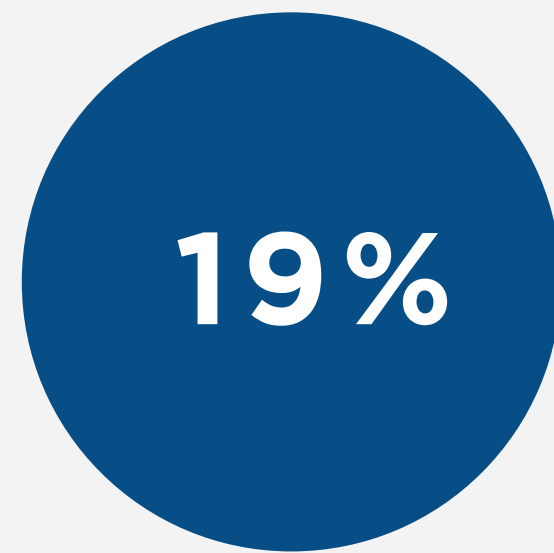
# Annual Physical



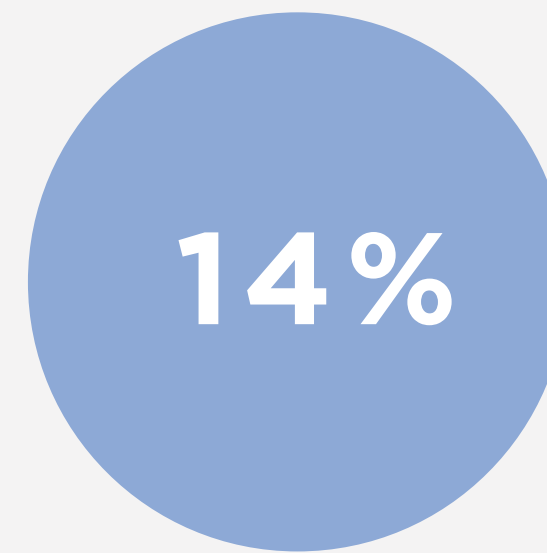
## Last Well-visit with PCP



*<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.

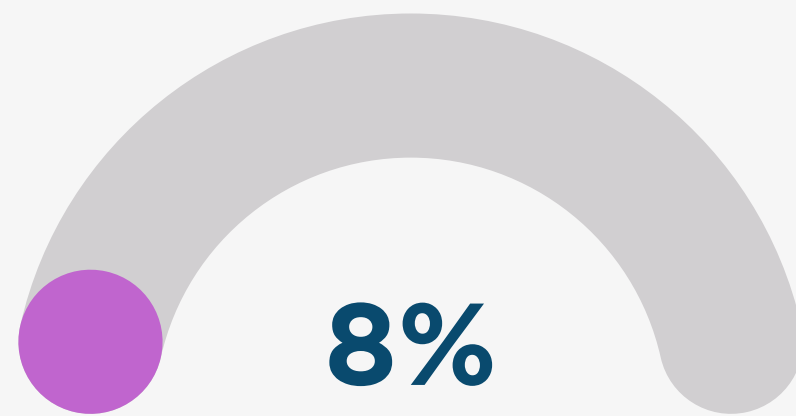
## **Tobacco Use**

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*

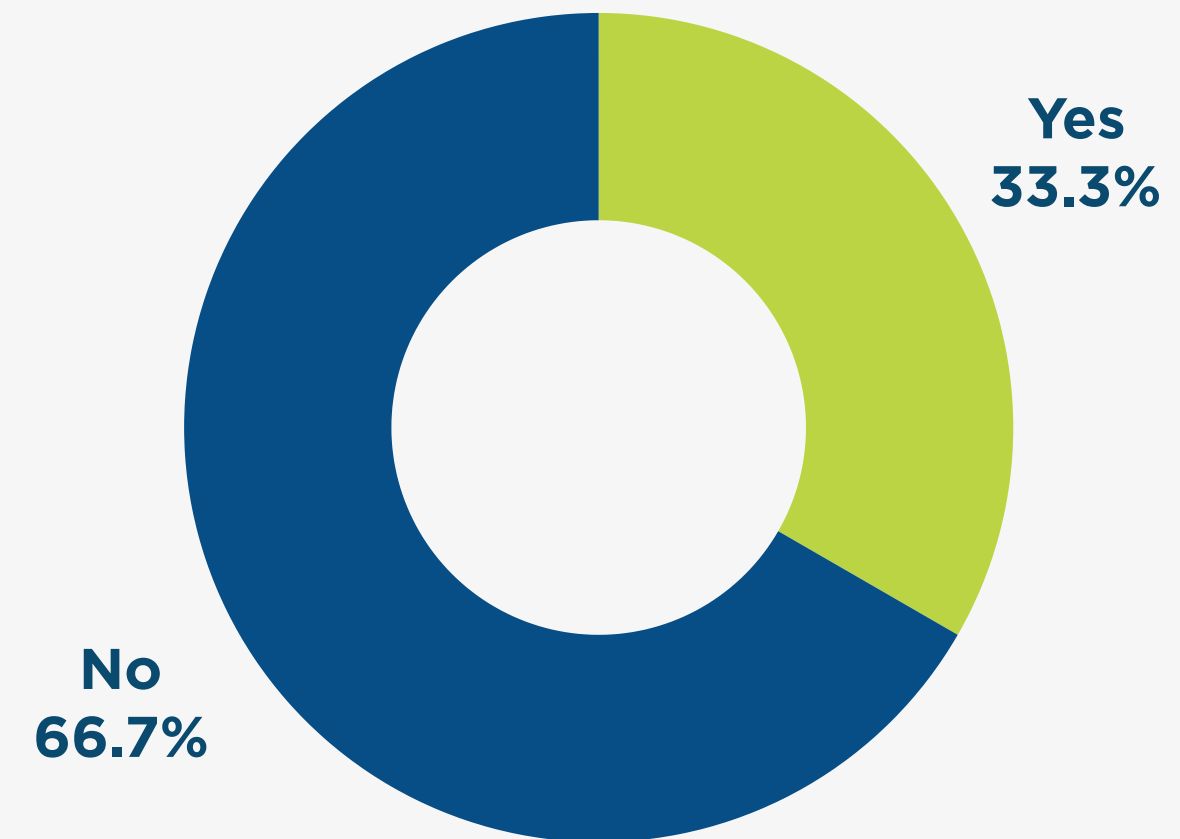
## High Cholesterol



*Reported Yes*

*Self-Reported*

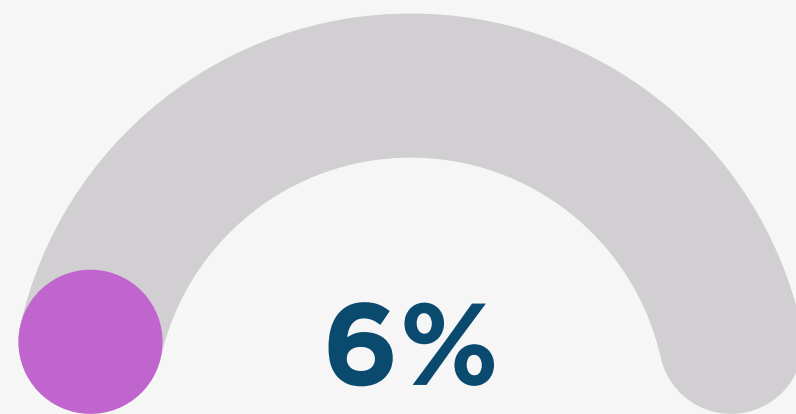
## Diagnosed & Taking Medication





# Heart Health: *Blood Pressure*

## High Blood Pressure



*Reported Yes*

*Self-Reported*

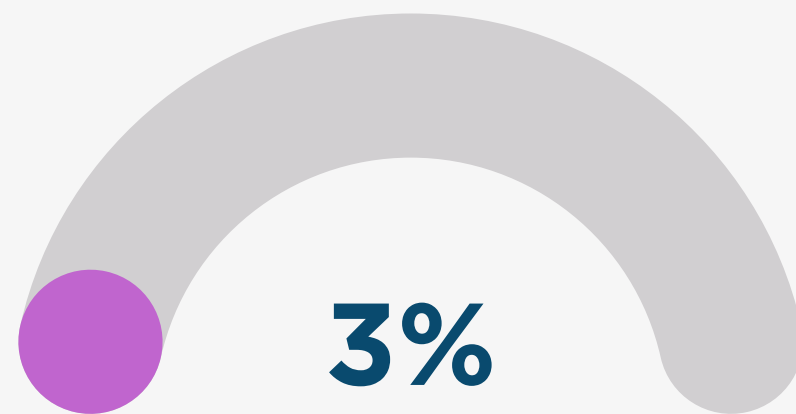
## Diagnosed & Taking Medication





# Metabolic Health: *Diabetes*

## Diabetes



*Reported Yes*

*Self-Reported*

## Diagnosed & Taking Medication



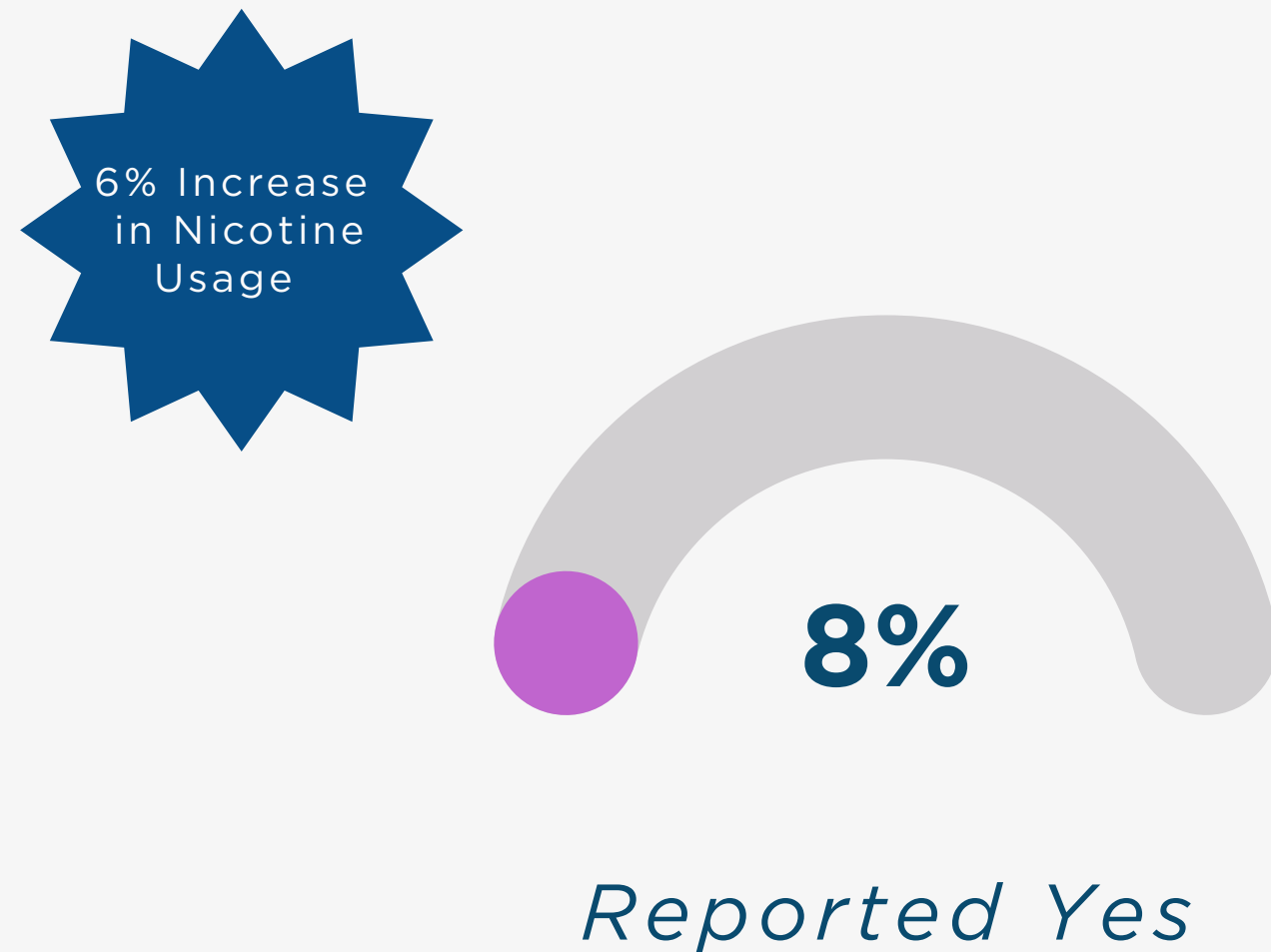
**Yes  
100%**



# Nicotine Use

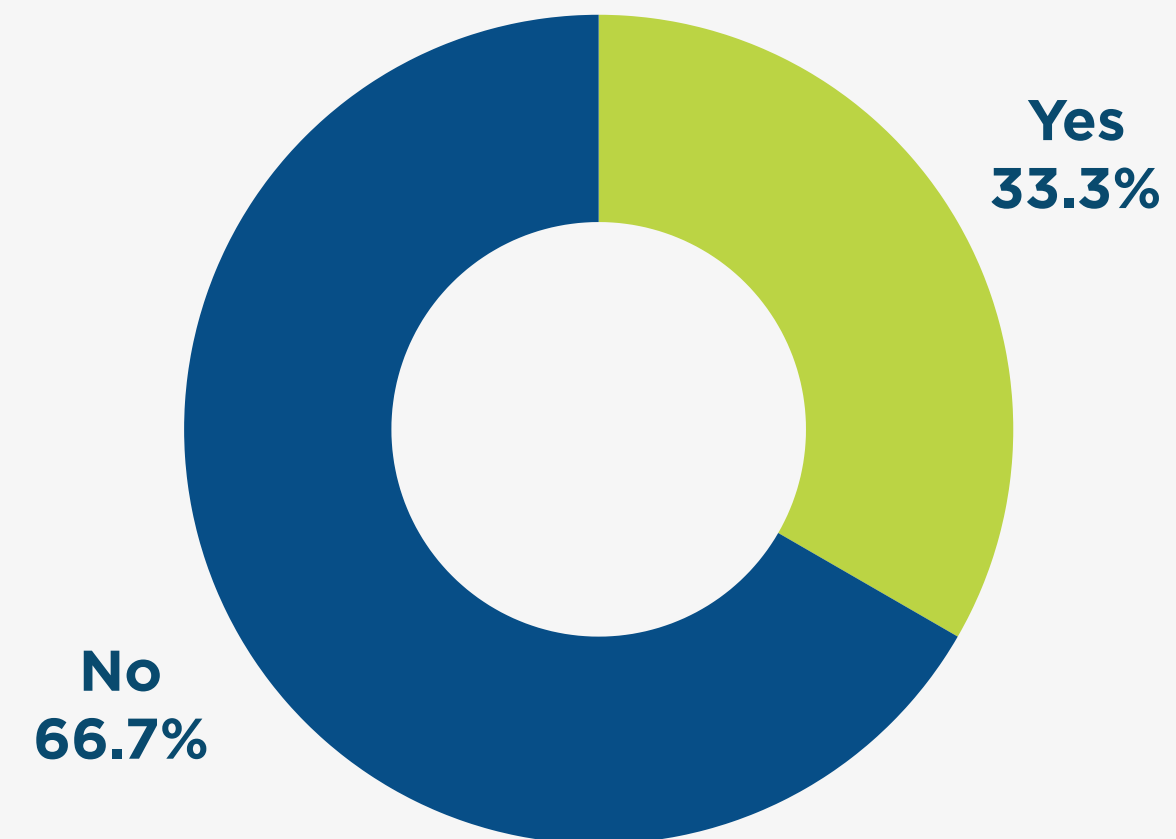


## Use Nicotine



*Self-Reported*

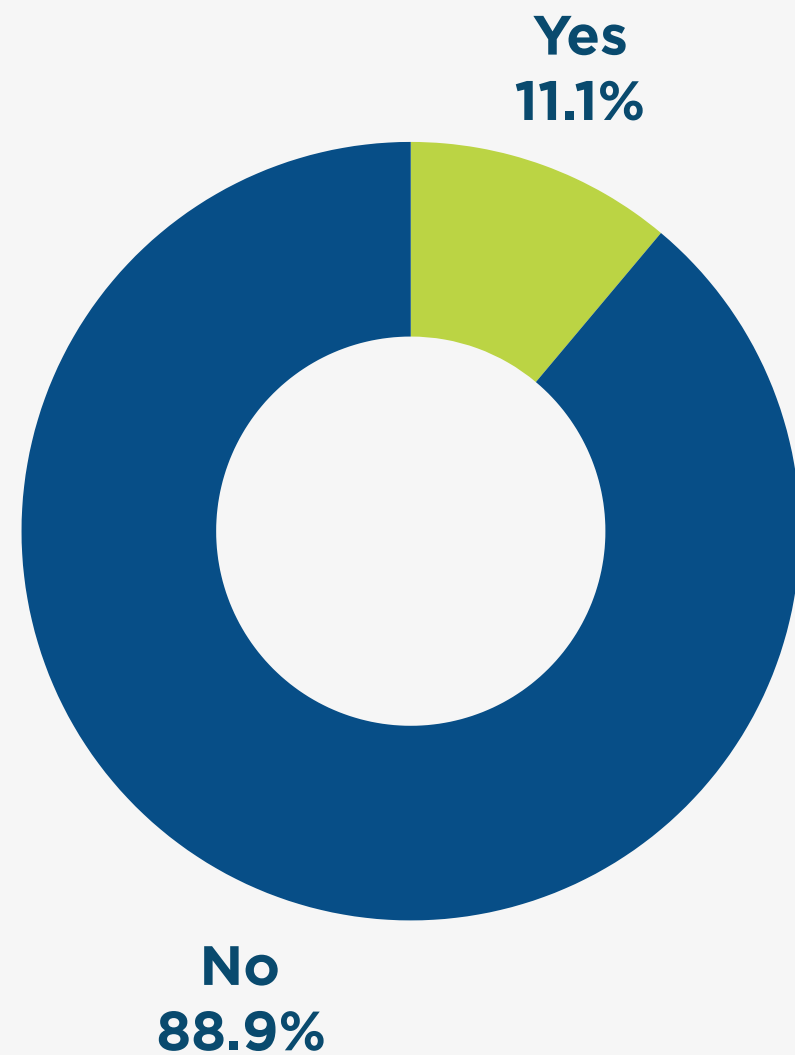
## Interested in Quitting



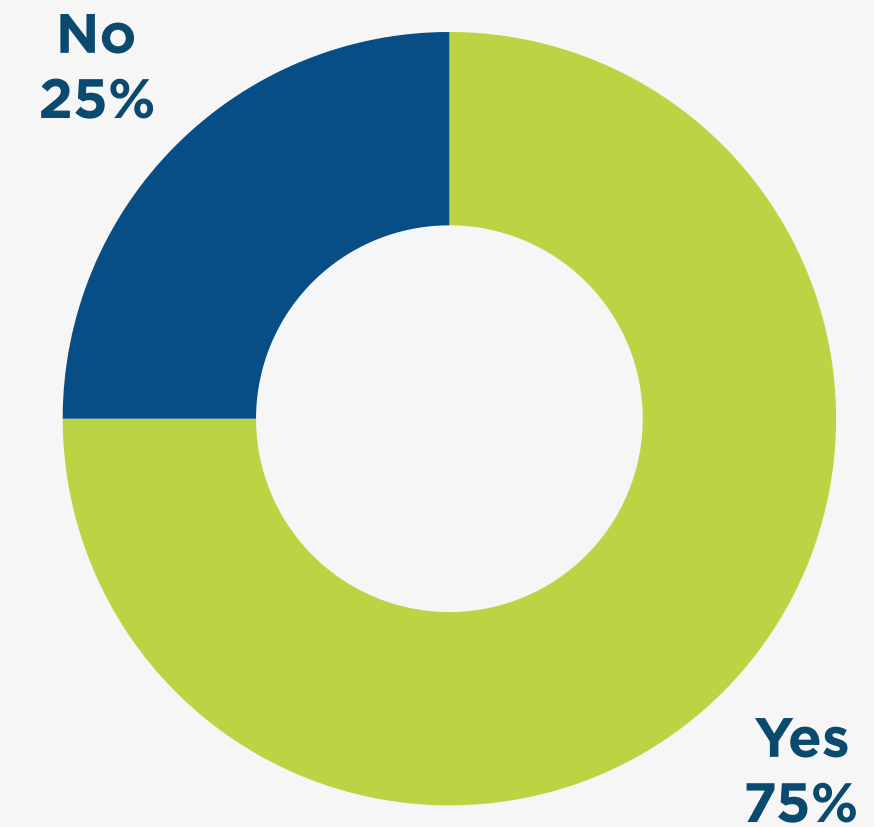
# Mental Health & Well-being



## Anxiety & Depression



## Maintains a Healthy Work-Life Balance



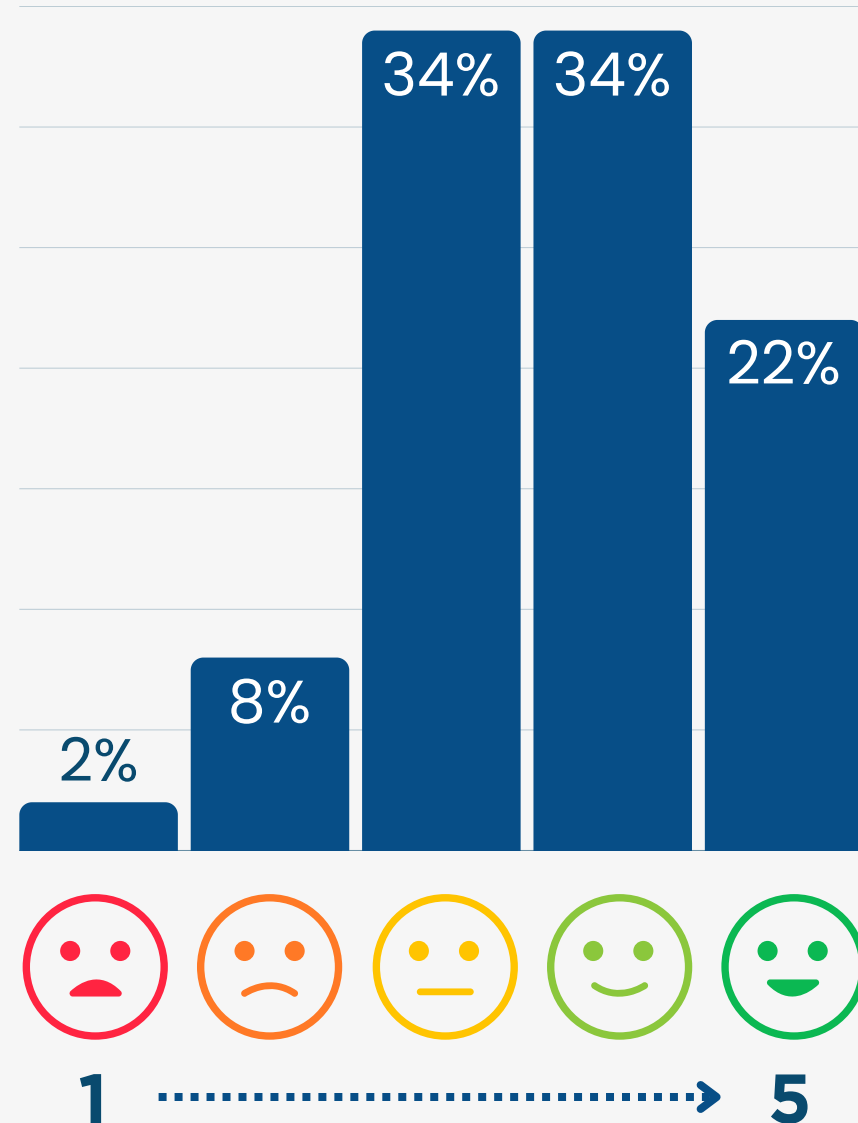
*Self-Reported*



# Occupational Well-Being - Part 1

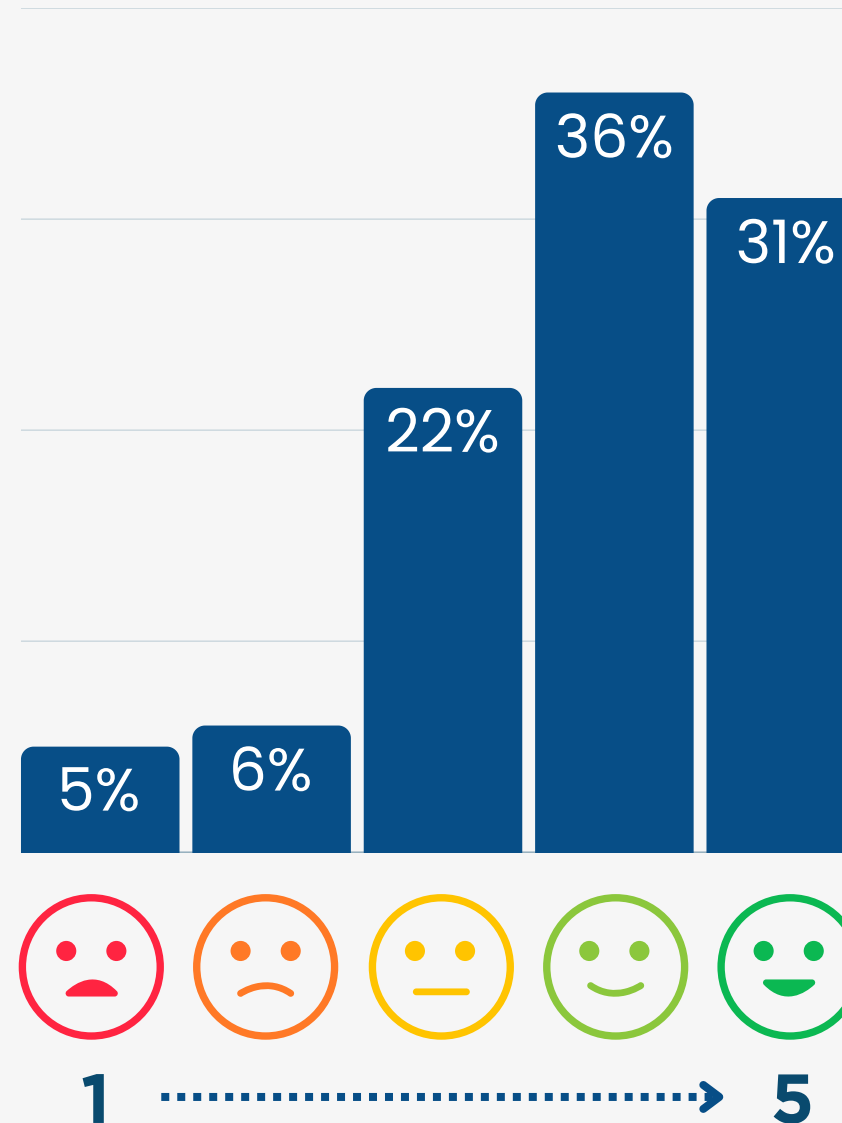
## Fulfillment at Work

Average Score: **3.64**  
Benchmark Average: 3.94



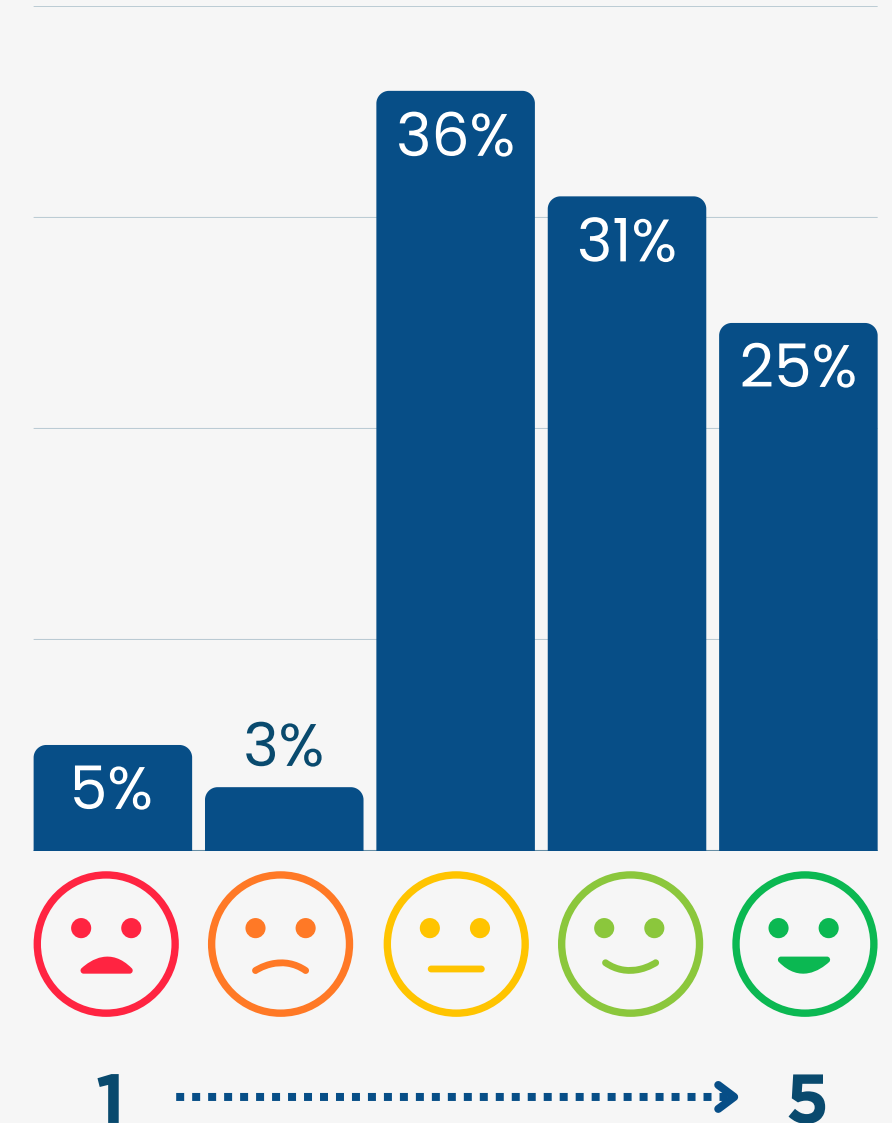
## Feeling Valued at Work

Average Score: **3.81**  
Benchmark Average: 3.88



## Job Satisfaction

Average Score: **3.66**  
Benchmark Average: 3.94



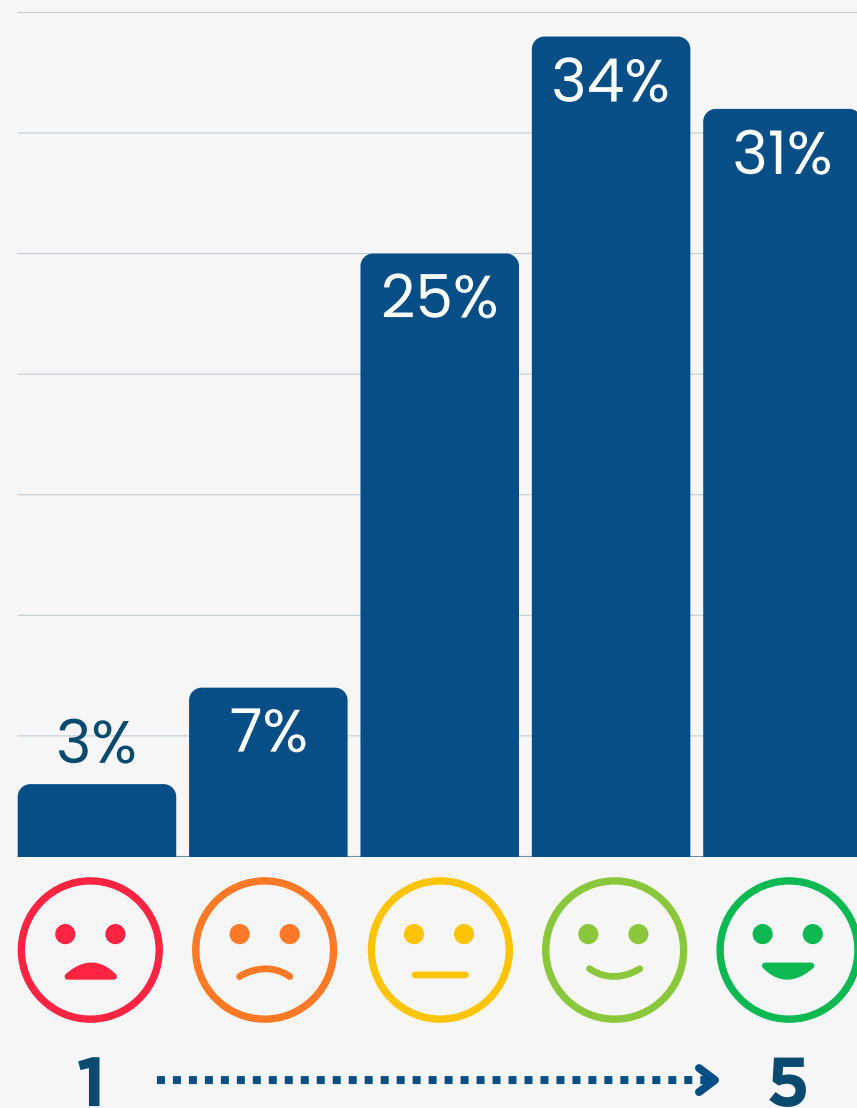
Self-Reported



# Occupational Well-Being - Part 2

## My Work is Meaningful to Me

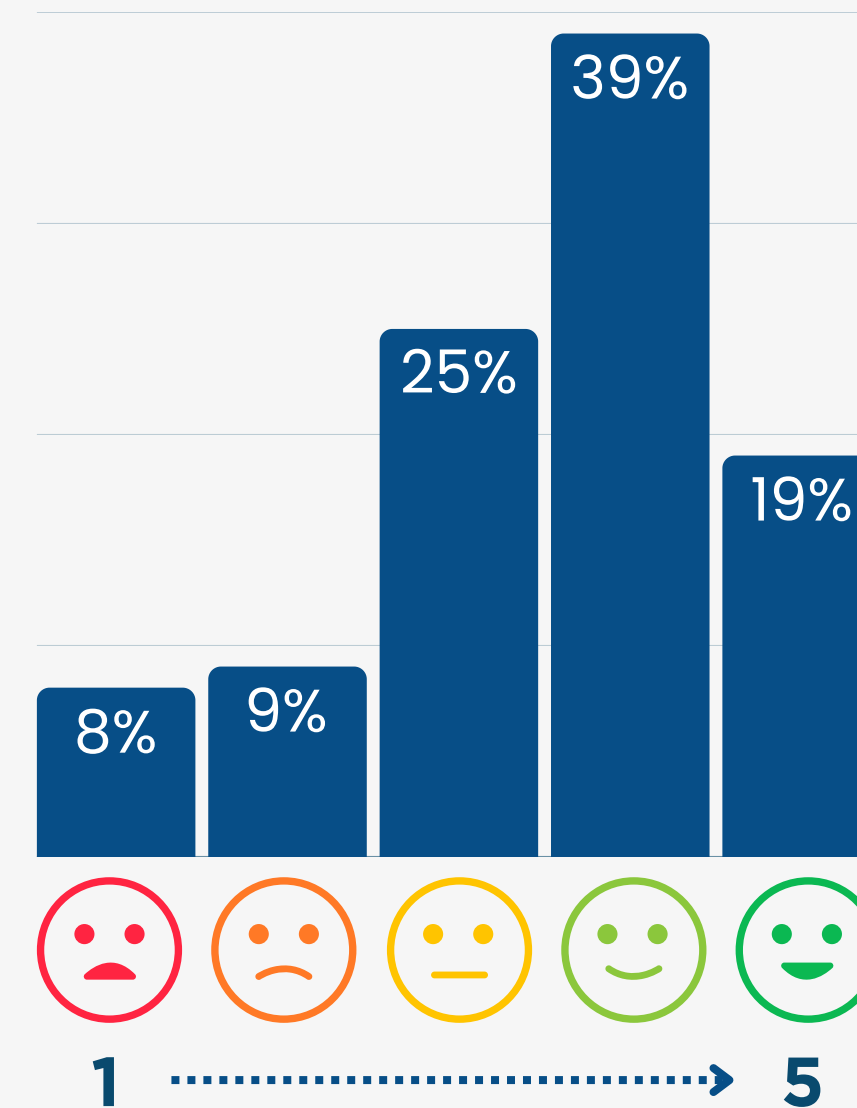
Average Score: **3.81**  
Benchmark Average: 4.08



Self-Reported

## My Employer Provides Well-Being Tools & Resources

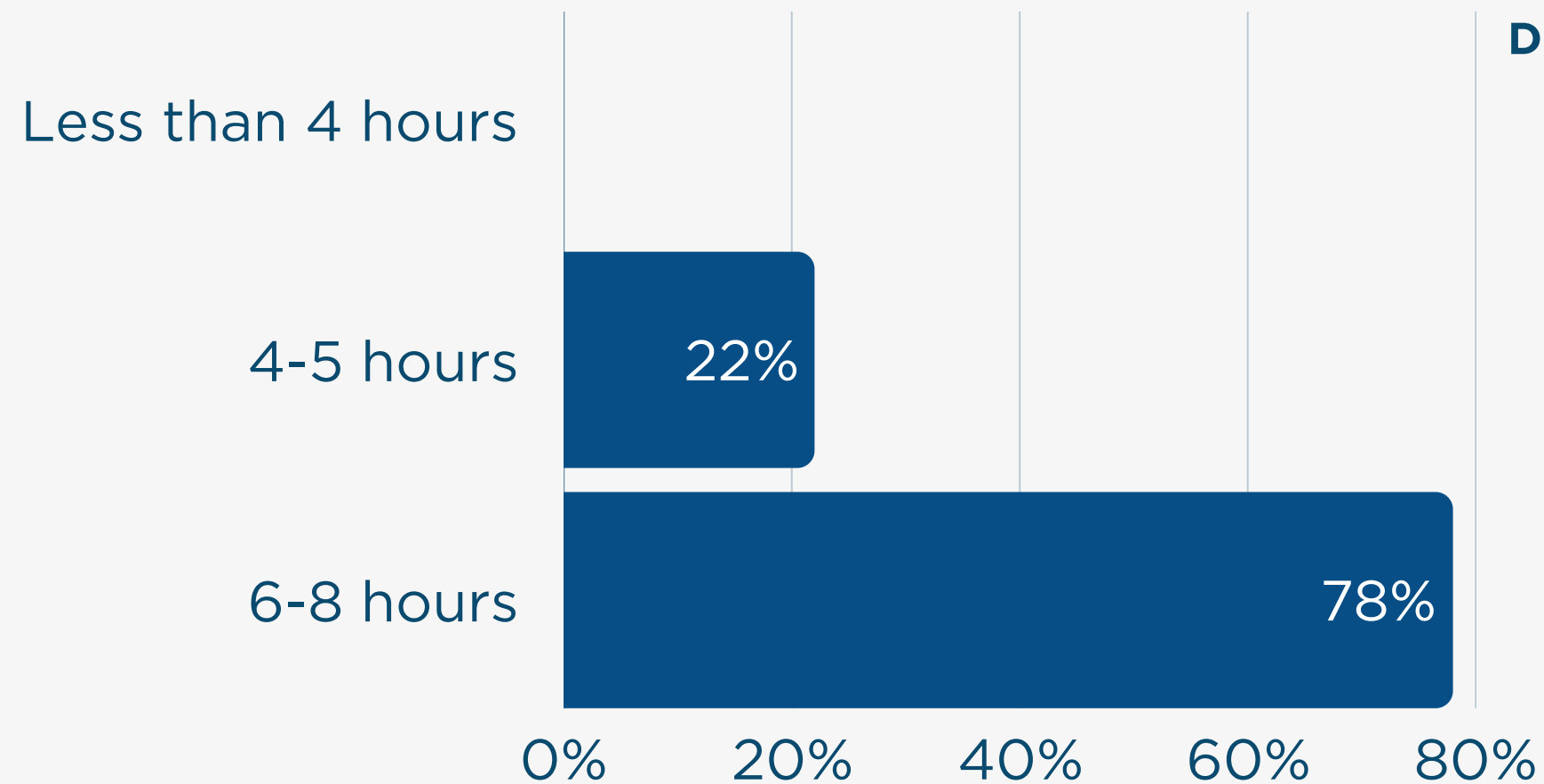
Average Score: **3.53**  
Benchmark Average: 3.99





# Sleep Habits

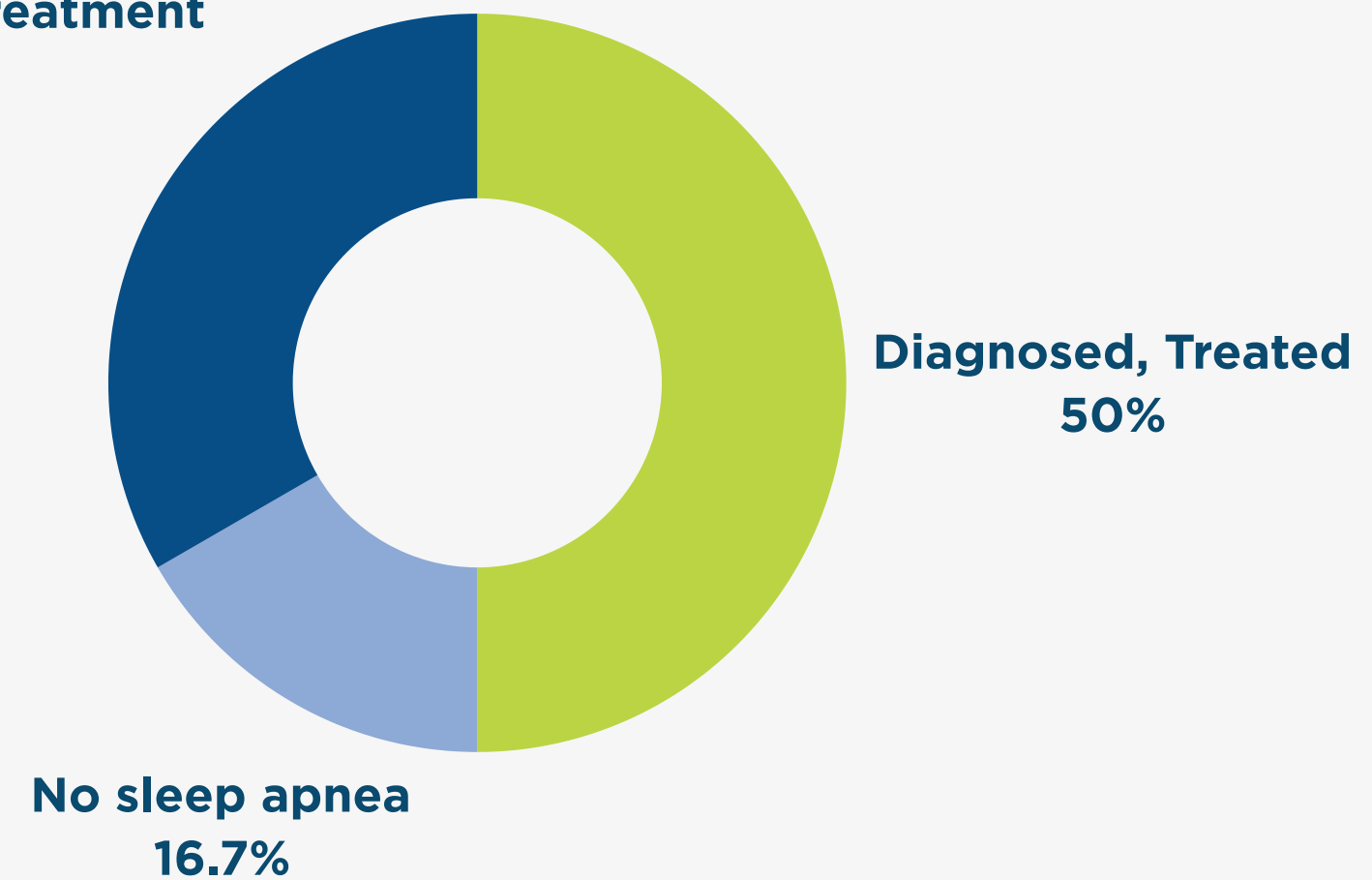
## Hours of Sleep per Night



*Self-Reported*

## Sleep Apnea

Diagnosed, NO Treatment  
33.3%



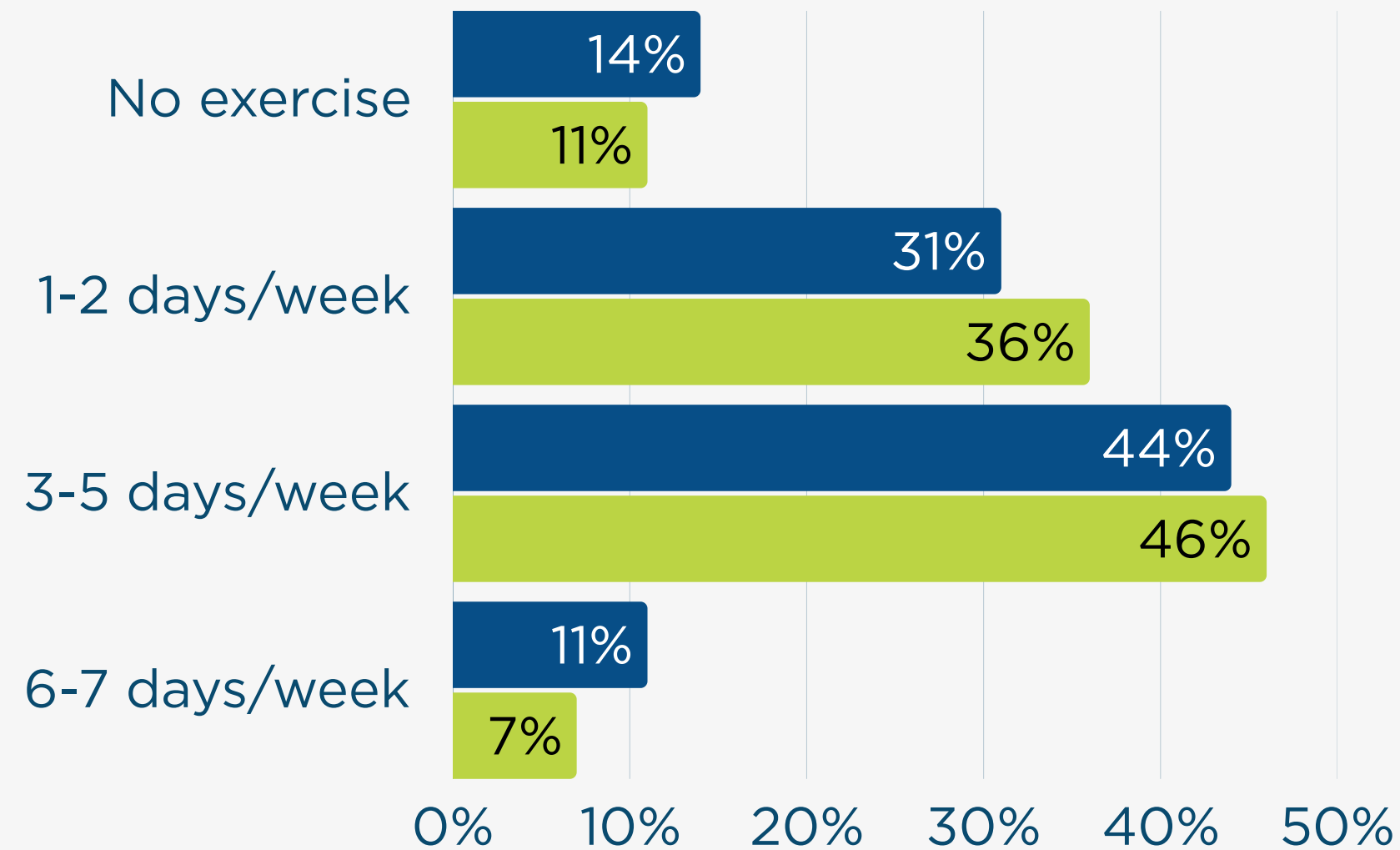


# Body Composition



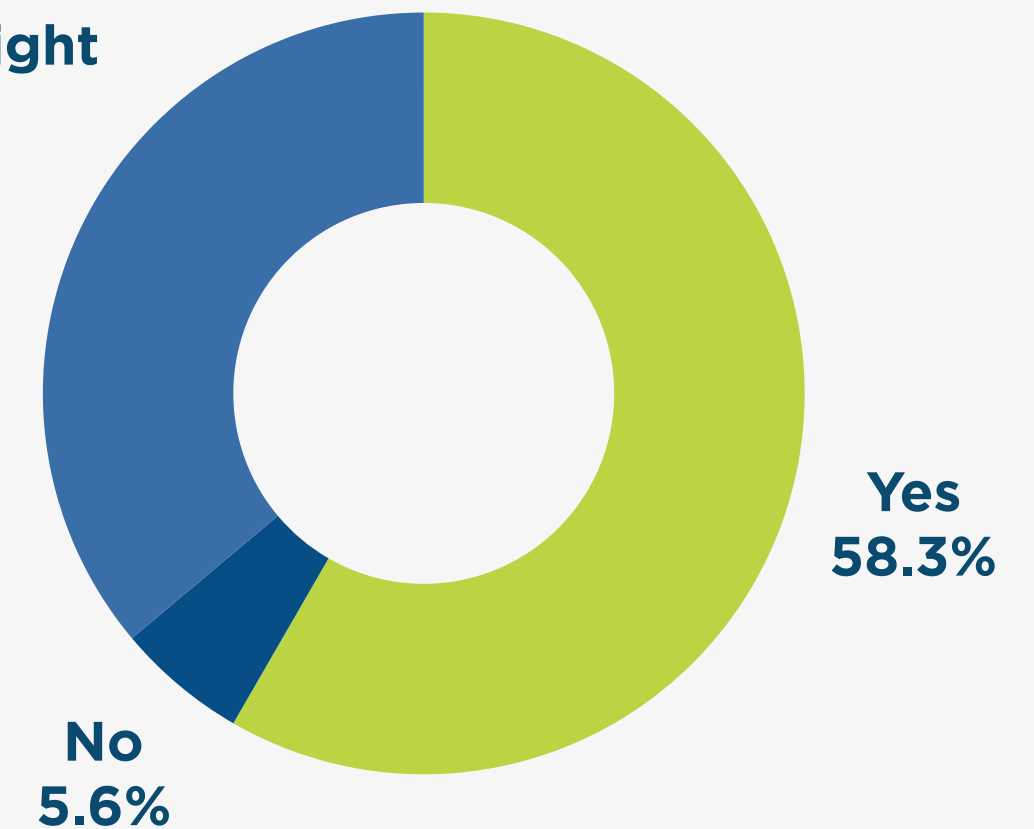
## Exercise Habits

● 2024 ● 2023



## Interested in Losing Weight

Maintain Healthy Weight  
36.1%



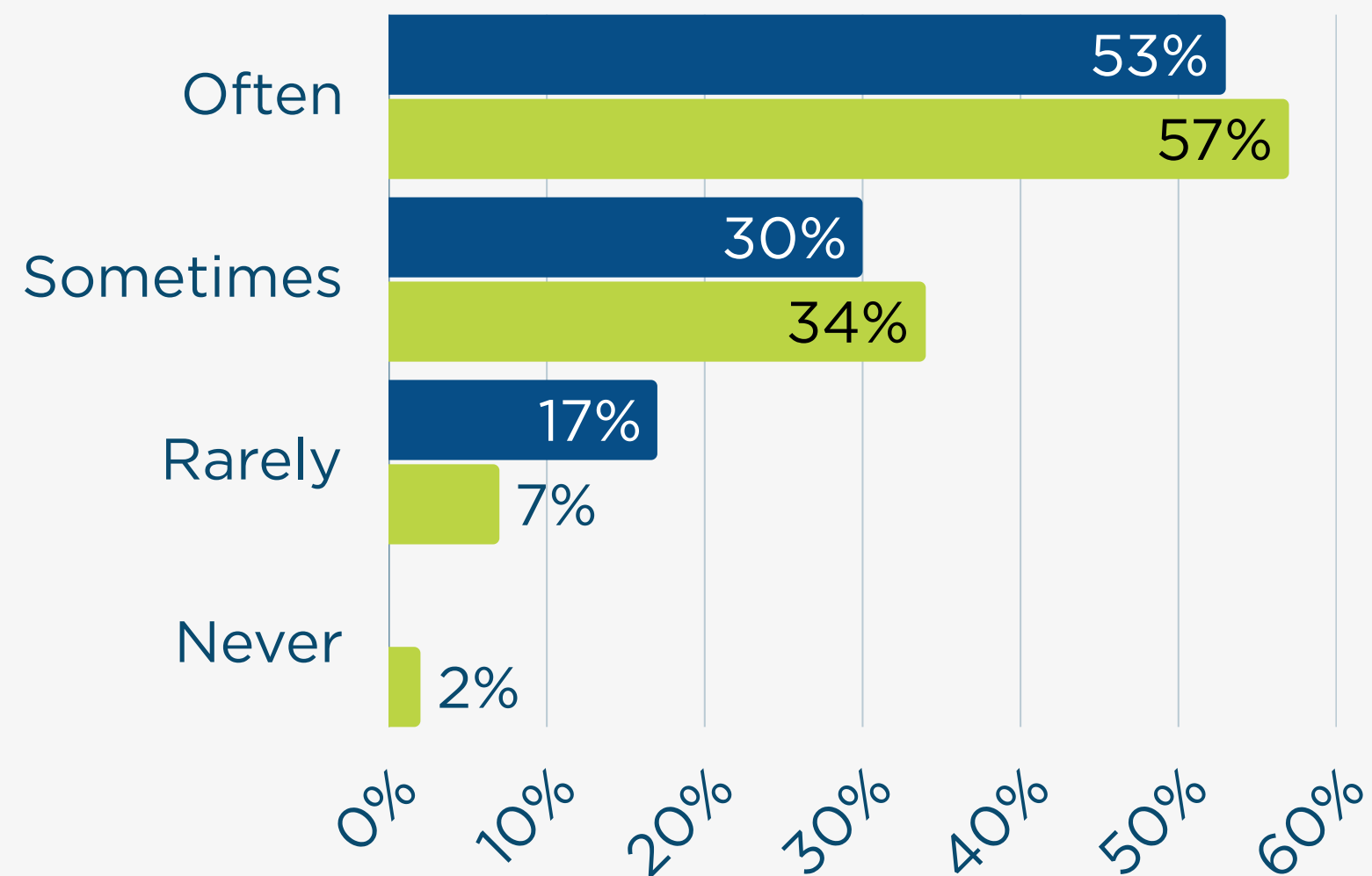
*Self-Reported*

# Nutritional Habits



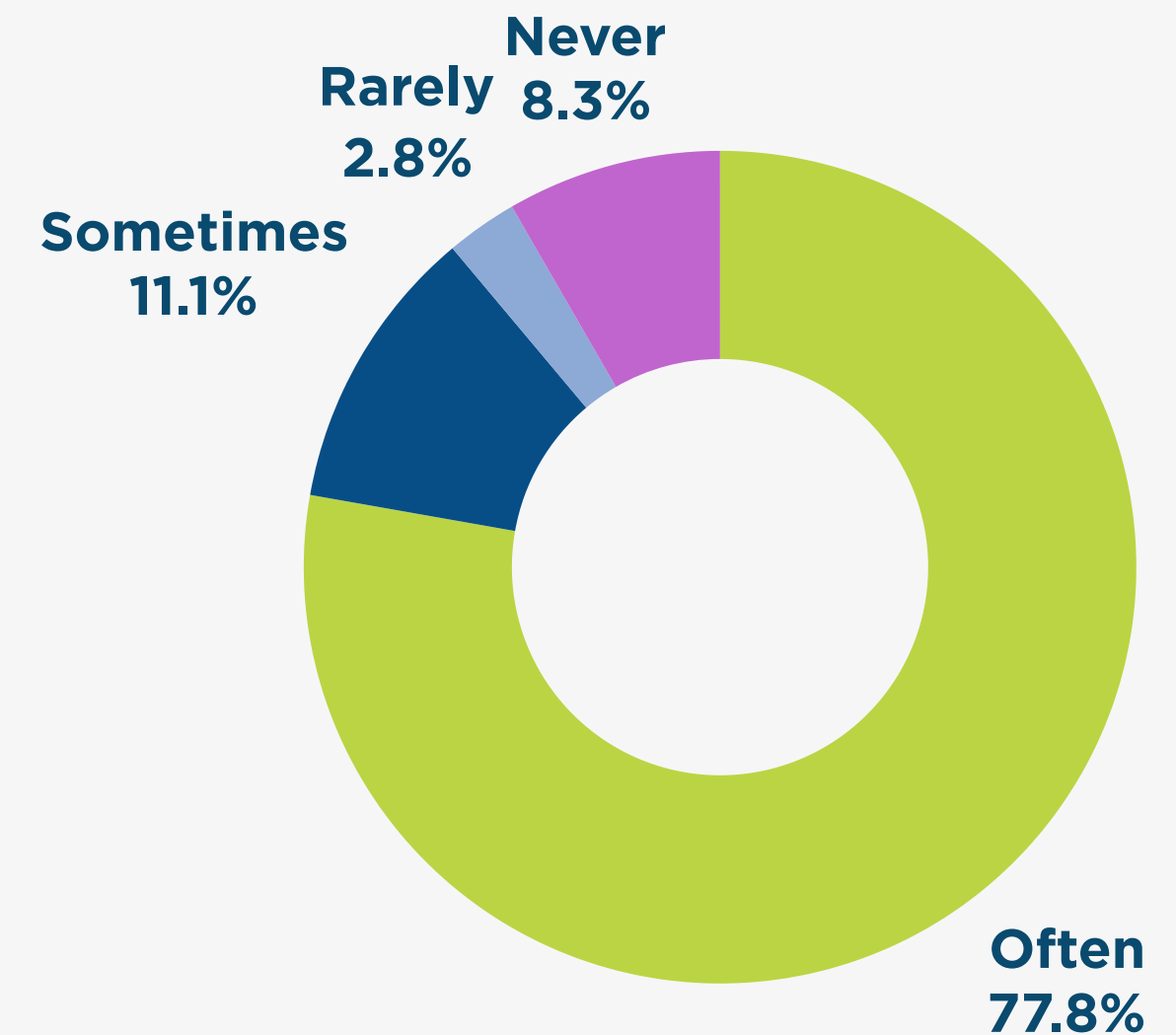
## Balanced Meals

● 2024 ● 2023



*Self-Reported*

## Choose Water Over Sugary Beverages





# Top Risk Factors



**NUTRITION/  
EXERCISE**



**MENTAL HEALTH  
WORK -LIFE BALANCE**



**NICOTINE USE**

# Program Engagement



# Stand-Out-Stats & Stories

Decrease in participants self-reporting they have high blood pressure



One participant tracked  
**3850 Points!**



**36 Participants**  
tracked over 500  
points!

**5 Participants**  
tracked over 1000  
points!



100% of participants who  
self-reported they have  
high BP or diabetes are  
taking their medications





# Strive 2024 Programming Goals

## HRA Completed

**Goal: 30% of Census**

2022 - 22%

2023 - 17%

**2024 - 15%**

**50% to goal**

## Work Life Balance

**Goal: 90% of those who filled out HRA say they have a healthy work/life balance**

2023 - 84%

**2024 - 75%**

**83% to goal**

## Points Tracked

**Goal: 10% Increase (42,000 points)**

2023 - 38,099

**2024 - 26,490**

**63% to goal**

# Strive 2025 Programming Goals



**Goal:  
25% of  
Census**



## HRA Completion

2020 - 53%  
2021 - 25%  
2022 - 22%  
2023 - 17%  
2024 - 15%

**2025 Goal - 25%**

**Goal:**  
Goal: 90% of those  
who filled out HRA say  
they have a healthy  
work/life balance



## Positive Work/Life Balance

2023 - 84%  
2024 - 75%

**2025 Goal - 90%**

**Goal:  
42,000  
Points**



## Points Tracked

2023 - 38,099  
2024 - 26,490

**2025 Goal - 42,000**

# 2025 Goals and Strategies



Goals	Strategies	Overall Strategies
Employee Engagement		
<ul style="list-style-type: none"><li>• <b>HRA Completion</b><ul style="list-style-type: none"><li>◦ 2025 Goal: 25% of census</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Wellness portal update: improve user experience, personalized dashboard, additional opportunities to earn points</li><li>• Portal walk-through video in monthly communication</li><li>• Continued challenge and presentation marketing materials</li><li>• Regular Reward Program reminders in monthly communications (ex. completing the HRA earns 500 points)</li></ul>	<ul style="list-style-type: none"><li>• Wellness Survey</li><li>• Continue Quarterly Pulse Checks</li><li>• Postcard, wallet card and home mailer 2x year (Sept 25 and Jan 2026)</li><li>• Monthly new hire email</li><li>• Strive to attend Health Fair</li></ul>
<ul style="list-style-type: none"><li>• <b>Work/Life Balance</b><ul style="list-style-type: none"><li>◦ Goal: 90% of those who filled out HRA say they have a work/life balance</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Mental health focused campaigns within monthly communications (October 2025)</li><li>• Increase awareness of resources available (Health Hub, mental health guide, Ulliance EAP, etc.)</li><li>• Marketing how diet and exercise affect mental health</li></ul>	
<ul style="list-style-type: none"><li>• <b>Points Tracked</b><ul style="list-style-type: none"><li>◦ 2025 Goal: 42,000</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Increased physical marketing materials on-site (posters, brochures, etc.)</li><li>• Continued challenge and presentation marketing materials</li><li>• Tango utilization for Reward Points Program</li></ul>	

# 2025 Wellness Plan



## Presentations

- Sugar Busters
- Health Benefits of the Great Outdoors
- Feeding Your Microbiome

## Challenges

- Flex Your Flexibility
  - 1 participant
- Strive Corporate Challenge
  - 4 Participants
- One Month Madness
- Gratitude Challenge



## Reward Points Raffles

- 1 Quarterly Winner drawn to receive \$75 gift card
- 1 Annual Winner drawn to receive \$25 gift card for HRA Completion
- 1 Annual Winner drawn for grand prize of \$150 gift card

## Additional Offerings

- 12 Monthly Webinars
- 12 Monthly Newsletters
- 12 Custom Monthly Communications
- Health Hub

**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: Renée Johnson

 743-929-3717

 [Renee.Johnson@kapnick.com](mailto:Renee.Johnson@kapnick.com)

