



Executive Review

2024

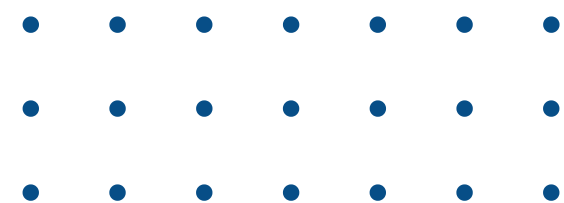


Table of Contents

1. Summary

slide 3-5

2. Participation

slide 6-8

3. Health Perception Well-Visit Analysis

slide 9-11

4. Risk Factor Breakdown

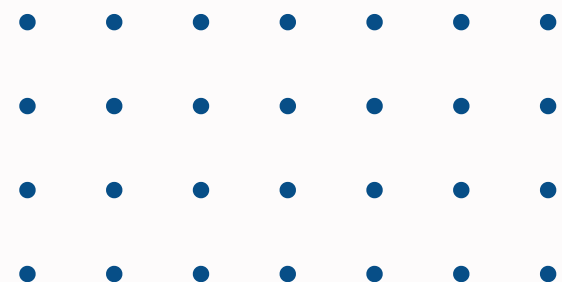
slide 12-25

5. Engagement Analysis

slide 26-31

6. Additional Offerings

slide 32-33



2024 Wellness Events



Presentations

- Navigating Fad Diets
- Managing Mental Health

Challenges

- Snooze or Lose
 - 14 participants
- Strive Corporate Challenge
 - 13 participants
- No Time like the Pleasant
 - 5 participants
- Nutrition 101
 - 18 participants
- Hydration Station
 - 7 participants



Reward Points Raffles

- 3 Quarterly Winner drawn to receive \$50 gift card
- 1 Annual Winner drawn for grand prize of \$250 gift card

Additional Offerings

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

4 Meditation Moments



How to Earn Quarterly Reward

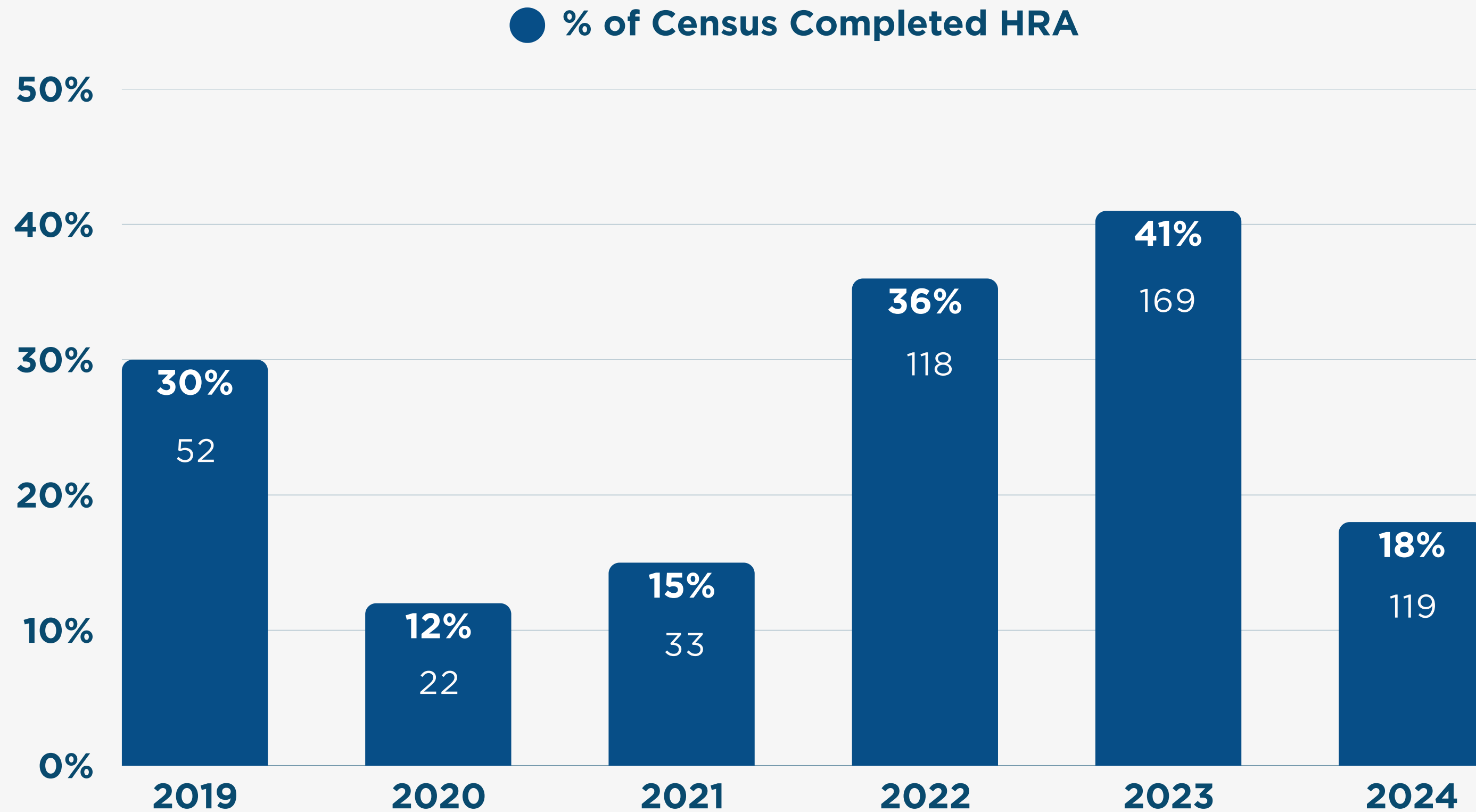
Wellness Activity	Points Earned	Examples
Complete annual well-visit	500 points	
Complete a preventative exam	200 points each, max 1200	→ Mammograms, dental exams, eye exams, OBGYN exams, etc.
Walk 10,000 steps a day	5 points per day	
Track 3 serving of fruits & vegetables	6 points per day	
Get a vaccination	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 6/16
Active Users # of unique users	42	49	47	79	121	226	35	51
% of Census Active <i># of unique users/census</i>	7%	12%	11%	12%	19%	54%	5%	8%
Total Points Tracked	25,802	19,433	27,871	21,540	75,760	204,425	32,044	25,292
Average Points per Active User <i>total points tracked/active users</i>	614	925	593	273	626	905	916	496
Health Risk Assessments Completed	42	21	22	74	119	148	33	27
Health Hub Views	22	12	5	20	59	181	12	19

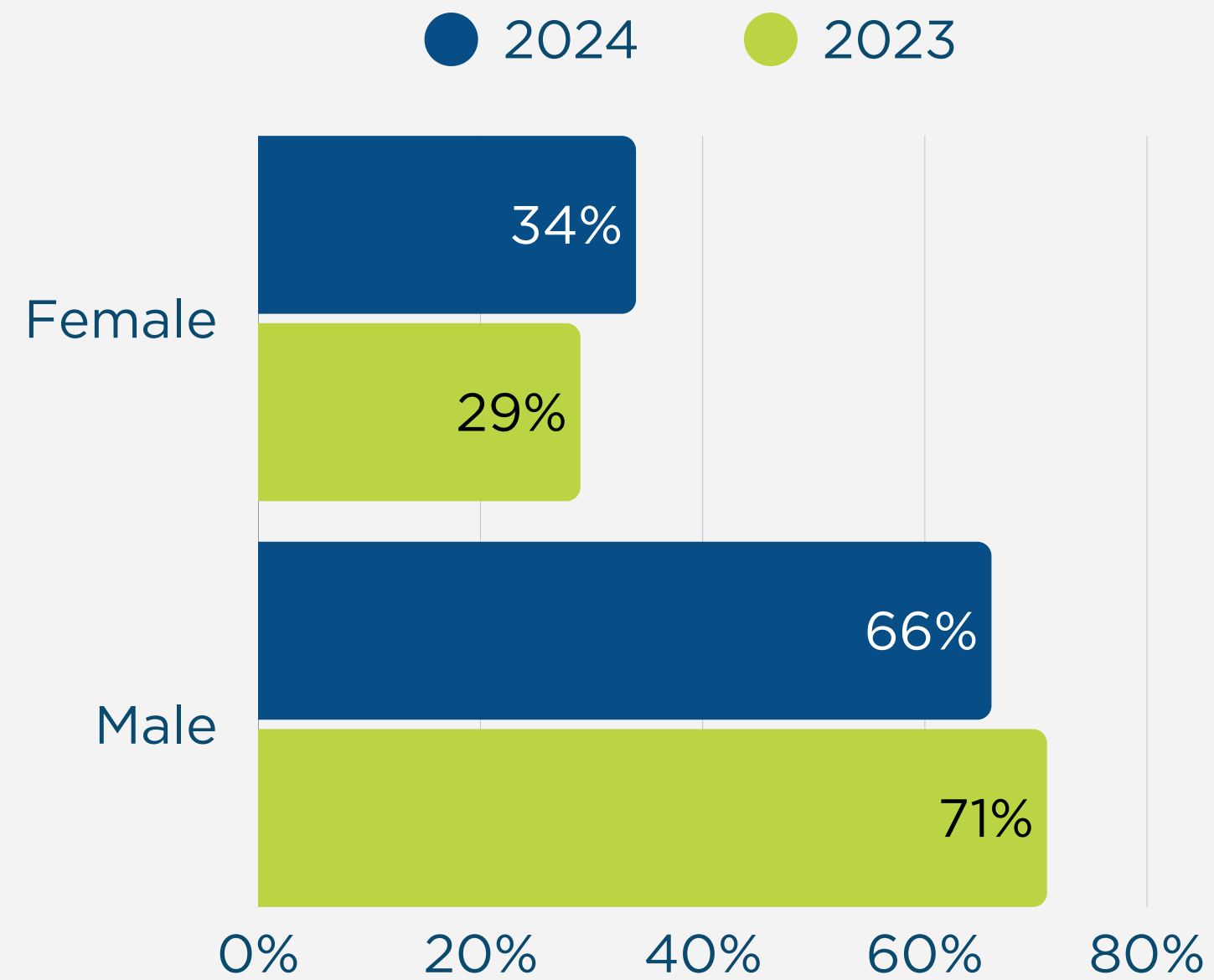
HRA Participation



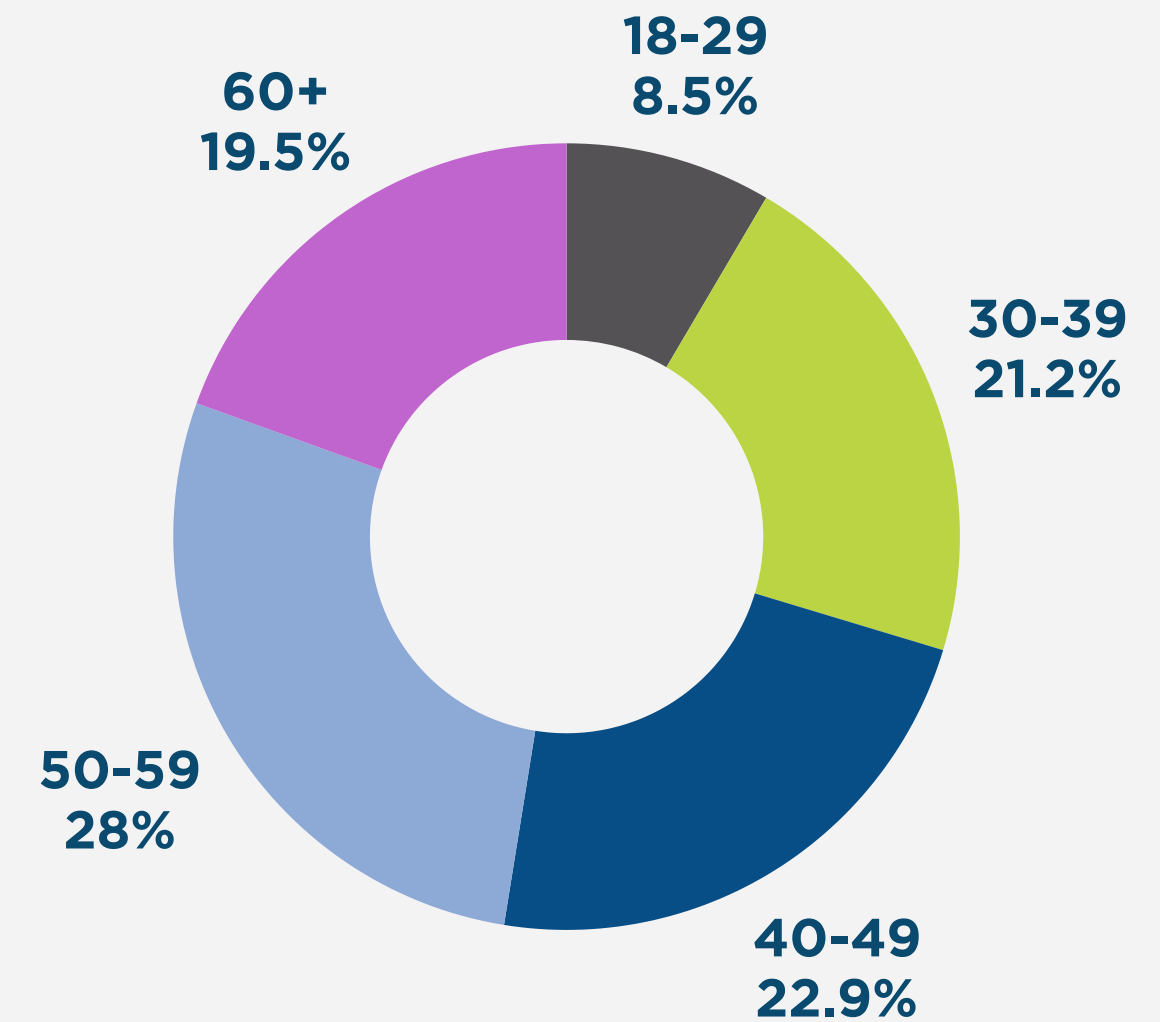
Demographics



GENDER

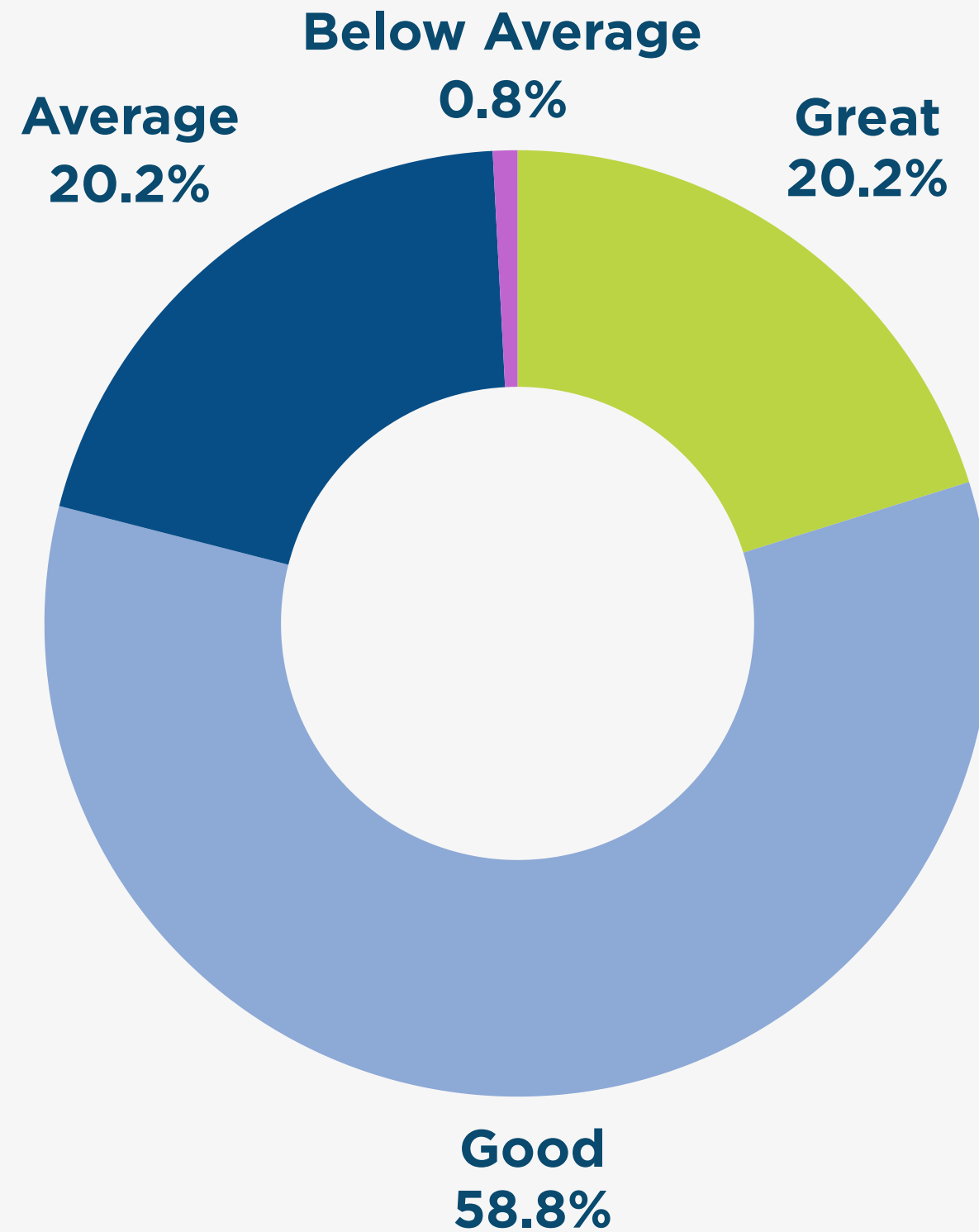


AGE



AVERAGE AGE: 48

Self-Perception of Health



Self-Reported

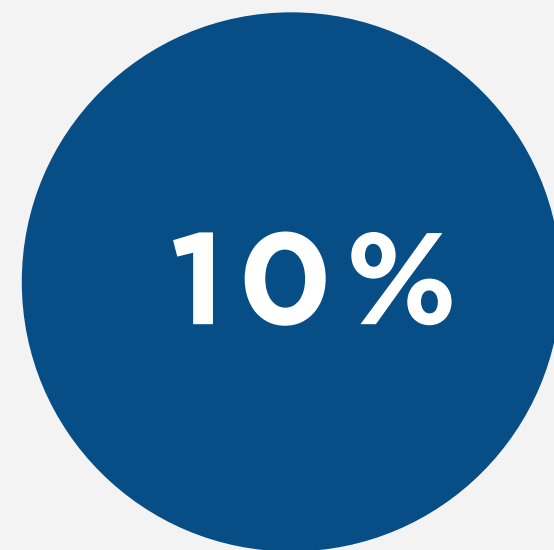
Annual Physical



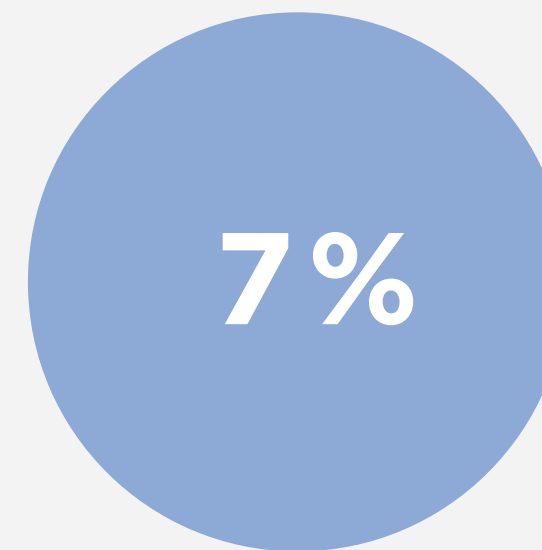
Last Well-visit with PCP



<12 Months



1-2 years



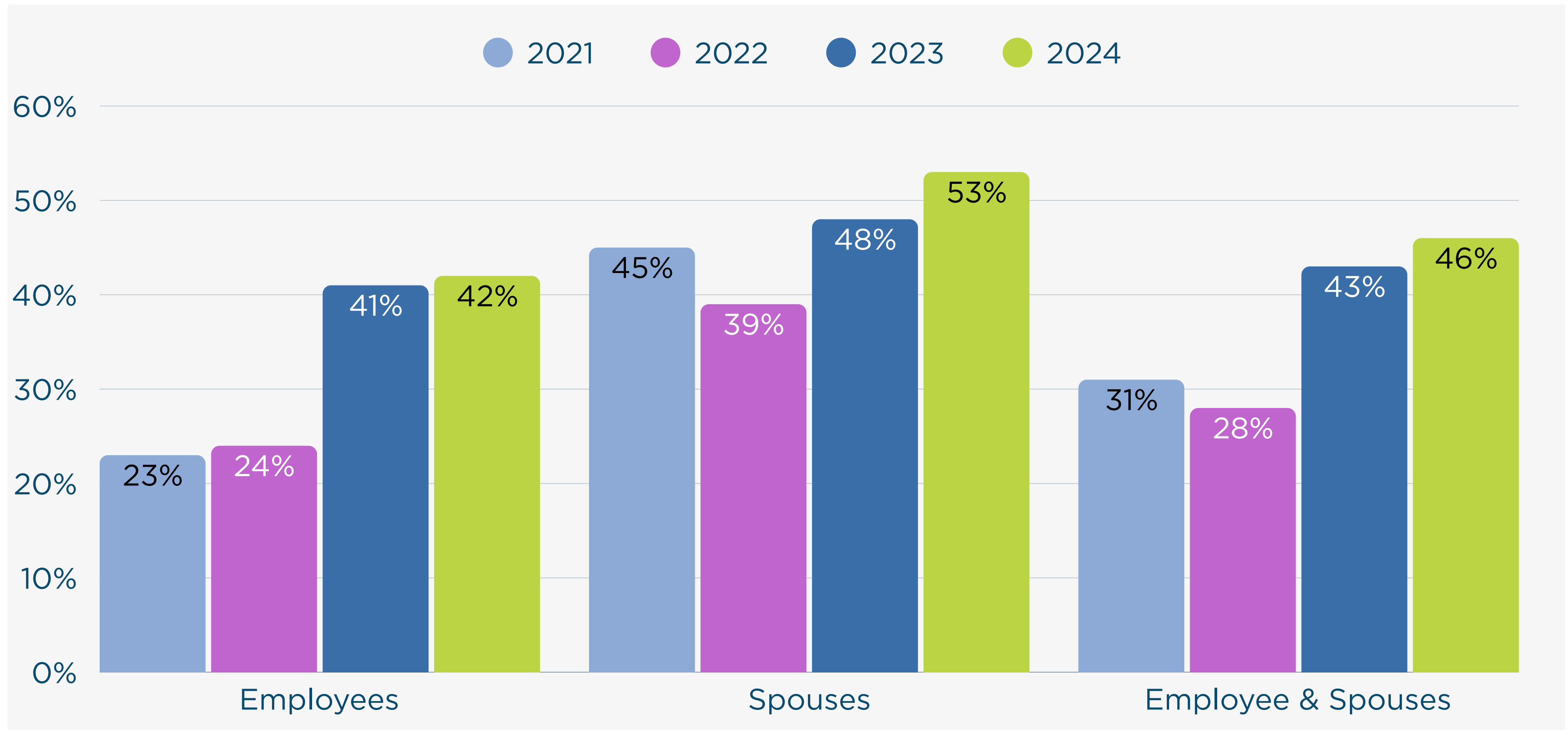
3-5 years



>5 years

Self-Reported

Well-Visit Participation

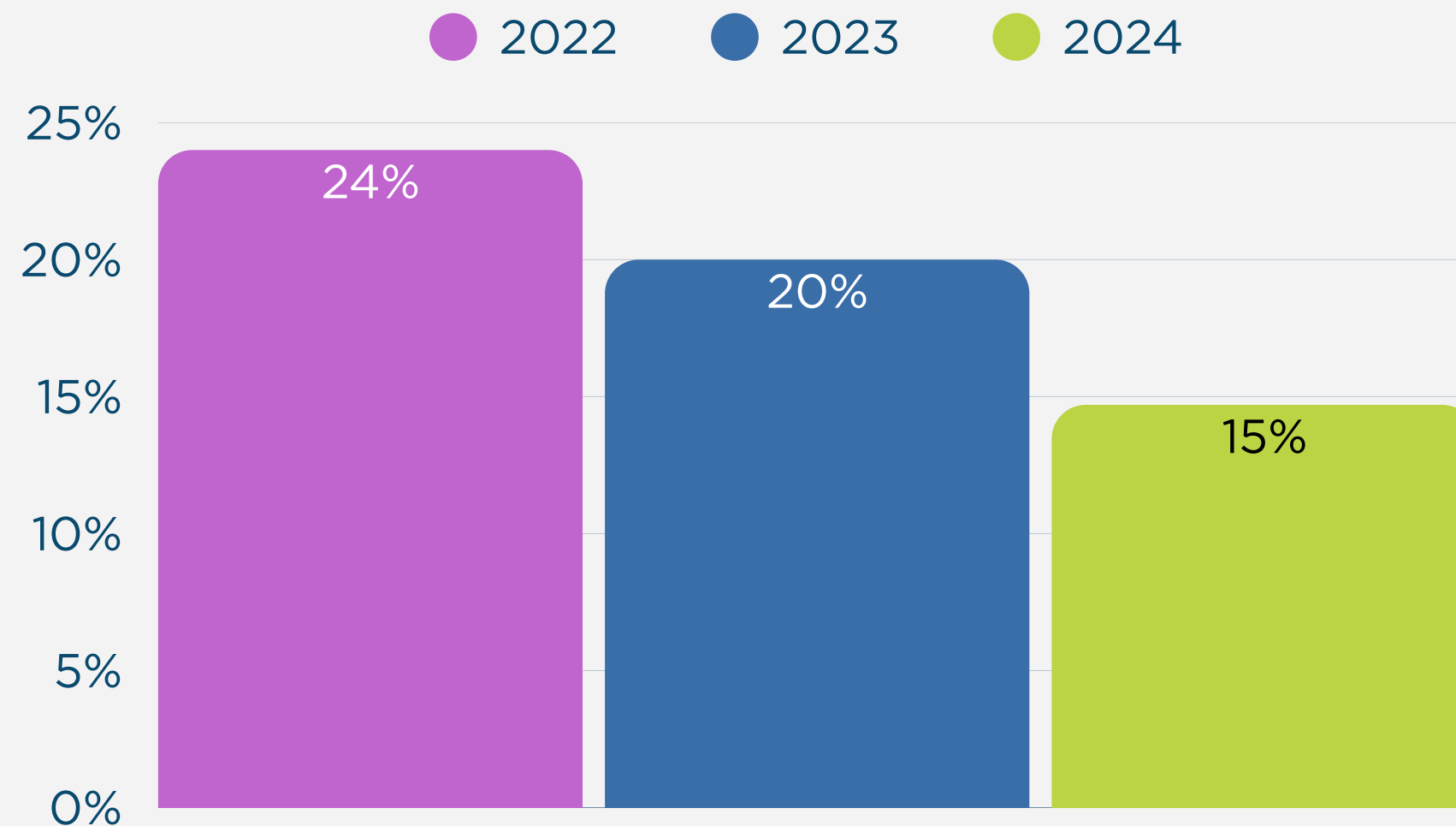


Wellness Incentive



EARNED WELLNESS INCENTIVE

% of employees/spouses on the medical plan who submitted for the well-visit incentive



2024 Wellness Incentive Design:

Full-time, covered employees & spouses can earn a \$250 payroll contribution for completing and submitting their well-visit to the portal.

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.

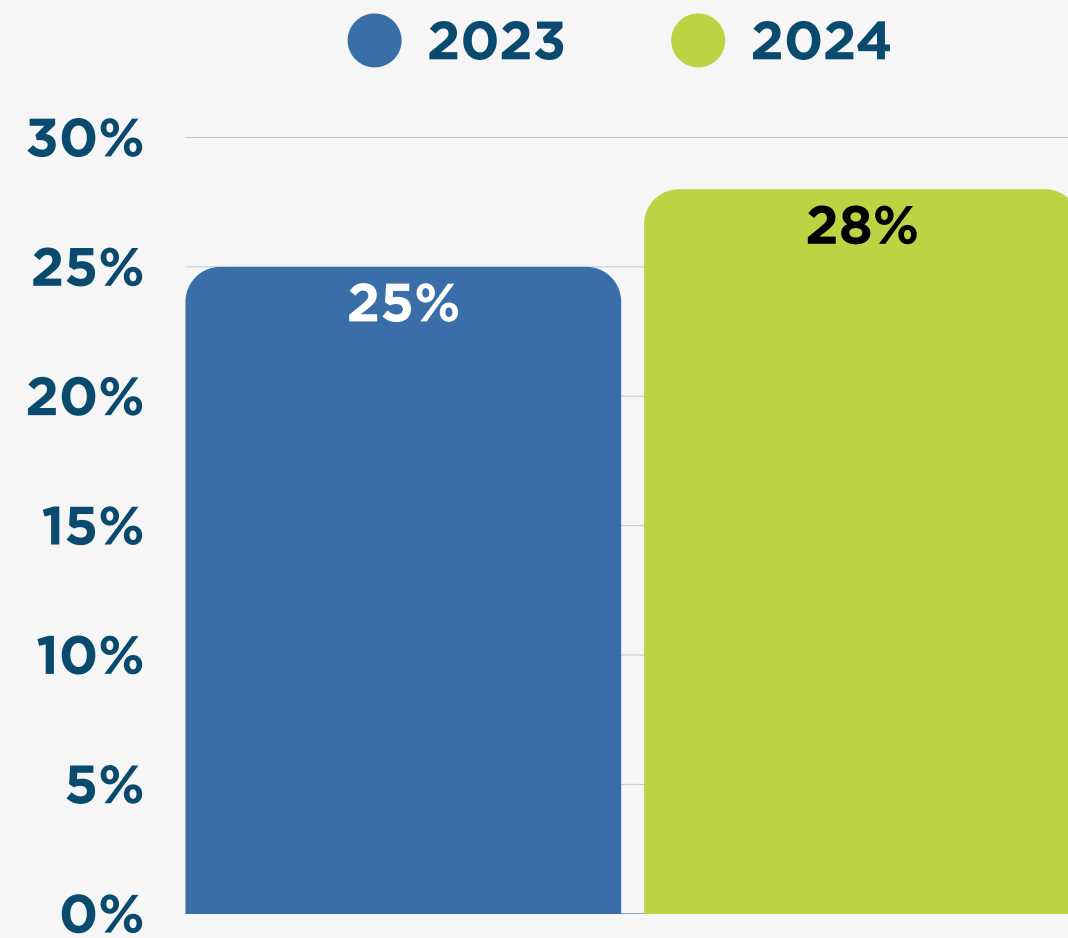
Tobacco Use

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.

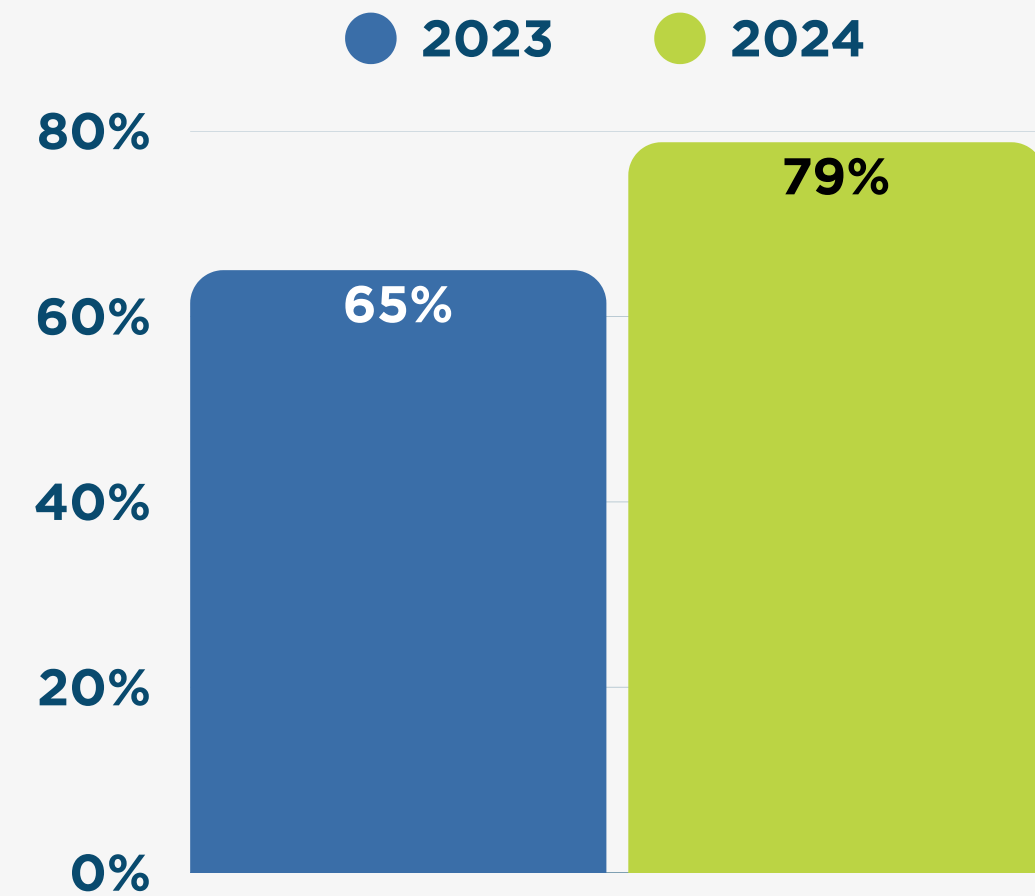


Heart Health: *Cholesterol*

High Cholesterol *Reported Yes*



Diagnosed & Taking Medication



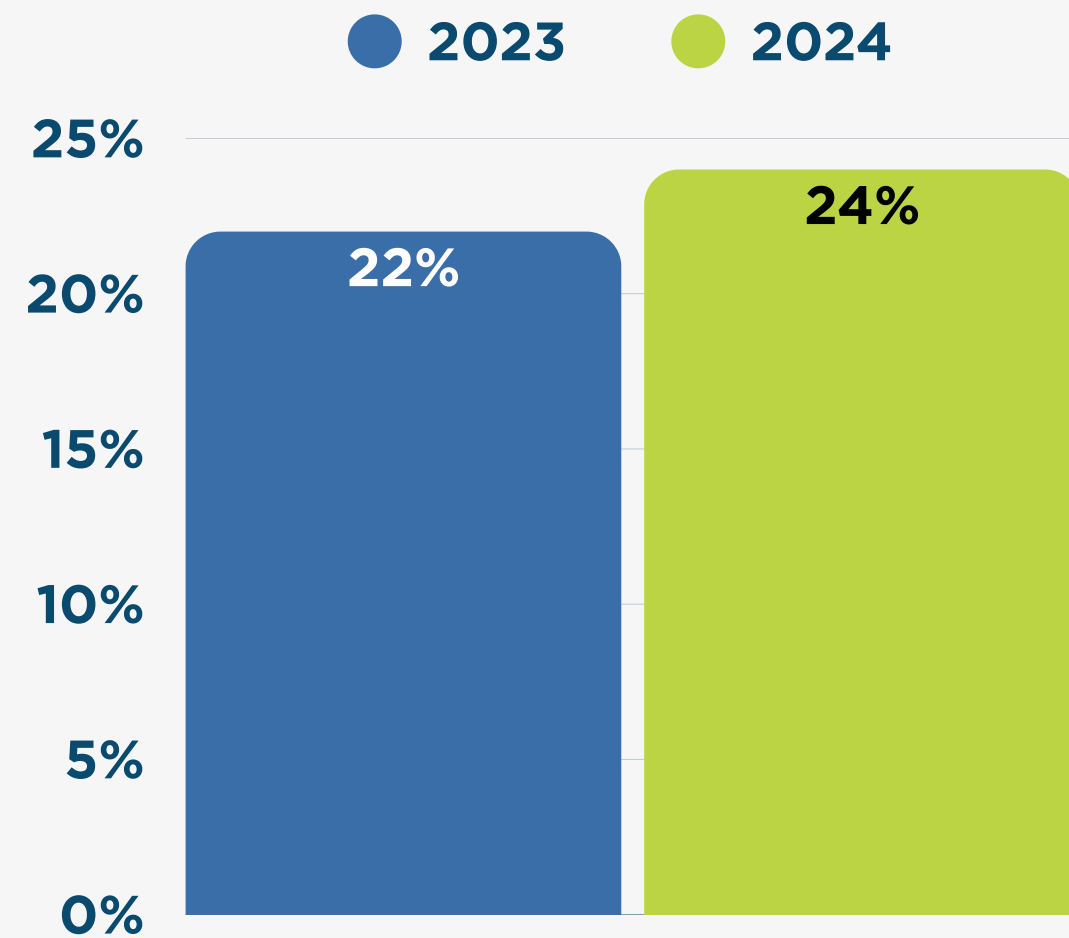
Self-Reported



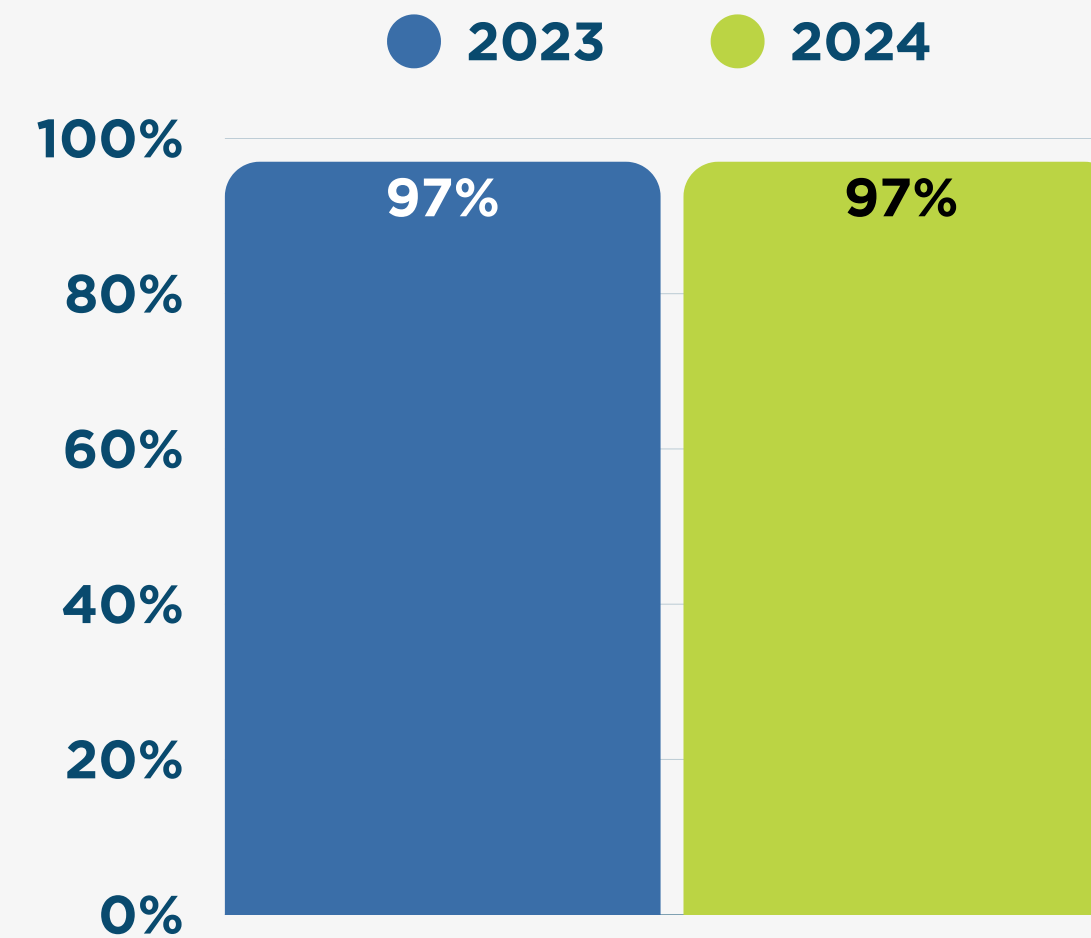
Heart Health: *Blood Pressure*

High Blood Pressure

Reported Yes



Diagnosed & Taking Medication

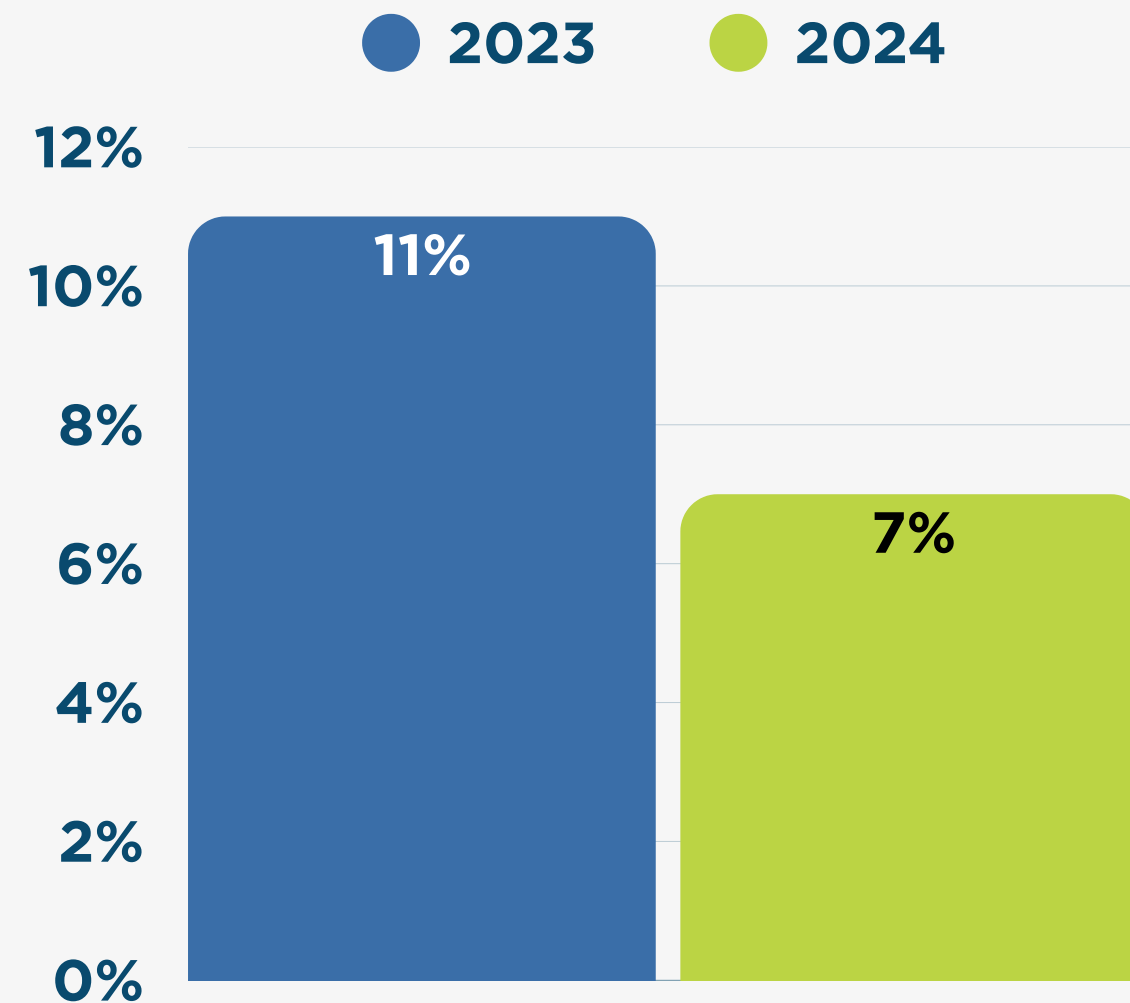


Self-Reported



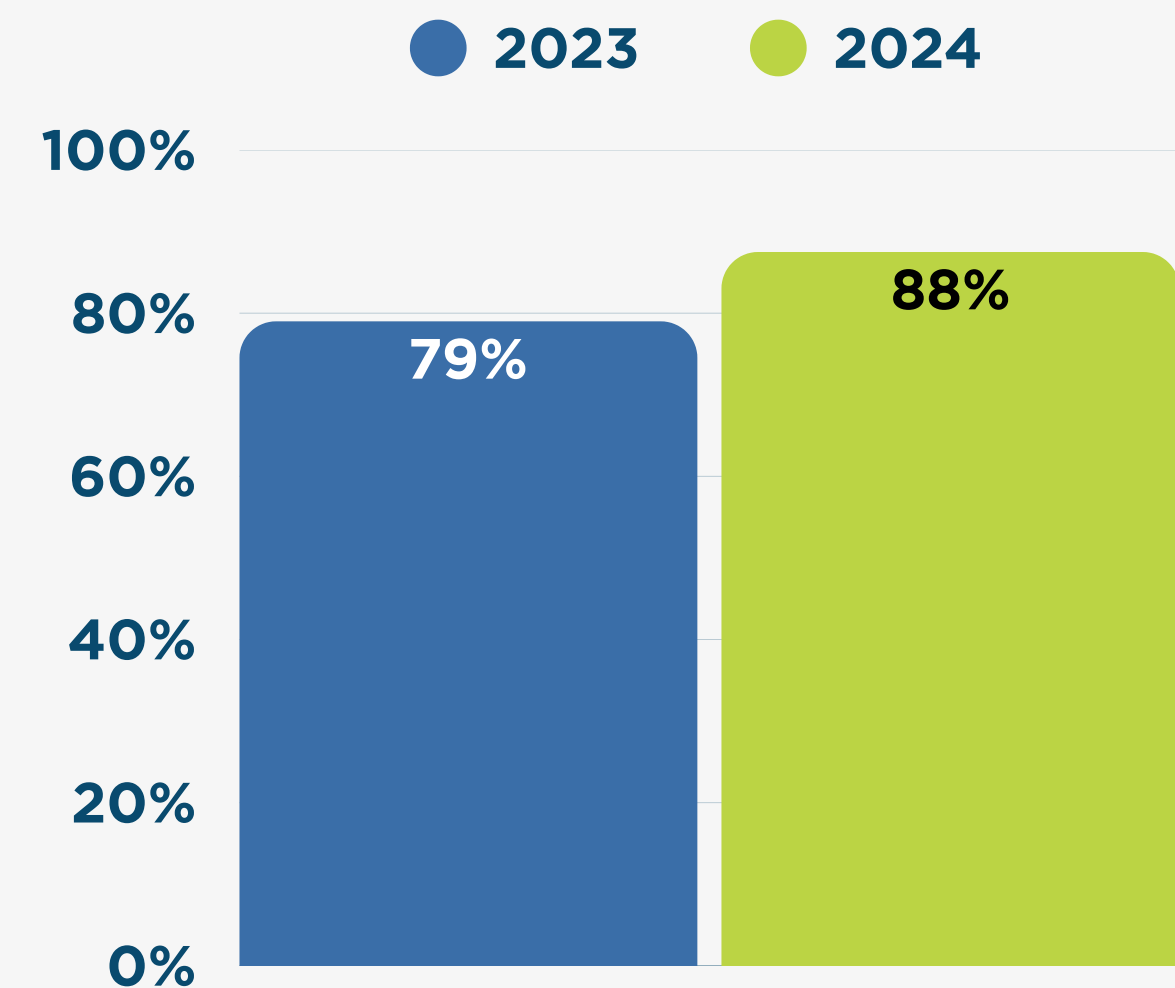
Metabolic Health: *Diabetes*

Diabetes *Reported Yes*



Self-Reported

Diagnosed & Taking Medication

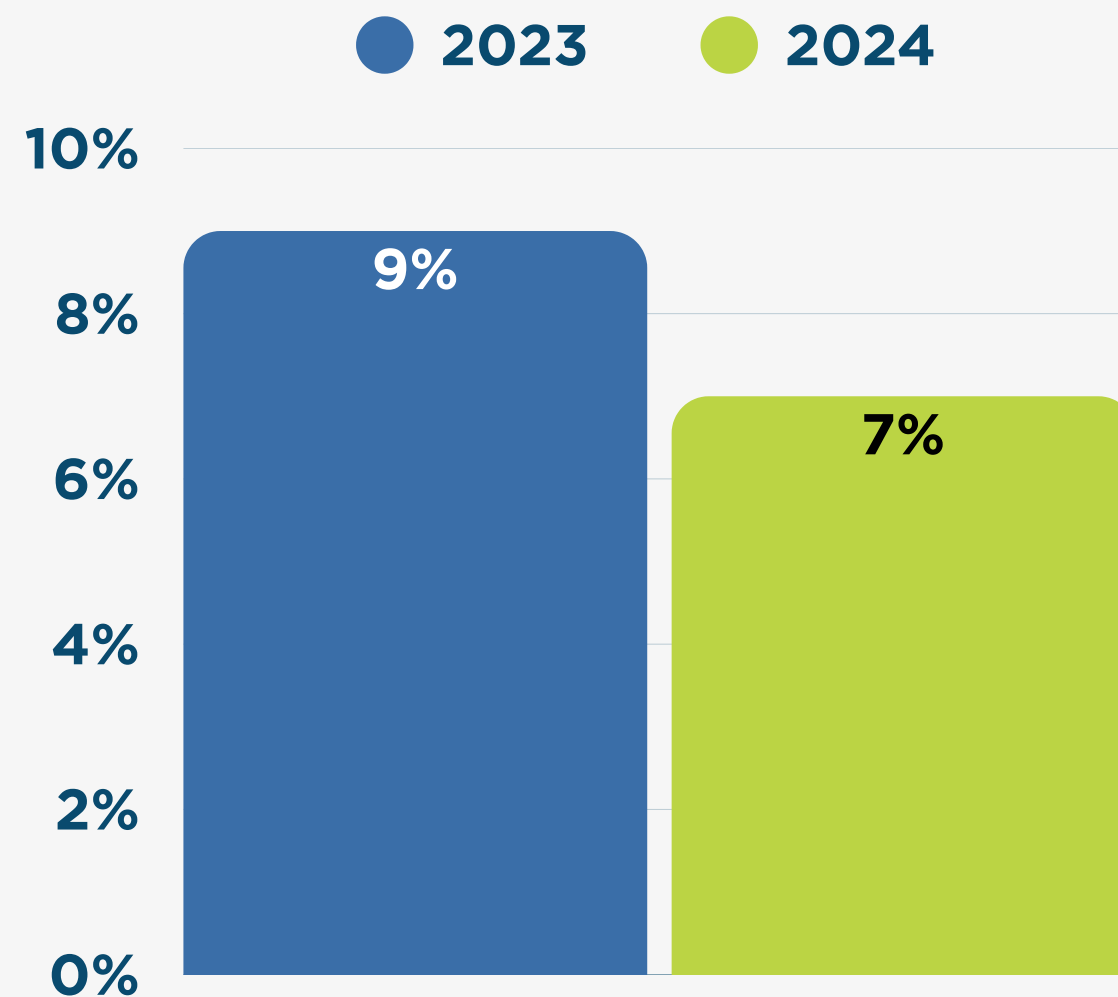


Nicotine Use

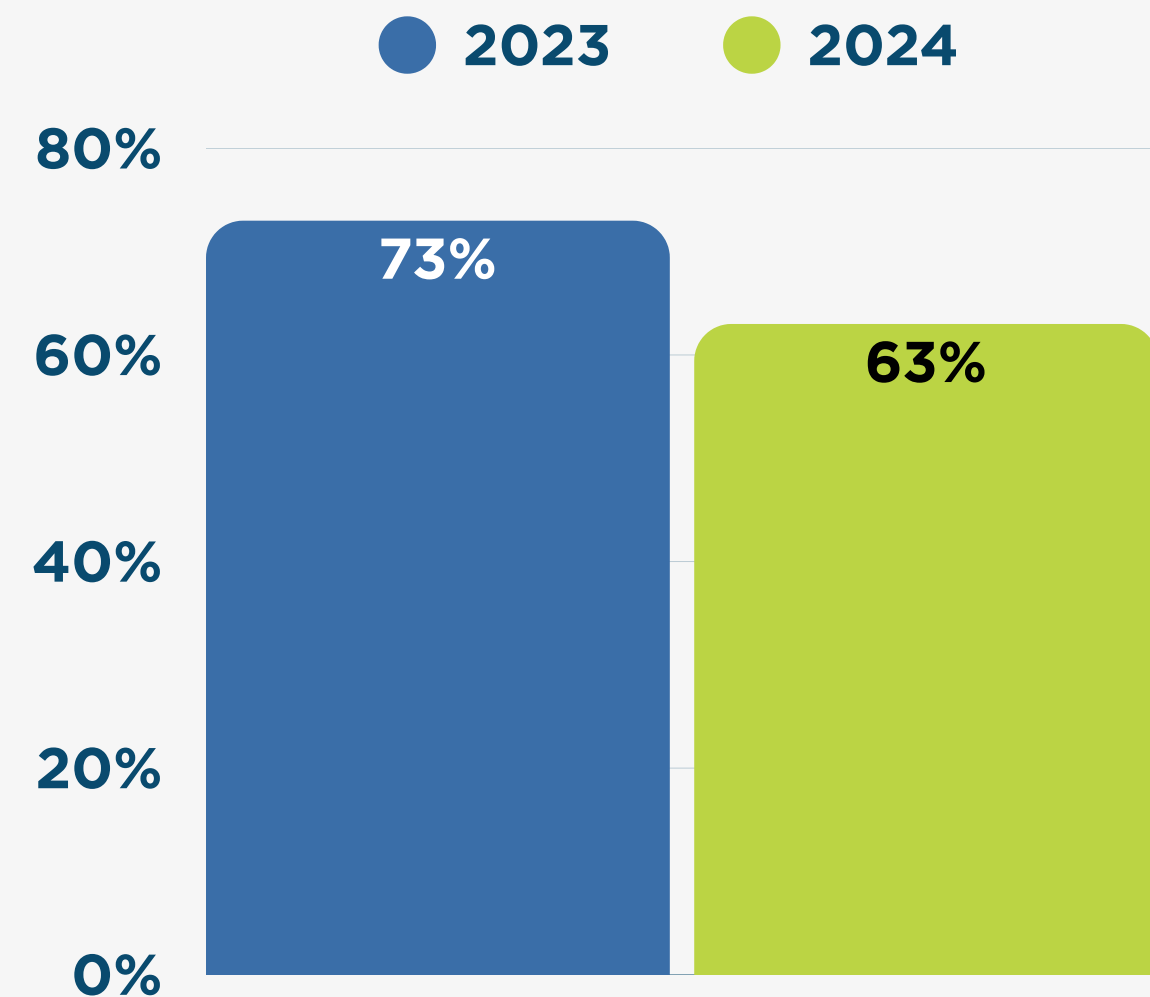


2%
Decrease
in Nicotine
Usage

Use Nicotine



Interested in Quitting

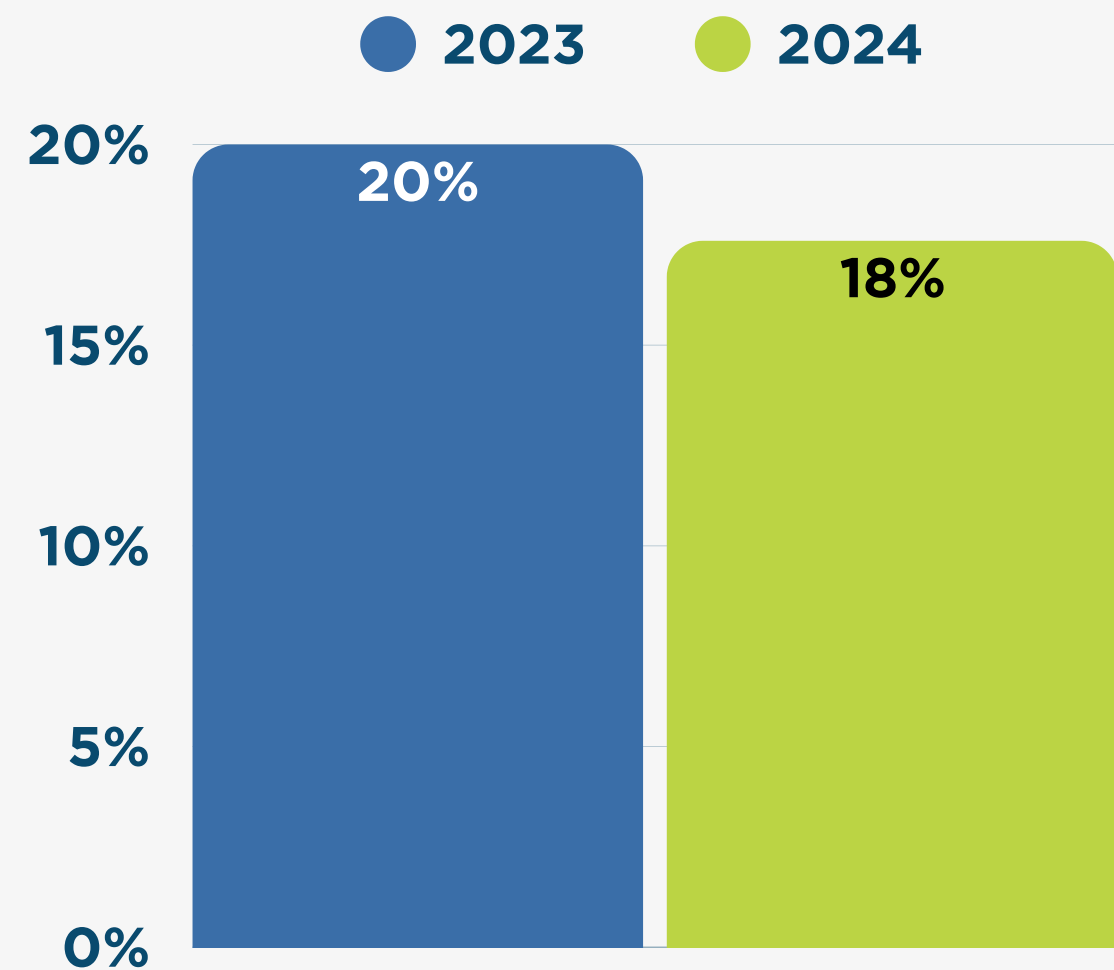


Self-Reported

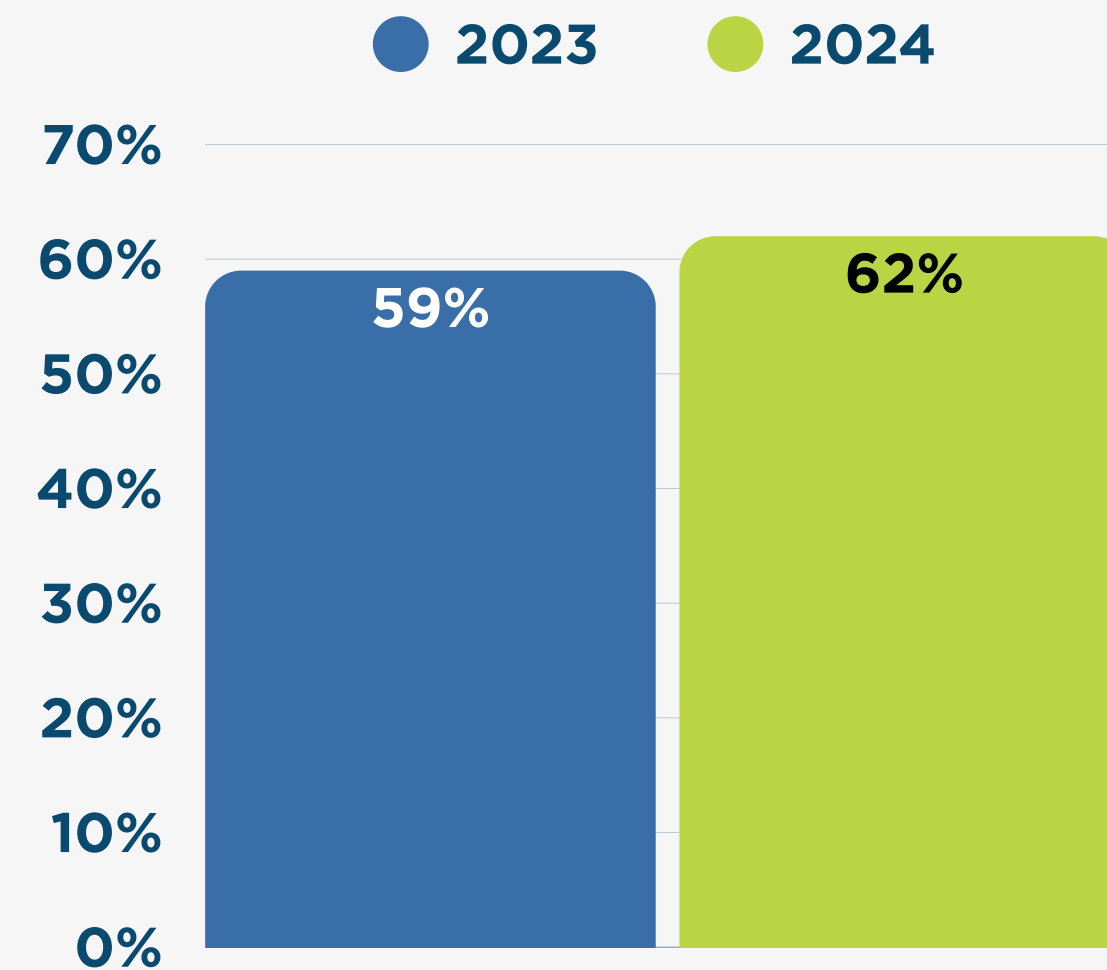
Mental Health & Well-being



Anxiety & Depression



Diagnosed & Taking Medication



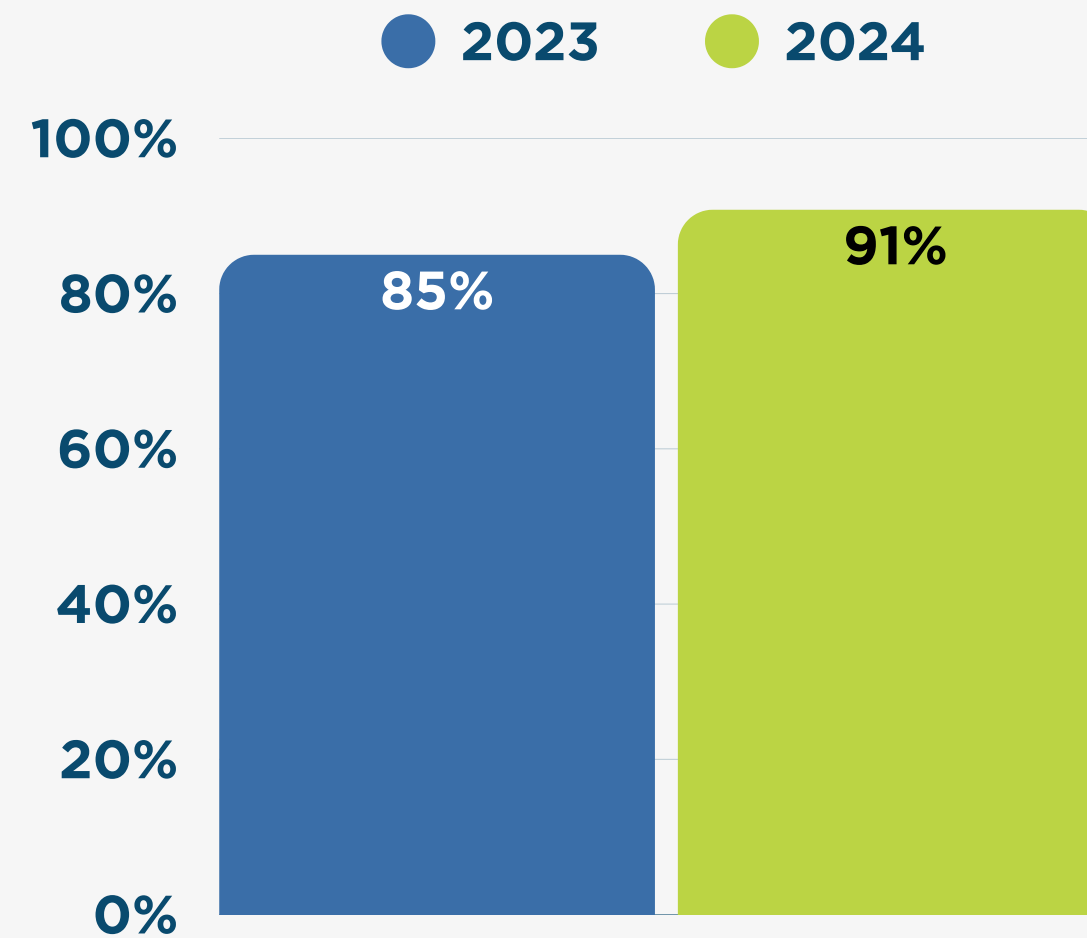
Self-Reported

Mental Health & Well-being



6% Increase
in positive
work/life
balance!

Maintains a Healthy Work-Life Balance



Self-Reported



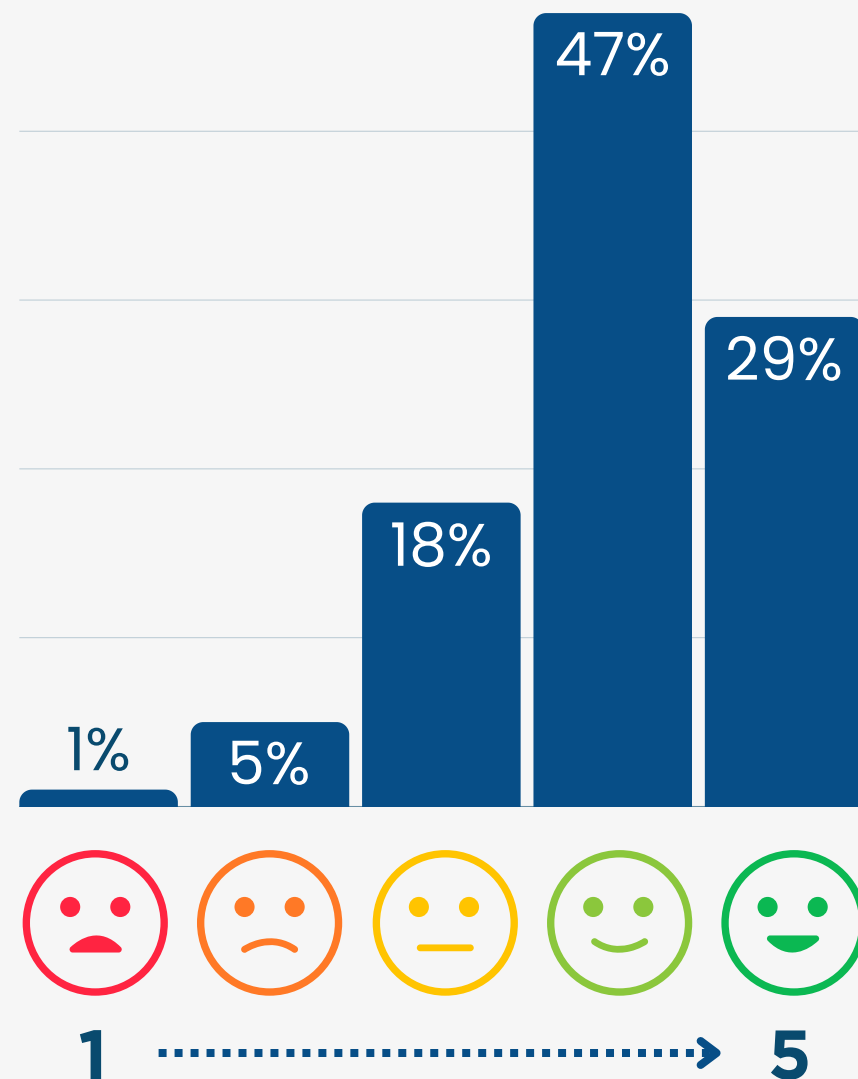
Occupational Well-Being - Part 1

Fulfillment at Work

Average Score: **3.99**

Benchmark Average: 4.00

Benchmark Silver Clients: 3.94

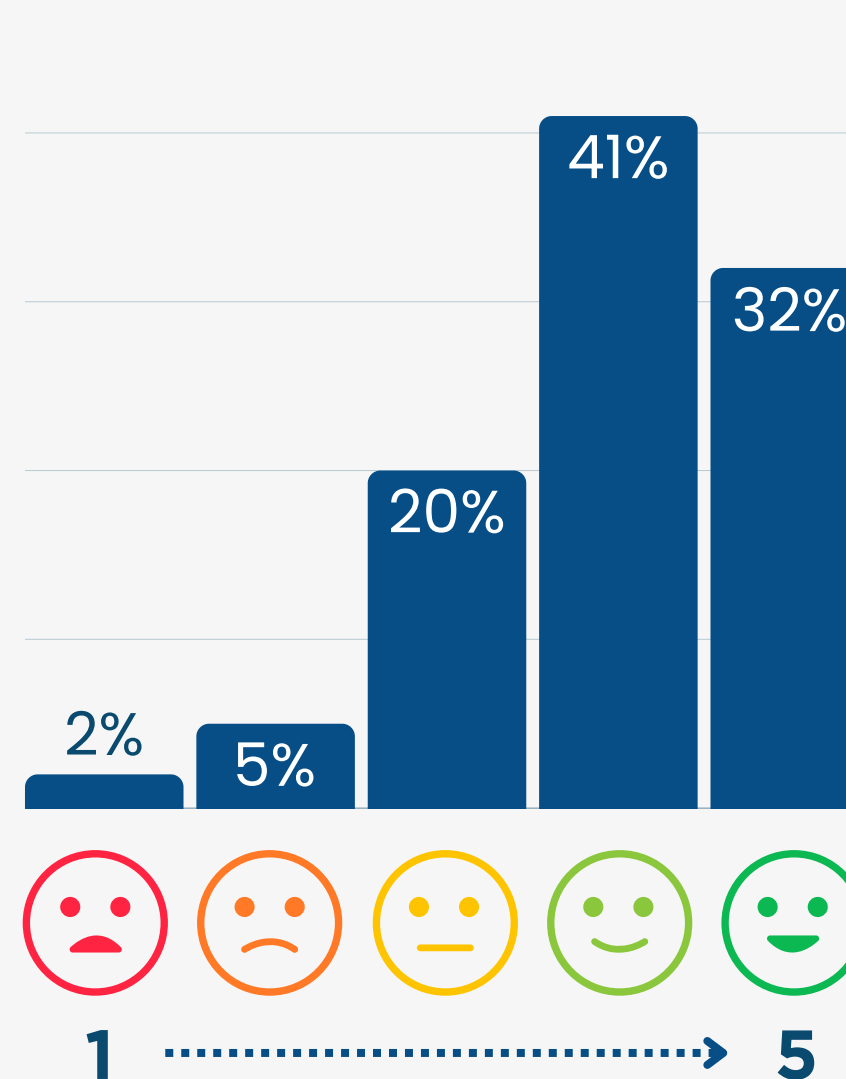


Feeling Valued at Work

Average Score: **3.97**

Benchmark Average: 3.97

Benchmark Silver Clients: 3.88

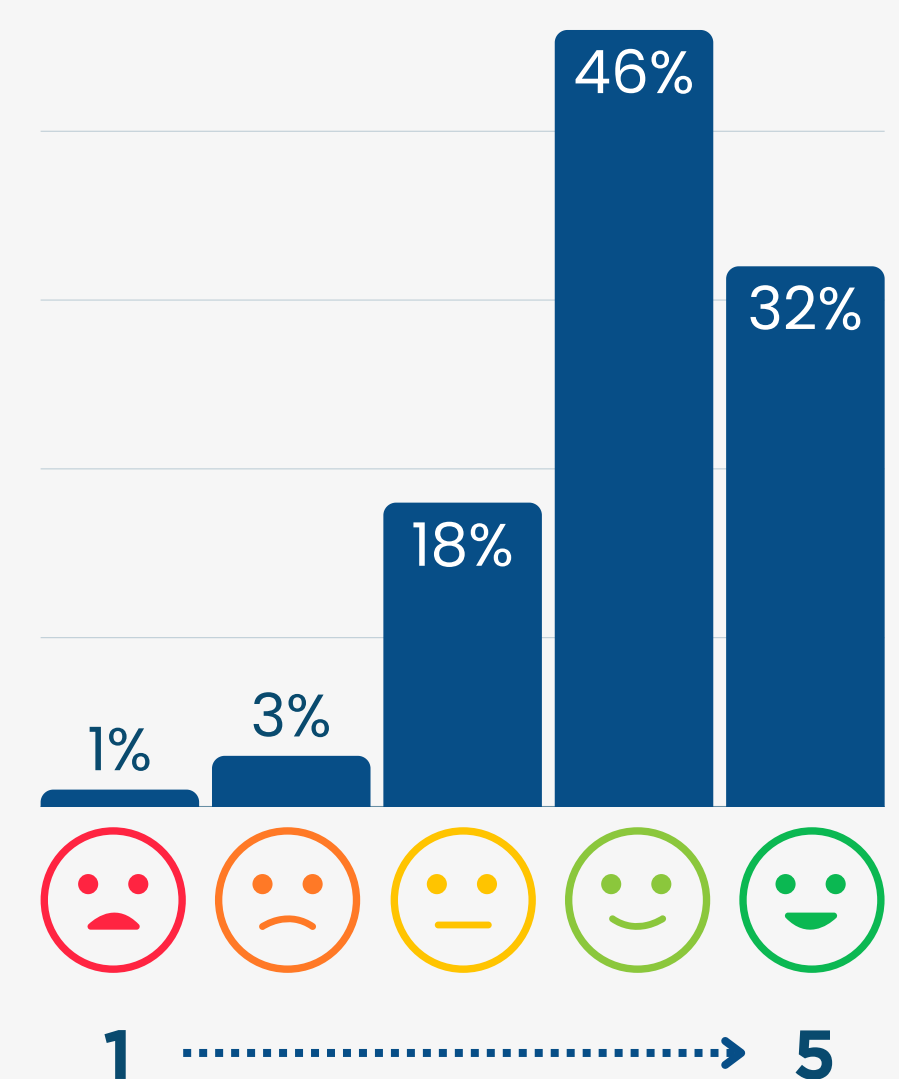


Job Satisfaction

Average Score: **4.05**

Benchmark Average: 3.99

Benchmark Silver Clients: 3.94



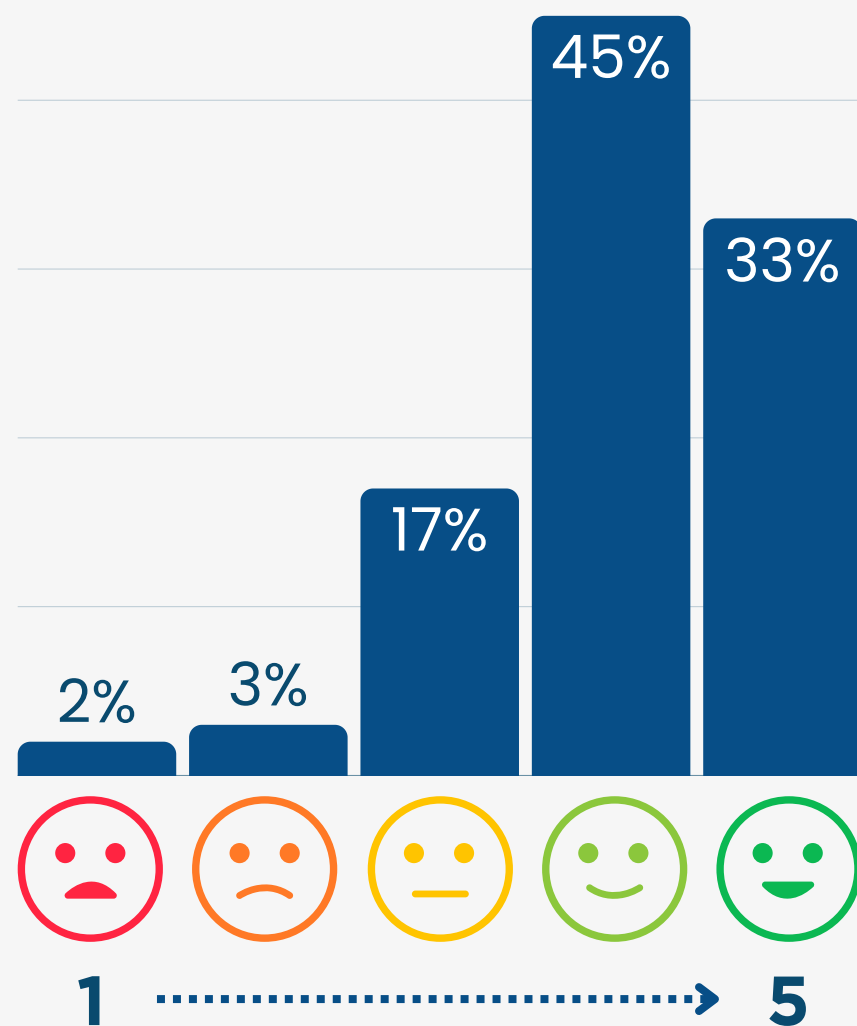
Self-Reported



Occupational Well-Being - Part 2

My Work is Meaningful to Me

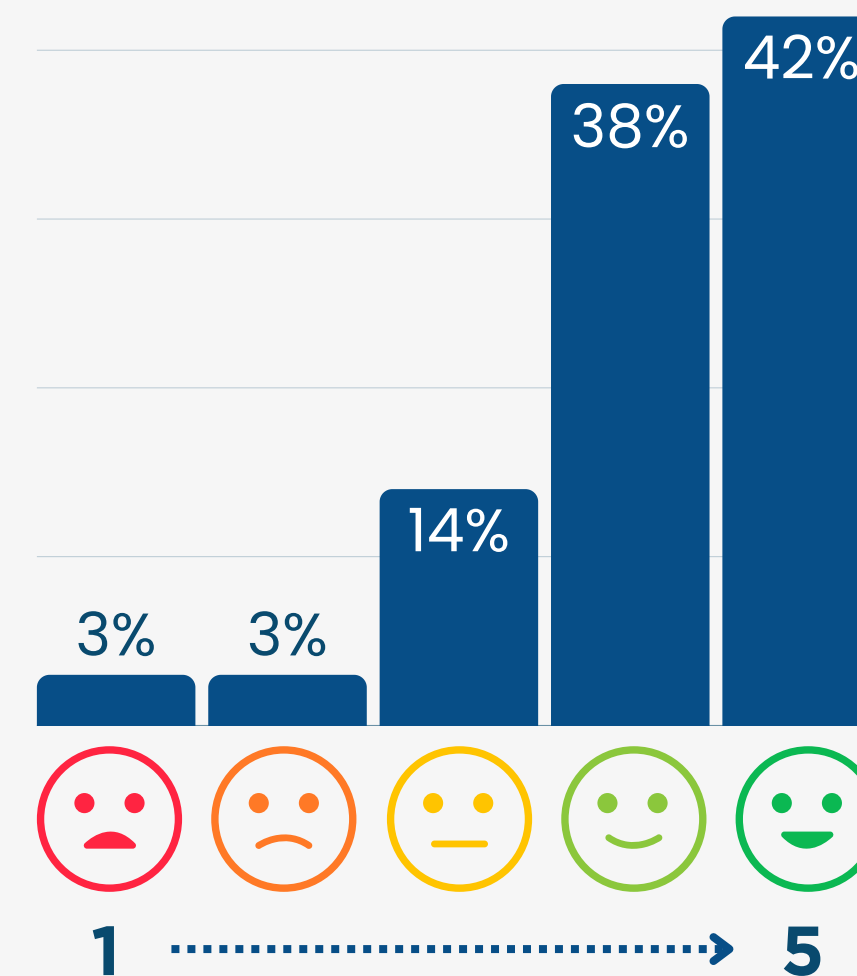
Average Score: **4.07**
Benchmark Average: 4.14
Benchmark Silver Clients: 4.08



Self-Reported

My Employer Provides Well-Being Tools & Resources

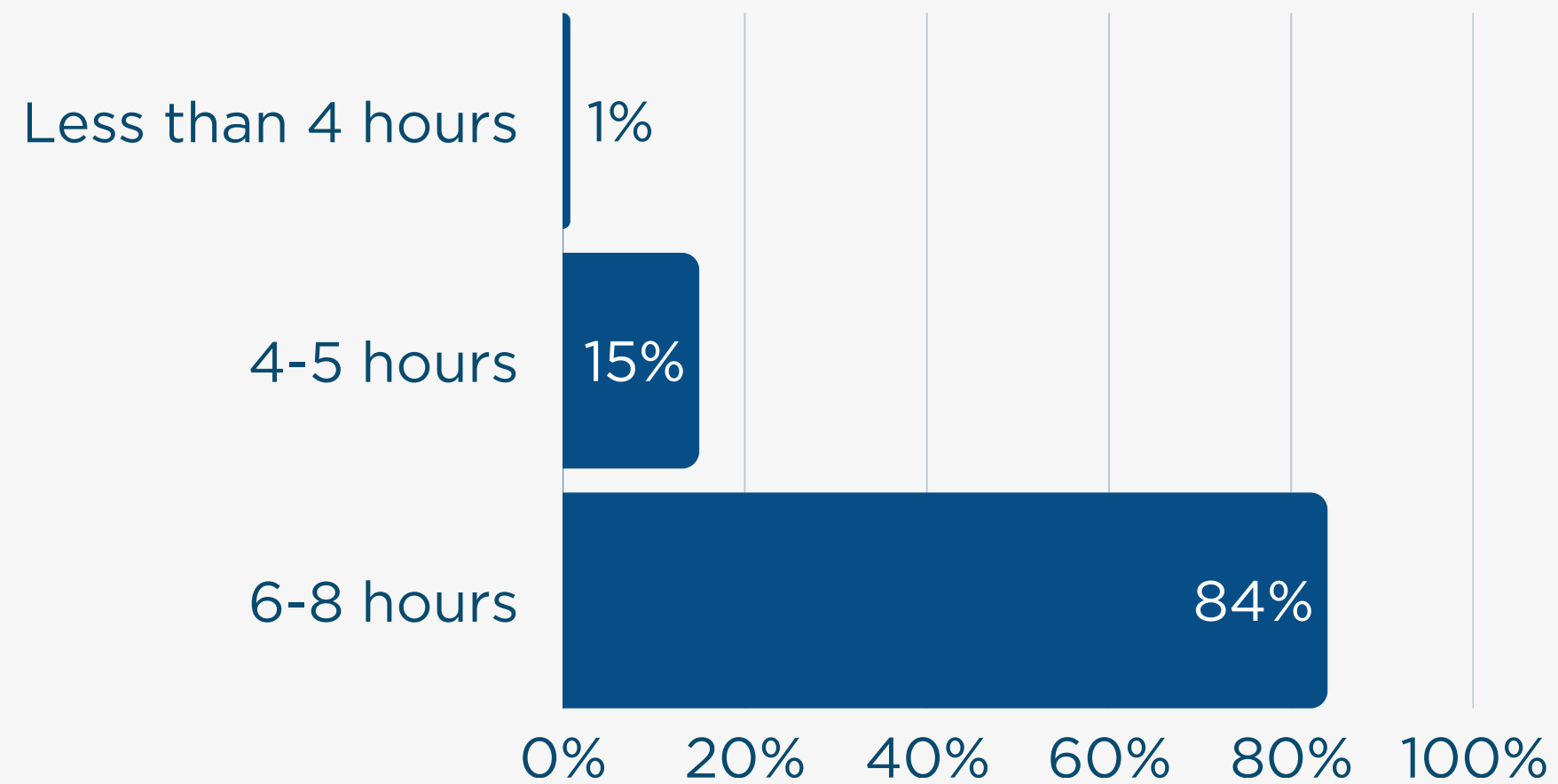
Average Score: **4.16**
Benchmark Average: 4.08
Benchmark Silver Clients: 3.99





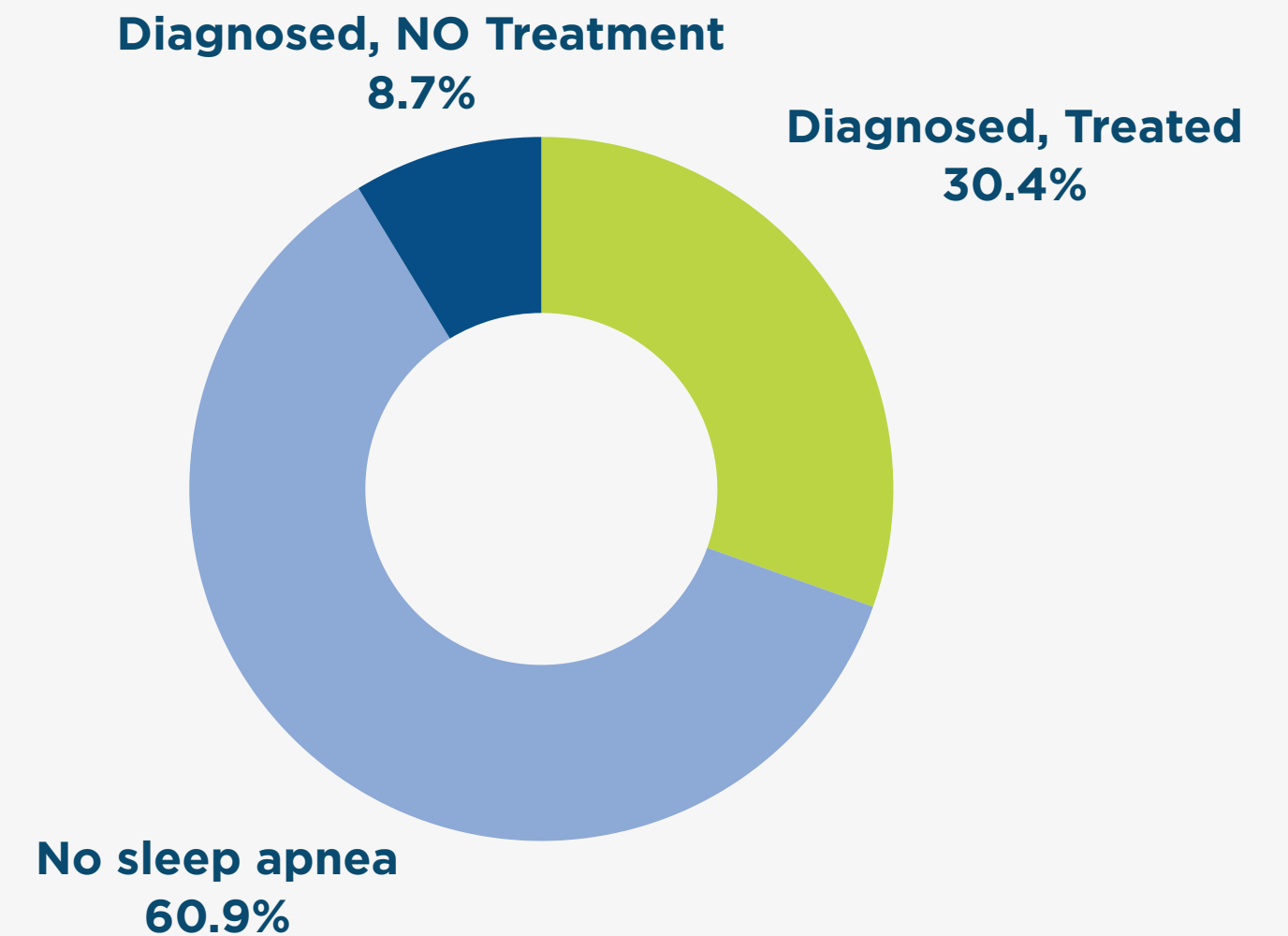
Sleep Habits

Hours of Sleep per Night



Self-Reported

Sleep Apnea



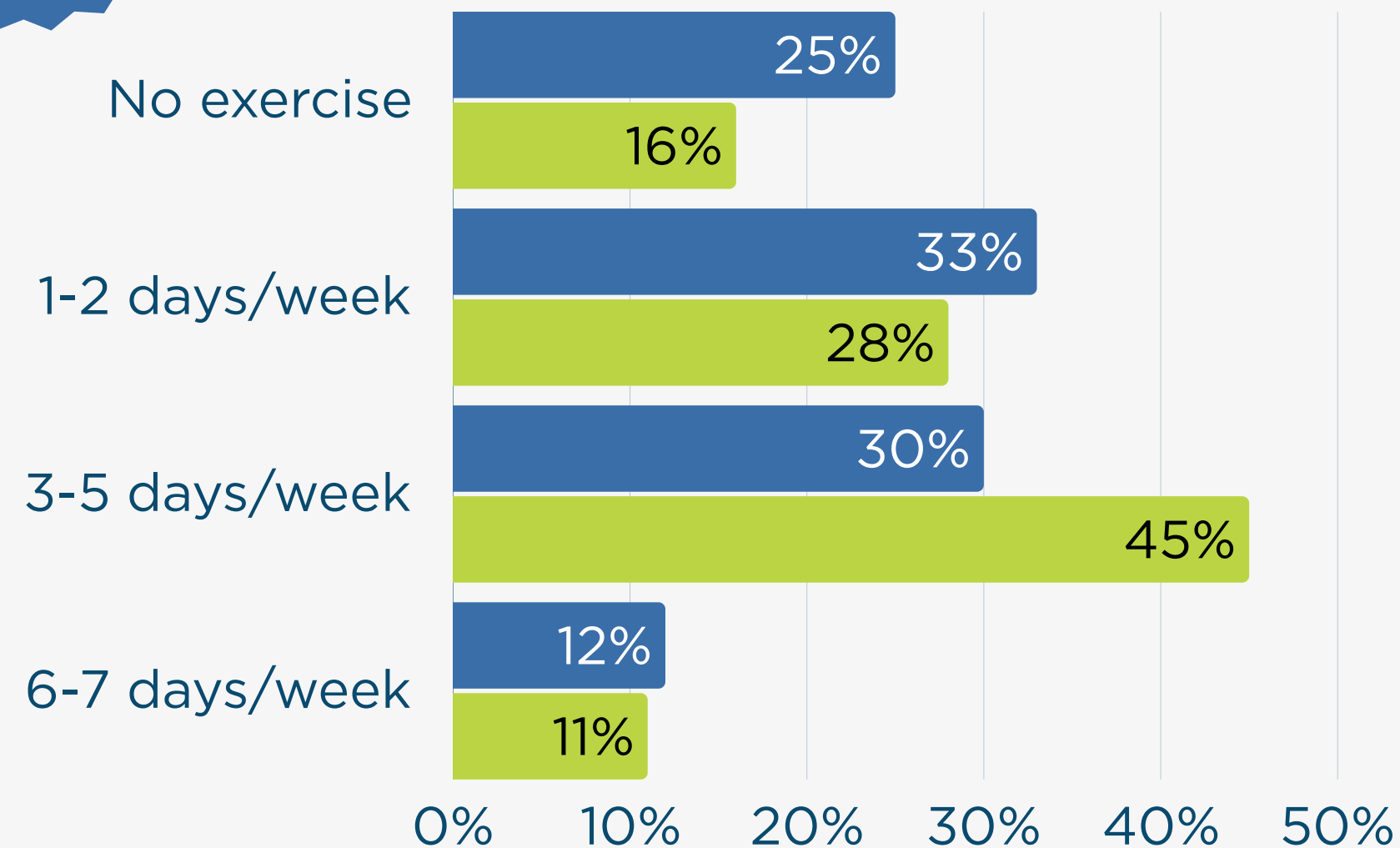
Body Composition



15% Increase
in exercising
3-5 days a
week

Exercise Habits

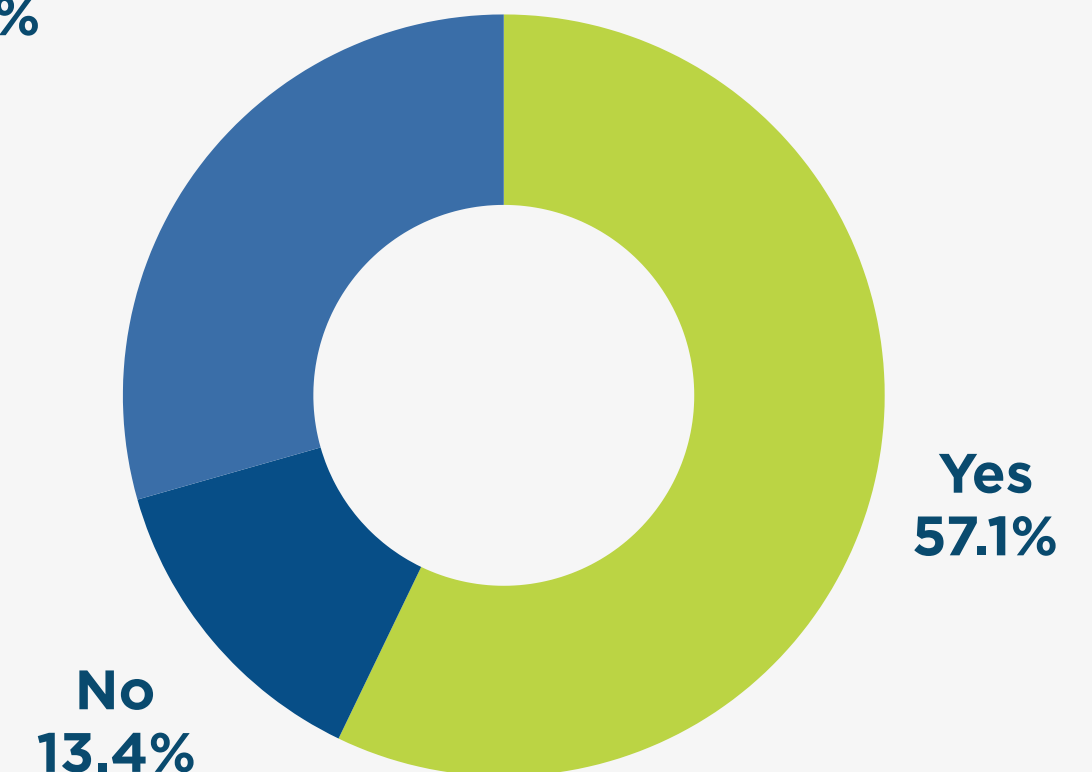
● 2023 ● 2024



Self-Reported

Interested in Losing Weight

Maintain Healthy Weight
29.4%

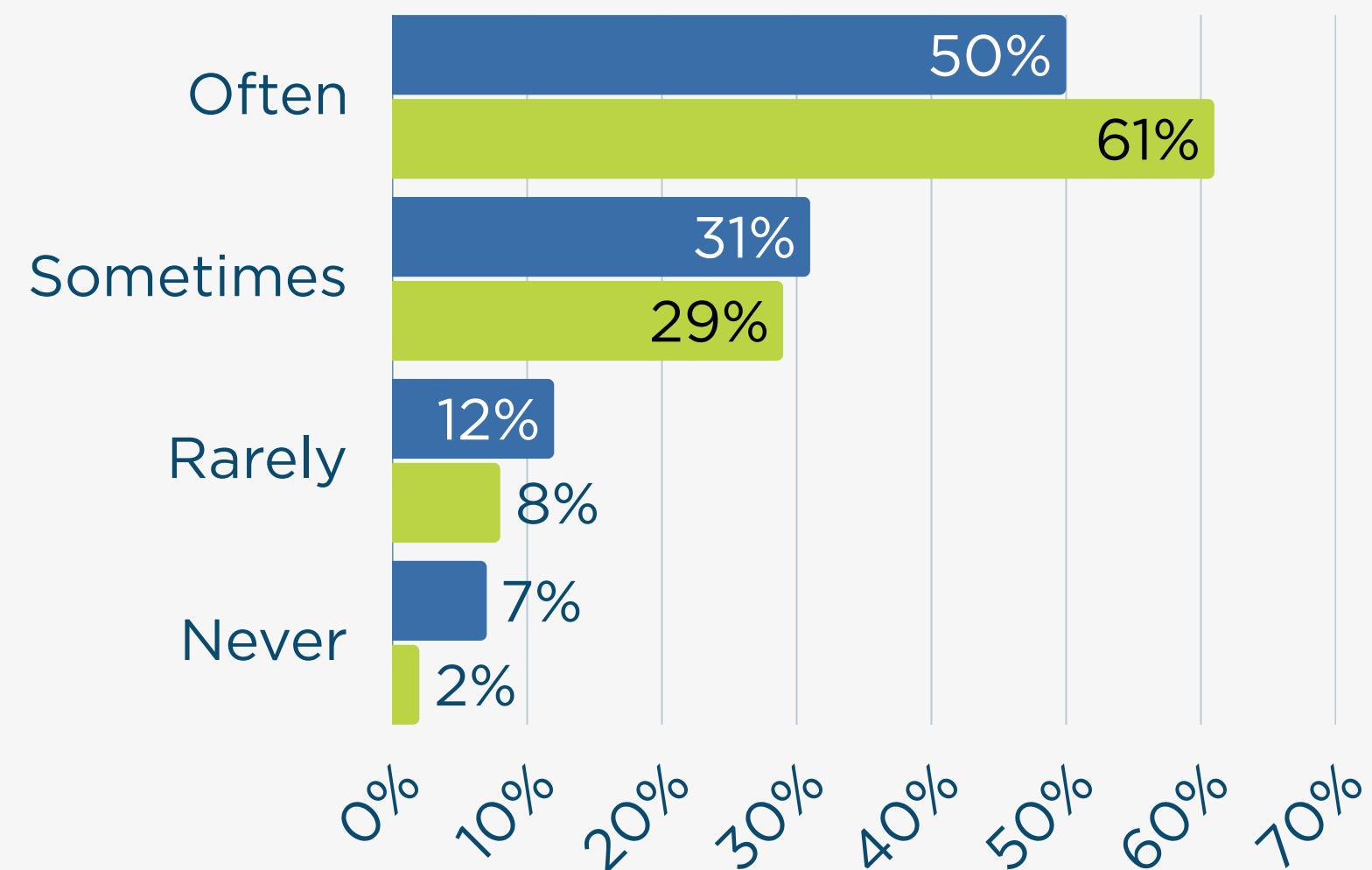




Nutritional Habits

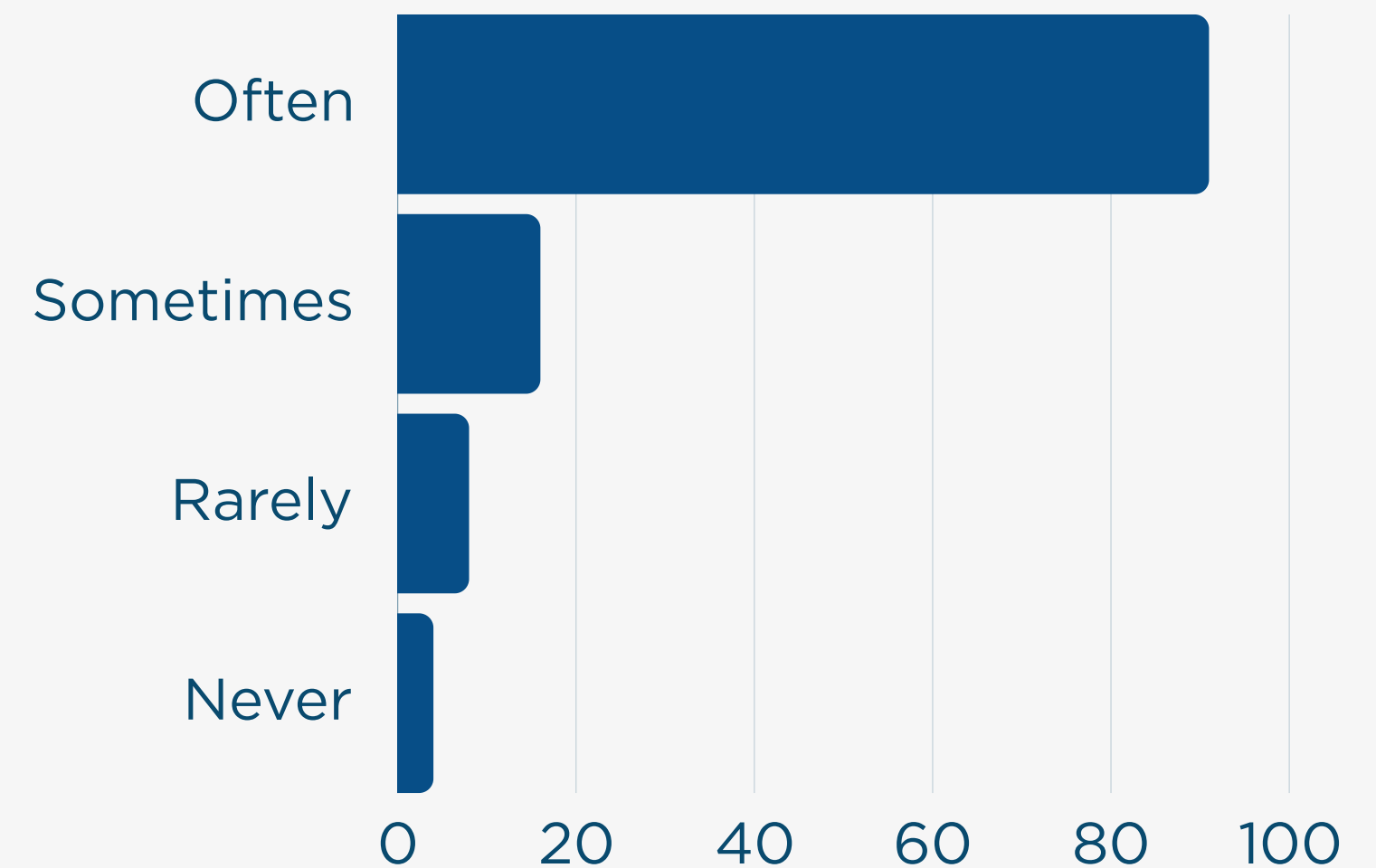
Balanced Meals

● 2023 ● 2024



Self-Reported

Choose Water Over Sugary Beverages





Top Risk Factors



HEART HEALTH



SLEEP



NICOTINE USE

Program Engagement



Stand-Out-Stats & Stories

Most of Occupational Well-being metrics are above benchmark of other Silver Clients.

- Feeling Valued at Work
- Job Satisfaction
- Job Fulfillment
- Well-Being Resources



Two participants
tracked
over 3,100 Points!



120 Participants
tracked over 500
points!

8 Participants
tracked over 1,000
points!



6% increase in
participants reporting a
positive work/life balance

Strive 2024 Programming Goals



HRA Completed

Goal: 50% of Census

2019 30%
2020 12%
2021 15%
2022 36%
2023 41%

2024 18%

36% to goal

Well-Visit Incentive

**Goal: 40% of employees
and spouses on medical
plan receive incentive**

2022 - 24%
2023 - 20%

2024 -15%

38% to goal

Points Tracked

**Goal: 10% Increase
(1,000 points per
active user)**

2023 - 905

2024 - 626

63% to goal

Strive 2025 Programming Goals



Goal:
50% of Census



HRA Completion

2019	30%
2020	12%
2021	15%
2022	36%
2023	41%
2024	18%

2025 Goal - 50%

Goal:
Goal: 40% of employees and spouses on medical plan receive incentive



Well - Visit Incentive

2023 - 24%
2023 - 20%
2024 - 15%

2025 Goal - 40%

Goal:
200,000 Points



Points Tracked

2023 - 204,425
2024 - 75,760

2025 Goal - 200,000

2025 Goals and Strategies



Goals	Strategies	Overall Strategies
Employee Engagement		<ul style="list-style-type: none">• Continue Quarterly Pulse Checks• Continue Monthly reports on the number of Well-Visits• Postcard, wallet card and home mailer 2x year (Sept 25 and Jan 2026)• Monthly new hire email• Graphics supplied for corporate televisions
<ul style="list-style-type: none">• HRA Completion<ul style="list-style-type: none">◦ 2025 Goal: 50% of census	<ul style="list-style-type: none">• Wellness portal update: improve user experience, personalized dashboard, additional opportunities to earn points• Portal walk-through video in monthly communication• Continued challenge and presentation marketing materials• Regular Reward Program reminders in monthly communications (ex. completing the HRA earns 500 points)	
<ul style="list-style-type: none">• Well-Visit Incentive<ul style="list-style-type: none">◦ Goal: 40% of eligible employees and spouses	<ul style="list-style-type: none">• Marketing campaign: home mailer, emails, flyers.• Regular Reward Program reminders in monthly communications (ex. completing the HRA earns 500 points)• Quarterly outreach to participants missing HRA (2nd month of each quarter)	
<ul style="list-style-type: none">• Points Tracked<ul style="list-style-type: none">◦ 2025 Goal: 200,000	<ul style="list-style-type: none">• Increased physical marketing materials on-site (posters, brochures, etc.)• Continued challenge and presentation marketing materials• Tango utilization for Reward Points Program	



Leadership’s Role in Employee Wellness

Strategy	Why It Works	Action Steps for Managers & Leaders
Lead by example	Employees are more likely to engage if they see their leaders doing the same.	<ul style="list-style-type: none">• Mention wellness initiatives in at least one team meeting per quarter• Give shoutouts to active participants in meetings or emails• Participate in at least one challenge• Gather feedback on employee’s experience• Set a 15-minute wellness break for stretching or walking.• Allow 10-15-minute wellness activities to be part of the workday.• Start meetings with a quick wellness check-in (e.g., “What’s one healthy habit you’re working on?”).• Bring up wellness in 1-on-1s (e.g., “How’s your energy and well-being?”).• Complete their own HRA first and share: “It only took 5 minutes!”• Schedule team-wide HRA “power hours” to complete together
Make Wellness Part of Team Culture	Employees prioritize what their leaders care about.	
Recognize & Celebrate Employee Participation	Employees engage more when their efforts are acknowledged.	
Remove Barriers to Participation	Some employees avoid participating because they feel “too busy.”	
Engage in Workplace Wellness Conversations	People take wellness seriously when leaders do.	
Encourage HRAs & Other Wellness Activities	Health Risk Assessments (HRAs) lead to better long-term employee well-being.	

2025 Wellness Plan



Presentations

- Feeding Your Microbiome
 - 3 live, 23 views of recording
- Breaking Burnout

Challenges

- Snooze or Lose
 - 4 participants
- Flex your Flexibility
 - 7 participants
- Strive Corporate Challenge
 - 14 Participants
- One Month Madness
- Gratitude Challenge



Reward Points Raffles

- 3 Quarterly Winner drawn to receive \$50 gift card
- 1 Annual Winner drawn for grand prize of \$250 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?

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 743-929-3717

 Renee.Johnson@kapnick.com

