

Case Study on Vishay Intertechnology, Inc.

Successful year one manufacturing client

Vishay Intertechnology, Inc. ("Vishay"), with its headquarters in Pennsylvania, has grown through acquisitions to become one of the world's largest manufacturers of discrete semiconductors and passive electronic components. In year one, Vishay offered the Vitality program to more than 2,000 of their employees and more than 900 spouses. Committed to innovation, they sought to partner with a wellness company with a similar vision. In addition, Vishay selected Vitality because our program includes mostly verified activity data and provides comprehensive reporting where Vishay could clearly isolate health risks and strategize on health improvement initiatives targeting at-risk populations by each location. Just as Vishay aims to improve product performance and address customer needs, Vitality aims to deliver a program that drives engagement and leads to significant improvement in health risk across Vishay's population.

Many organizations face challenges with communicating and being able to reach their employee population about key benefit and company information aside from their wellness offerings. Vishay's experience is no different. Their employees are dispersed among 12 different locations as well as have different shift and break schedules. Many employees are without smart phones or computer access. As a result, Vishay is focused on making this program readily known and easily accessible for their employees so they can take action steps to improve their health. Vishay's goals for the year were to decrease the smoking rates, increase physical activity and improve nutrition habits among their population.

Leveraging the Vitality program, Vishay experienced impressive results in building a culture of health within their first year with Vitality. While the members had a high degree of motivation to participate (they could earn contributions discounts for completing both the Vitality Health Review™, Vitality's version of a health assessment, and biometrics screenings with negative cotinine or enrolling in a smoking cessation program plus additional dollars for achieving Gold Vitality Status®), Vishay initially struggled with awareness and participation. However, they identified the gaps and by working with their Vitality wellness strategy manager (WSM), they quickly deployed a comprehensive communication and engagement roadmap. The strategies were the following:

- Conduct on-site member education events which included computer kiosks
- Develop a monthly newsletter and conduct regular quarterly webinars
- Implement on-site biometric screening events
- Develop a Vitality Champ® network
- Conduct regular and fun challenges that would resonate with the location and demographics, and include device subsidies to aid in program participation
- Develop several campaigns centered around nutrition, physical activity, and knowing one's numbers



Vitality Champs

More than 20 Vitality Champs support the program across Vishay's organization, and about half of them work in the HR department. The role of the Champ is very important to their organizational culture, and it is a recognized position with job objectives and accountability. With the support of Vishay's leadership, the Vitality Champs are awarded additional points for being Champs and for participating in monthly meetings with their Vitality WSM. They are accountable for establishing goals for their locations/units and play a critical role in promoting Vitality's program as well as in developing their own solutions. For example, depending on the location, the Champs feature walking clubs, e.g., outline walking paths at locations, stretch breaks, computer kiosks, games, e.g., Easter egg/scavenger hunts, outside office events, e.g., gardening, and classroom events, e.g., lunch 'n learns, HR round tables, and Ask Vitality sessions. The "classroom style" events provide the Champs with a mechanism to educate all employees, especially those who are hard to reach due to off-cycle/after-hours shifts, on the key benefits of the Vitality program. Featured topics include: "How to sync devices," "How to register," "Vitality Jeopardy," and "Vitality Bingo" where attendance and winners earn Vitality Points™ as well. Vishay also conducted an off-site HR retreat at which they reviewed their Vitality program results and planned for next year's program goals.

Vitality Challenges

The Champs organized two Challenges throughout their first year: a Nutrition Course challenge (March) and a "Step-it-Up" Steps Challenge (June). Following the campaign themes, they often coincided the Challenges with other related events to keep the employees motivated and interested. For example, during the Nutrition Course challenge, they held a "Healthy Chili Cook Off" and a "Healthy Pot Luck." A Workout challenge was also conducted among the Champs which provided a sense of comradery as well as lead by example to their employees. Prizes and giveaways, such as "Step-it-Up" T-shirts, were included to keep the gamification and social aspect of the program engaging.



Vishay Victory


Vitality Status: Platinum

Greatest personal achievement in the Vitality program:
Increasing my physical activity

"I lost 15 pounds. I try to achieve 10K steps per day at first and now it is currently 15k steps per day. Eating healthier."


Employee Engagement


 **79%**
completed Vitality Health Review (HRA)

 **77%**
completed biometric screenings

 **34%**
reached Vitality Gold Status or higher

 **30%**
participated in Challenges

 **39%**
participated in physical activity (33% synced a device)

 **78%**
used the Vitality Today™ mobile app

 **5.6**
average monthly activities (1.4-1.6x increase during the Challenge)

While it is too early to report risk reductions, Vishay is well on its way to demonstrating improved health outcomes. Their goal for year 2 is to reduce their high risk/at risk population rates for nutrition, physical inactivity and BMI. The powerful combination of Vishay's Champs, Vitality wellness strategy manager, and the Vitality program strongly contributed to driving a culture of health and high-engagement results.