



# Spotlight on Orthollinois

A private sub-specialty Orthopedic Practice challenges its employees to complete their Vitality Health Review in two weeks

Orthollinois is a private sub-specialty orthopedic physician owned practice, based in northern Illinois. The company has 400 staff members, located onsite across their four practice locations and three physical therapy facilities. The Vitality program is currently available to all full and part-time employees.

Vitality spoke with Anna Garrison, Marketing Communication Coordinator, about their engagement in the Vitality program and how their office-based challenges are helping improve engagement levels among employees, old and new.

## How has Vitality taken your program to the next level?

Vitality has really helped form a structure. It's provided a platform to encourage active participation, education and incentives to help our employees live healthier lives.

## Why did you decide to host a VHR Challenge?

Our program year renews in March; however, our on-site Vitality Checks are not until October. We wanted something that would excite and engage employees now and last throughout the year.

## How did you set up the challenge?

We wanted to try and engage as many employees as possible. We assigned each employee, including senior-level managers and physicians, to a team. Teams were made up of 15 employees. In order for teams to win, all team members needed to complete their VHR during a two-week time-frame.

## Did you offer any prizes?

Everyone who participated received 100 Vitality Points. Teams where all members completed their VHR received an additional 250 Vitality Points. We wanted enough points to make the challenge enticing for staff to participate, but not offer more points than a higher achieving activity, such as a 5K run.

## How did you communicate the challenge?

We started communicating the challenge a month before it began. It was announced at staff meetings, posters were displayed around the offices and emails were sent. We used both triggered and platform emails to ensure employees had all the details. During the challenge, regular emails were sent to encourage staff to take their VHR and check other teams' status.



*We didn't have a wellness culture before Vitality was introduced"*

## How did the challenge end?

The results were great! We had a total of 24 teams complete the challenge, with five winning teams reaching 100% completion of their VHR. Organization-wide, 85% of employees completed their VHR during the two-week period the challenge was active. This was a huge increase from the last program year, when VHR completions were below 50%. We were extremely excited by this increase in engagement.

## What were your employees' reactions to the VHR challenge?

The employees who participated were excited to have a new way to engage with Vitality and earn points. The challenge also introduced employees to Vitality who hadn't been active before. It spread excitement throughout the organization and gave the opportunity for co-workers to interact with different departments and office locations.

## Do you have plans to run additional challenges?

Yes. We are currently setting up a nutrition course challenge to launch in two weeks. If employees complete a nutrition course during the defined period, they will receive an additional 100 Vitality points.

## What results are you most proud of?

We wanted to use the challenge to help engage employees in the new program year. We definitely succeeded, and were able to have employees participate who

were new or hesitant to use the program. Furthermore, it increased engagement overall as a result.

## What were some of your engagement drivers before challenges?

Our main engagement drivers have been to communicate one aspect of the Vitality program to employees each month. We also encourage employees to participate in 5K runs. As a company, we sponsor some 5K events, so we offer our employees free entry. There is an internal running group, coordinated by staff members, encouraging engagement and offering Vitality Points for attended sessions. Employees also have access to on-site Vitality Checks. After these Vitality Checks, we see an increase in interest in Vitality.

## What's been your greatest challenge?

Engaging employees. Many are hesitant to participate because they are worried about the time and commitment. We explain that most Vitality Point-earning activities are things they are doing every day already. We communicate the ease of the program, such as setting up/linking your Fitbit and Partner Health Clubs. We also try to communicate that there are other ways to engage and earn points, such as the many online tools that are available.



*Our VHR challenge succeeded in engaging employees who were hesitant and new to the program.”*

Is there anything else you'd like to share about your experiences with Vitality?

The program has been great and definitely an added benefit to our company. Our employees have been able to engage and live healthy lives.

