



Engagement surges when hospital system makes personal wellness a priority for employees and their families

INTRODUCTION

UnityPoint Health provides care to communities throughout Iowa, Illinois, and Wisconsin through a network of 20 non-profit regional hospitals, 19 community network hospitals, and over 400 clinics and other healthcare facilities. Like most healthcare organizations, UnityPoint Health recognizes the toll caregiving can have on its team members. As such, they take steps to help team members manage stress and reduce burnout, while promoting self-care and encouraging employees to find time to relax, recharge, and focus on their own nutrition, fitness, and emotional wellbeing.



UnityPoint Health

AT A GLANCE

UnityPoint Health, a hospital system based in Des Moines, Iowa, provides care across several states through its network of hospitals, clinics, and at-home care facilities. The system's 30,000 employees work day and night to deliver health care services to nine regional markets.

UnityPoint Health chose Wellbeats to:

- Offer unified access to health and wellness content across its decentralized employee population
- Augment its current health and wellbeing benefits
- Support its goal to make wellness more personal and relevant to each employee

KEY RESULTS

- **A first quarter 2024 surge in Wellbeats engagement, which surpassed 2023 utilization in just three months**
- **Significant Q1 year-over-year increases in every metric:**
 - **Total enrollment up 1,354%**
 - **Plays per user up 273%**
 - **Minutes per user up 239%**
- **Overall class ratings at 4.7 out of 5 stars**

THE CHALLENGE

A goal to meet team members where they are on their personal wellness journey

UnityPoint Health already offered a robust benefits plan, including an active health and wellness program supported by a team member portal, OnPoint for Health. Yet leadership recognized an opportunity to reduce barriers to engagement and provide more equitable program access to all team members—regardless of where and when they work. Their goal was to find a solution that would meet team members where they're at, regardless of their age, life stage, or fitness level, and that would support each individual's personal wellness goals and perspectives. It was a tall order, to be sure.

THE SOLUTION

Wellbeats *Wellness* filled the bill

Wellbeats *Wellness*, a product of LifeSpeak, Inc., helps people of every age, interest, body type, and ability level live healthier lives with thousands of fitness, nutrition, and mindfulness classes. Wellbeats offers a robust library spanning more than 30 categories including yoga, HIIT, strength, running and walking, mindfulness and meditation, nutrition and recipes, cycling, kickboxing, dance, work breaks, stretching, and more. UnityPoint Health team members can tap into a Wellbeats break wherever and whenever they choose.

“We made a shift in how we thought about wellness. Instead of offering prescriptive programs, we want to make wellness more personal, to meet folks where they're at in their unique health and wellbeing journeys,” said Emily Borenitsch, a wellness strategist at UnityPoint Health.

The broad range of topics and classes is also a big selling point for UnityPoint Health. “We want variety, something for everyone. And we want it to be consistent and accessible for our team members, regardless of the shifts they work, or if they work remotely or onsite,” says Jennifer Bruns, senior benefits analyst at UnityPoint Health. “It has to support what wellness means to each person, what they need, whether that's cooking, meditation, flexibility, or endurance training. And it needs to work for parents, kids, seniors, everyone. Including their families!”

UnityPoint Health offers Wellbeats to team members and their families as a way to encourage wellbeing more broadly and build lasting engagement. It's an important feature and team members say they appreciate the extra investment. Wellbeats also helps UnityPoint Health build engagement among its teams. For example, one group of team members regularly takes a spin class together, which makes fitness more fun, adds a social dimension to the activity, and builds accountability to keep everyone motivated.

UnityPoint Health plans quarterly promotions, aligning Wellbeats offerings with company wellness objectives such as nutrition and mental health awareness. “Once we've identified a topic, we work with Desiree, our awesome Wellbeats partner success manager, to choose classes and programs that reinforce our goals. We look to fill gaps for our team members and are intentional in the topics and classes we choose to highlight,” Borenitsch says. “We're huge on corporate culture and always looking for ways to enhance our commitment to wellness across our entire system.”

-Emily Borenitsch, UnityPoint Health wellness strategist





Engagement Outcomes (Q1 2023 to Q1 2024):

- Program enrollment increased from 1,492 to 3,700.
- Class plays increased from 14,256 to 53,245.
- Total minutes per user increased from 69 to 203.



THE IMPACT

Growing engagement and popularity

Team members' utilization surged for Wellbeats as UnityPoint Health continued to promote its focus on personal wellbeing. As a result, Wellbeats first quarter 2024 class views surpassed utilization for all of 2023.

UnityPoint Health keeps Wellbeats top-of-mind by highlighting a number of classes and programs each month and communicating whole-person, team member-focused messages digitally to its workforce. "Engagement is up across the board," Borenitsch says.

"Team members tell us they love the topics we feature, and we see an uptick in utilization every time we send out a new message."

UnityPoint Health promotes Wellbeats in new team member orientations and through its quarterly wellness initiatives. "We try to keep our communication fresh and relevant, geared toward motivating people," Bruns says. "For example, we featured a timesavers theme, with classes under 10 minutes to encourage everyone to carve out just a few minutes every day to focus on their wellbeing. People really liked that approach."

**Learn more about Wellbeats *Wellness*
and our full suite of solutions.**

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