



SUCCESS STORY

How Montana University System
engaged hard-to-reach employees

limeade®
it's totally possible.



WELLNESS

MONTANA UNIVERSITY SYSTEM

Like most great organizations, Montana University System (MUS) wants its employees to be happy, healthy and engaged. Most employees are already passionate about the mission of providing high quality education. But this passion can lead to stress, long work hours and little time for self-care.

MUS partnered with Limeade to create a well-being program — MUS Wellness — that appeals to employees in any part of the state and at any point in their well-being journey. Program goals are to improve employee health and empower users to be the champions of their personal well-being — all while containing healthcare and tuition costs.

14 SITES
ACROSS
MONTANA

LARGE, SMALL
& REMOTE
CAMPUSES

44,000
STUDENTS

8,000
BENEFIT-ELIGIBLE
EMPLOYEES





COMMUNICATING WITHOUT EMAIL

MUS faced a significant challenge. The organization does not use a centralized email system. They needed to reach — and inspire — a population of 8,000 benefits-eligible employees across 14 large, small and remote campuses, via social media, videos, in-person events and word of mouth.



SOCIAL MEDIA



VIDEO



WORD-OF-MOUTH



EVENTS

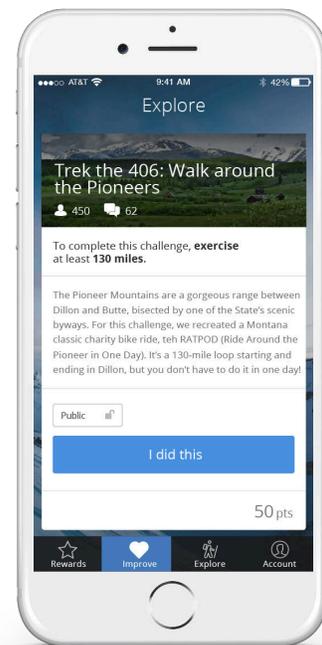
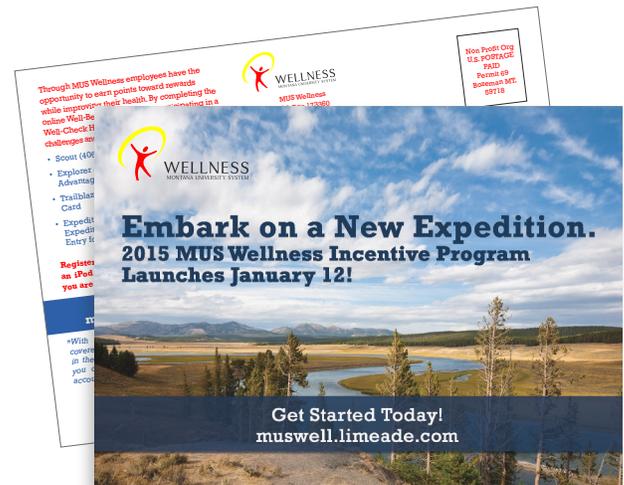
To boost registration after the initial launch, MUS created a “Race to the Finish” challenge that incentivized employees to tell their colleagues about MUS Wellness. Once their campus reached 60 percent participation, all registered employees at that location received 75 points.

In just **10** weeks, **13** out of **14** campuses reached their registration goal.

DESIGNING A RELEVANT PROGRAM

MUS leaders wanted well-being to feel like the easy choice, no matter what unique goals employees sought to achieve. They designed MUS Wellness to feel simple, accessible and fun, while addressing the whole employee — with activities to improve well-being at and outside of work.

A clear connection to state pride was another key priority when designing the program. MUS Wellness reflects themes that Montana residents care about to unify employees across the state. This is seen in one of the most popular activities, the “Montana Moves” challenge, which encourages employees to get outside and explore. The ongoing “Trek the 406” step challenges reward employees for walking the equivalent length of well-known historical routes, such as the Beartooth Highway or the Lewis and Clark Trail.

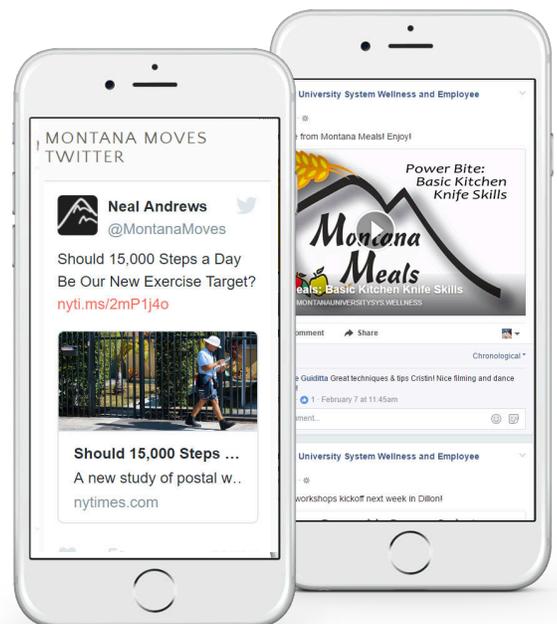




PROGRAM PROMOTION

MUS started by leveraging the Montana Moves & Montana Meals Blog — a popular employee resource with a wealth of content on exercise, nutrition, event announcements and employee well-being improvement stories.

Blog readers were directed to MUS Wellness to earn points for their healthy behavior. They also used Facebook and Twitter to drive existing followers to MUS Wellness program challenges.

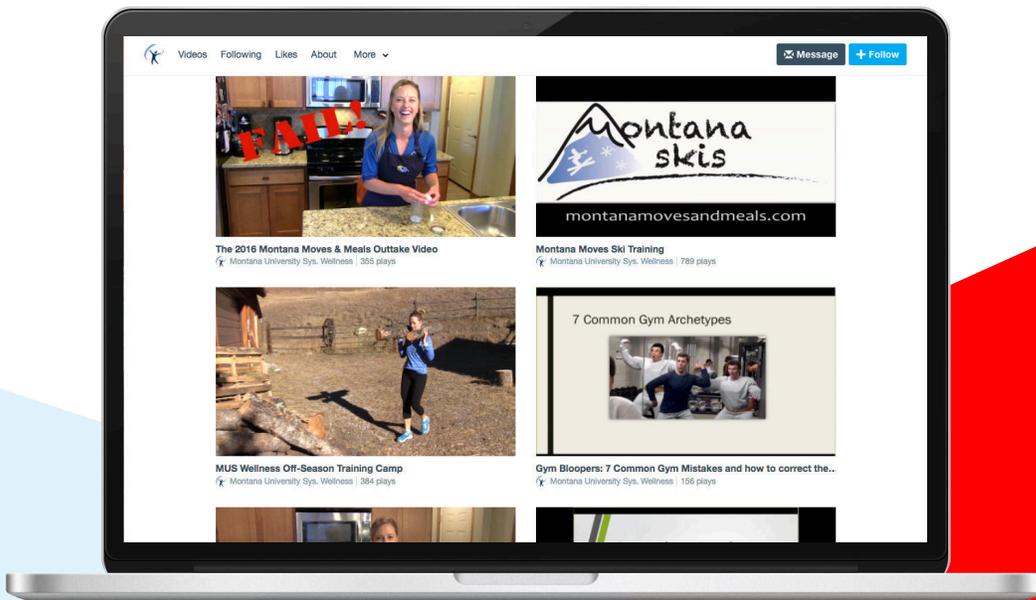




THE POWER OF VIDEO

The two program managers — a Registered Dietitian and a certified fitness coach — were positioned as the faces of the program. Traveling across the organization’s 16 locations, these two well-being ambassadors hosted program launch events to drive excitement and educate people about the program.

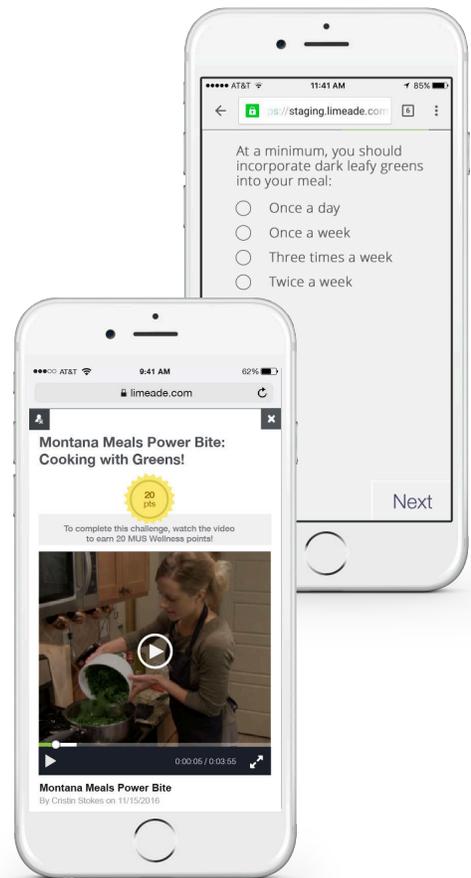
Today, they maintain this strategy (and reduce travel costs) through strategic use of video. They created a series of original “how-tos”, program updates and personal well-being stories. Videos are promoted on MUS social media channels like Twitter and Facebook to drive employees back to MUS Wellness.



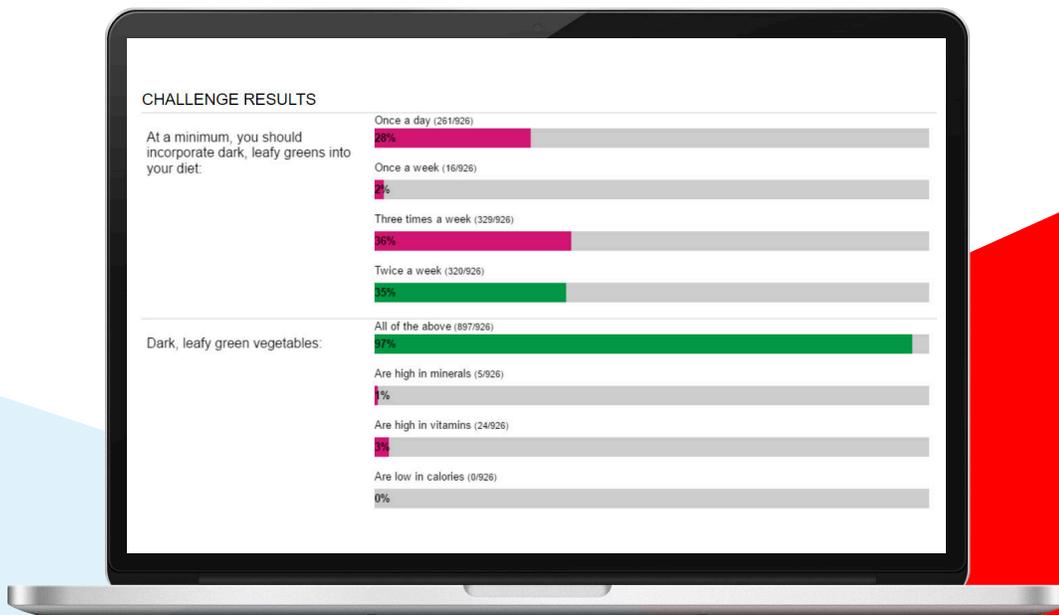
LIMEADE INTERACTIVE

Building on the success of its original video series, the team launched Limeade Interactive, a video and quiz add-on that transforms bite-sized videos and presentations into targeted well-being challenges. MUS uses Limeade Interactive to post its healthy recipes and how-to videos. After employees view a video, they take a quiz to earn their points.

MUS uses the quiz results to understand if their people are really comprehending what they're learning in the video. The product also offers analytics so program managers can see how people performed in key challenges.



The Limeade Interactive add-on boosted program participation, too. Program participation increased by **32 percent** for people with access to the interactive videos.



THE RESULTS

Employees are more likely to feel higher levels of well-being when they feel higher levels of support from their employer. And MUS employees are a prime example.

Since launching with Limeade in 2014, the organization has seen a significant year-over-year improvement in health, well-being and productivity:



Percentages represent at-risk employees and are based on Well-Being Assessment responses over a two-year period.

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