



Bloodworks Northwest

SUCCESS STORY

How Bloodworks Northwest Increased
Program Participation

limeade®
it's totally possible.



**BLOODWORKS NORTHWEST
INCREASED ENGAGEMENT BY
147% BY LAUNCHING AN EXECUTIVE
SPONSORSHIP PROGRAM AND THE
LIMEADE ENGAGEMENT PLATFORM.**

THE CHALLENGE

Bloodworks Northwest set out to increase employee engagement with a wellness program that aligned with their mission: to save lives through research, innovation, education and excellence in blood, medical and laboratory services in partnership with the community. BloodworksNW believes that advancing health in the community starts with their employees.

PROGRAM GOALS:

- **SHOW IMPROVEMENT IN BIOMETRIC INDICATORS**
- **REACH 75% EMPLOYEE PARTICIPATION**
- **ADDRESS ALL ASPECTS OF WELL-BEING**
- **INTEGRATE WITH EXISTING WELLNESS RESOURCES**

Prior to Limeade, wellness initiatives yielded less than 40% participation. The programs took a traditional health-risk approach that stood apart from strategic goals and culture of the business. BloodworksNW felt the need to address a broader view of well-being, one that involved work-life balance, values training, community involvement and diversity initiatives. Whatever they launched had to be simple and fun for employees.

To increase participation for all wellness-related support programs, BloodworksNW also needed a program that would seamlessly integrate with existing disease management resources - without extra work or expenses.



THE SOLUTION

BloodworksNW selected Limeade as their partner to achieve these goals, launching a well-being initiative called Thrive. Combining Limeade's evidence-based health, well-being and productivity improvement model with their own business and cultural strategies, BloodworksNW designed a program that

spanned everything from sleep to stress to work-life balance and community involvement. The program offered incentives that included an additional \$300 company contribution into a health savings or health reimbursement account, and paid days off.

**“LIMEADE HELPED DRIVE PARTICIPATION IN
RESOURCES WE ALREADY HAD WHILE FINALLY
MAKING WELLNESS FUN AND EFFECTIVE FOR
OUR EMPLOYEES.”**

- Karlyn Byham, Benefit Administrator

EXECUTIVE SPONSOR PROGRAM

To reach ambitious engagement goals of 75% participation, BloodworksNW and Limeade built an executive sponsorship program. The program kicked off with the CEO sharing his personal experience and followed with quarterly challenges from every member of the C-suite.



**EAT LOCALLY
WITH SALLY**

Chief Employee
Relations Officer



**12,000 STEPS
WITH JOSE**

Chief Scientific Officer

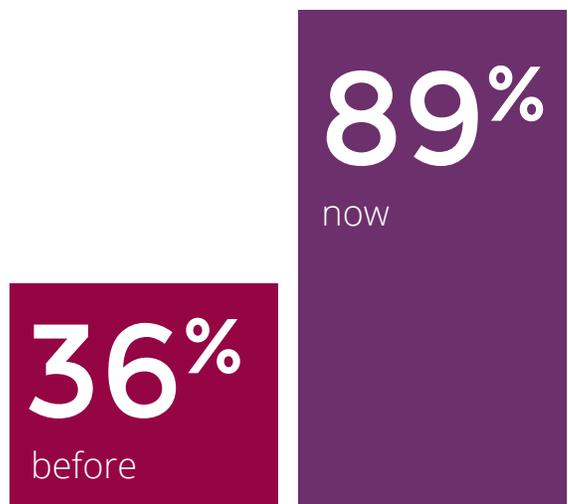
“LIMEADE HELPED US TURN EXECUTIVES INTO WELLNESS CHAMPIONS - THEIR ENTHUSIASM GOT THE ENTIRE WORKFORCE ON BOARD.”

- James P. AuBuchon, MD, President and CEO



THE RESULTS

The Thrive program extraordinarily exceeded both expectations and goals over the past four years.



**147% INCREASE
IN PROGRAM
PARTICIPATION**

Limeade drove **30%** employee participation in coaching & increased participation in onsite events, including flu vaccines & biometric screenings

Showed improvement in **THREE** biometric indicators over a two year period - BP systolic, triglyceride and glucose

Illness-related time off decreased **15%**, increasing productive work time by thousands of hours

25% of new challenges now come from employee-submitted ideas

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