



UnityPoint Health

SUCCESS STORY

How UnityPoint Health unified its workforce

limeade®
it's totally possible.

On *Point* for HEALTH

AFTER DOUBLING IN SIZE, UNITYPOINT UNIFIED ITS WORKFORCE UNDER A SINGLE BRAND AND CULTURE

THE CHALLENGE

UnityPoint Health is the 13th largest nonprofit health system in America and one of the nation's most integrated health systems. With 32 hospitals and more than 290 clinics and home care services throughout its 9 regions, UnityPoint provides care throughout Iowa, western Illinois and southern Wisconsin.

PROGRAM GOALS:

- UNIFY NEW AFFILIATE EMPLOYEES UNDER PARENT BRAND & CULTURE
- IMPROVE EMPLOYEE HEALTH & WELL-BEING
- DRIVE PARTICIPATION IN EXISTING EMPLOYEE PROGRAMS

In 2012, UnityPoint Health acquired several regional hospitals, nearly doubling in size to more than 30,000 employees. Following the acquisition, the HR team has been working to integrate all new affiliates into a single HR system with a consistent set of benefits. This change also created the need to unify all employee wellness initiatives under the parent brand. Even more important, UnityPoint wanted new employees to embrace its culture and commitment to outstanding patient care.



THE SOLUTION


In 2013, UnityPoint selected Limeade to develop OnPoint for Health, an innovative wellness program that would inspire positive change in health and well-being, unify its growing population and increase participation in existing programs.

UNIFYING EMPLOYEES

UnityPoint engages employees in well-being from day one. Registering for OnPoint for Health is part of the onboarding process and the program reinforces the parent brand and culture. It also delivers all-staff challenges focused on corporate values, initiatives and benefits provided across the organization.

Simultaneously, the program acknowledges the unique sub-culture and leadership of each affiliate location, delivering targeted challenges based on location.

OnPoint
for HEALTH




On Point for Health rewards you for giving yourself the same quality of care we give our patients. When you participate, not only will you live a happier and healthier life but you can also earn rewards!

How it works:

1. Login to On Point for Health
2. Complete your Health Risk Assessment and Biometric Screening by November 17, 2014
3. Employees may earn points by participating in fun challenges to win up to \$250 cash (\$100 part-time)

Get started today
www.peoria.limeade.com



**Financial Fitness -
Des Moines**

50 pts



**Sioux City
Diabetes Walk**

50 pts

**“ONPOINT FOR HEALTH
SUPPORTED OUR OVERALL
ABILITY TO HELP EMPLOYEES
UNDERSTAND OUR
MISSION, ALIGN AND -
MOST IMPORTANTLY -
GET REALLY EXCITED ABOUT
THE FUTURE AHEAD.”**

- Emily Porter, VP of People Excellence

THE SOLUTION CONTINUED

REWARDING PREVENTION

UnityPoint knows awareness of the current state of their health is a critical first step to making health improvements. So they place a heavy focus on completing biometric health assessments and preventive care. Using Limeade targeting capabilities, the program incentivizes coaching and disease management for those at risk for certain conditions. Employees are also offered points for creating a well-being checklist of important checkups and attending standard screening visits including dental, vision, flu shots, gender-specific screenings and more.

PREVENTION IS KEY

Of those who received colonoscopies,

45%

had polyps
removed and

13%

were diagnosed
with colon cancer.

PROMOTING INTERNAL PROGRAMS

UnityPoint wanted to increase ROI on its existing suite of employee benefits and programs. Using Limeade as its single platform, UnityPoint rewards employees for participating in their “Honoring You” employee recognition program, their Great Places to Work Survey and existing financial health services. It also incentivizes employee registration for the “MyUnityPoint” electronic health record service - a nod to a broader goal of driving patient registration across all locations.



Great Places to Work survey®

50 pts



“Honoring You” employee recognition

50 pts



MyUnityPoint patient records

50 pts

1,000+
more responses

12,500+
unique recognitions

194%
registration increase

THE RESULTS

UnityPoint experienced high engagement immediately following its program launch. In the last year the organization also saw improved employee health and well-being and increased participation in existing HR programs.

HIGH ENGAGEMENT

More than

64%

of eligible employees participate in at least 1 challenge

More than

7,000

employees achieved the top incentive level

IMPROVED HEALTH

UnityPoint reported that program participants had

FEWER

health insurance claims

For those with LDL cholesterol risk,

44%

improved their risk level

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