

Mission Healthcare Redefines Corporate Wellness with Industry-Disrupting Platform, Healthstate

Introduction

Many companies say that employees are their most valuable asset. Mission Healthcare, a San Diego-based home health and hospice provider, embodies this mindset fully. The organization naturally puts a premium on employee wellbeing, while also seeking to provide meaningful benefits that directly contribute to a healthier and happier workforce. With most workplace wellness programs being guided by guesswork and by following general industry trends, the value of these programs can often be unclear.



In 2019, Mission wanted to implement a corporate wellness program, but the company recognized the industry's largest challenge: giving employees solutions that worked for them, instead of delivering generic solutions that were based on guesswork or general industry trends.

Challenges

With implementing a workplace wellness program for the first time, Mission Healthcare encountered a number of challenges unique to their situation:

A Remote Workforce

80% of Mission's employees worked remote and in the field

1. A typical workday for Mission's remote employees did not allow for prolonged desk and computer access
2. Working remotely removed word-of-mouth and the traditional office setting as a force to drive registration and participation

Providing Industry Standard Screening Tools and Premium Benefits to Employees

1. An in-office health fair and biometric screening would not be feasible due to the remote population and, later, the COVID-19 lockdowns
2. The company remained apprehensive about the participation rates and effectiveness of such health fairs

Taking the Guesswork out of Corporate Wellness

1. Initiatives posed by other wellness programs were comprised of only surface-level solutions that followed general/common wellness trends
2. In order for Mission to address the specific wellness needs of its employees, they would need a program that provides detailed metrics and results while preserving the anonymity of their workforce

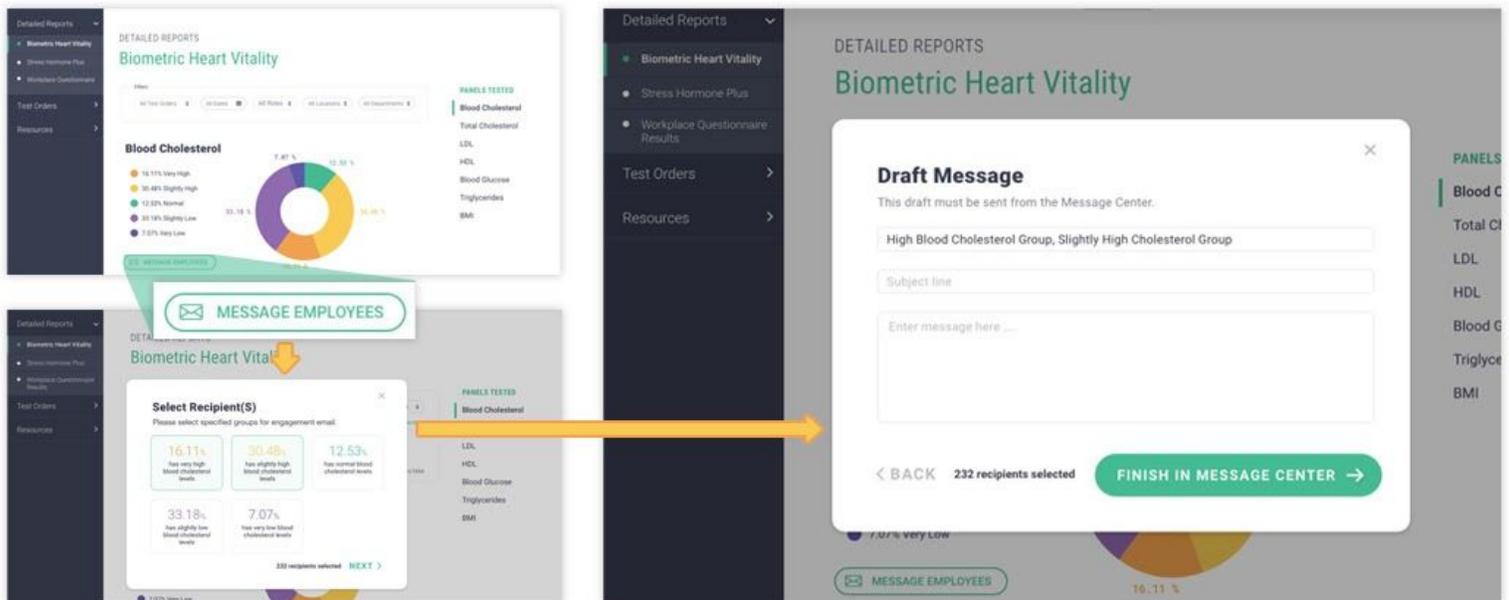
The Solution - HealthState

To address these challenges, Mission Healthcare chose HealthState. Mission was able to effectively use the HealthState platform to provide meaningful and actionable solutions to their employees while also receiving a powerful, data-centric corporate wellness tool for their leadership team.

Engaging a Remote Workforce

Mission Healthcare utilized HealthStates electronic messaging system to send messages to specific and targeted groups of employees. By doing so, Mission Healthcare carefully cultivated a detailed layer of communications that ensured employees were not oversaturated and unresponsive to communication efforts.

The employee onboarding process began with a registration email sent to all employees of the company. From there, Mission Healthcare targeted specific groups of employees to message with follow up information. Using HealthState, email campaigns could be targeted at specific groups of employees based on a number of filtering options (registration status, test results data, Health Risk Assessment results, etc.)



With this approach to communication, Mission Healthcare successfully exceeded industry average participation rates despite having a majority of their workforce working remotely. With the COVID-19 pandemic causing many workplaces to shift to remote work, this unique approach to workplace wellness is an ideal solution to the rapidly changing landscape

Providing Benefits to Employees — Industry Standard and Beyond

Mission Healthcare provided their employees with personal HealthState accounts that came with numerous health and wellness benefits, while also subsidizing two at-home health testing kits for their personal use. This valuable and competitive offering contributed to Mission Healthcare achieving participation rates above both the industry average and their own internal goal.

HealthConfirm At-Home Testing Kits

Mission employees received a Health Check Complete Biometrics testing kit (for a traditional biometric screening experience) and a Stress Hormone Plus testing kit (for daily Cortisol levels).

HealthState Personal Accounts

Each Mission Healthcare employee was given a personal HealthState account, which came with access to numerous tools and services that helped them understand their personal health and wellness, and take the first steps towards implementing changes to improve.

HealthState Personal Accounts included features such as:

1. A health risk assessment - physician-backed questionnaire using self-reported answers to assess personal health risks
2. Individual wellness plans for employees to follow that included personalized recommendations and areas of improvement
3. Optional participation in wellness challenges and an incentives and rewards program
4. Ability to connect personal tracking devices to continuously monitor health measurements, physical activity, and sleep
5. Access to an online stress resiliency program through SelfHelpWorks
6. Free telemedicine consultations through Dialcare - paid for by Mission Healthcare

Eliminating Guesswork: Data-Centric Corporate Wellness

Through HealthState, Mission Healthcare had access to advanced aggregate reporting on their employees that identified the employees main health and wellness pain points. The HealthState reporting dashboard provided aggregated company health information on areas such as:



Health Risk Assessment Results

- Disease Risk
- Current Disease Status
- Weight Management (BMI)
- Smoking
- Exercise
- Diet and Nutrition
- Alcohol Consumption
- Dental Health
- Sleep Pattern
- Stress and Depression



Biometric Testing Results

8 panels that test for common biometric health measures.



Stress Testing Results

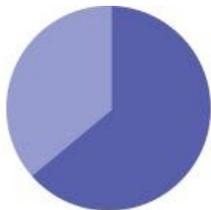
Measures the 'stress hormone' cortisol at four levels throughout the day.



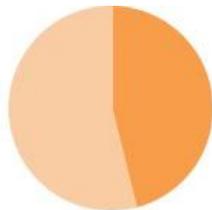
Data privacy measures were built into these HealthState reports to ensure that any viewable reports represented a large aggregate group and did not contain any individual personal health information, in order to preserve the privacy and anonymity of employee's personal test results.

Mission Healthcare's Company Results

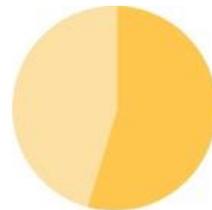
Mission Healthcare achieved participation rates above the industry average¹ and their own internal goal through the administrative tools and features available to them through HealthState. Additionally, the aggregate data reporting identified four key areas for improvement that Mission Healthcare used to create and customize tailored workplace wellness programs for their employees. With this unique approach to workplace wellness, Mission successfully met all of the challenges it faced in implementing their first workplace wellness program.



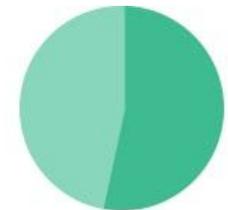
62% of all Mission employees were outside of the healthy BMI range



46% of employees noted that their stress levels were moderate, somewhat high, or high

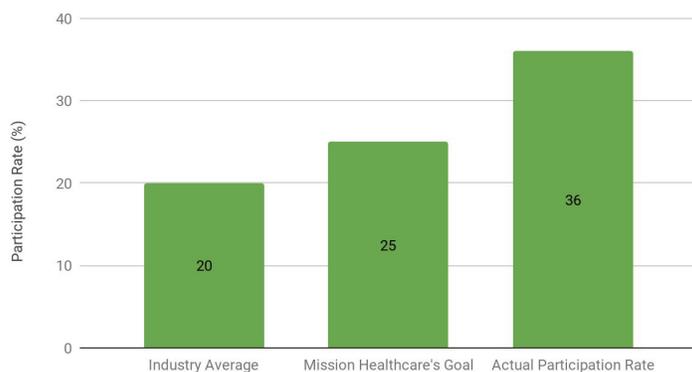


54% of Mission employees stated that they sometimes or usually had problems falling asleep and staying asleep



53% of Mission employees had a poor diet, and a further 37% of employees had a borderline poor diet.

HealthState Participation Rate vs. Industry Average



With the wide range of tools available to both employees and Mission's leadership team, the company successfully empowered their employees to take the first steps towards a healthier and happier life, while ensuring that future workplace wellness initiatives would be data-driven, effective, and relevant to their workforce.

References

Mattke, S., Kapinos, K. A., Caloyeras, J. P., Taylor, E. A., Batorsky, B. S., Liu, H. H., . . . Newberry, S. (2015). Workplace Wellness Programs - Services Offered, Participation, and Incentives. *RAND Health Quarterly*, 5(2).