



How healthcare savings can
start with a **wellness challenge**

movecoach



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Executive Summary

It is well documented that a lack of physical activity by employees can have a significant financial impact on corporations. With the creation of a global program that engages employees with feedback, analysis, social recognition and rewards, companies can not only reduce health care costs but also increase productivity.

Recently, a global corporation headquartered in San Francisco with over 15,000 employees, used a million mile movement challenge to accomplish both of these objectives.

In 2015, together with movecoach, the company engaged in a wellness challenge to motivate its employees to become more active. Since inception, a year ago, just under 3,000 employees actively participating in the program almost doubled the initial goal moving close to 2 million miles and achieving over 300,000 hours of activity.

 **250,692**
Hours of Walking

 **40,063**
Hours of Running

 **1,298**
Hours of Swimming

2,000,000
miles

 **19,032**
Hours of Biking

 **1,907**
Hours of Cross Training

Source: movecoach database. Participants were considered active from the first to the last week in which they logged activity during the challenge timeframe.



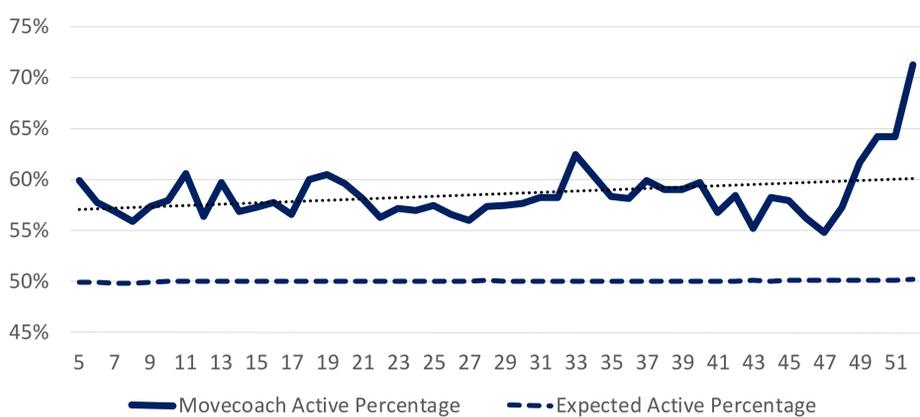
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Introduction: What is a wellness challenge?

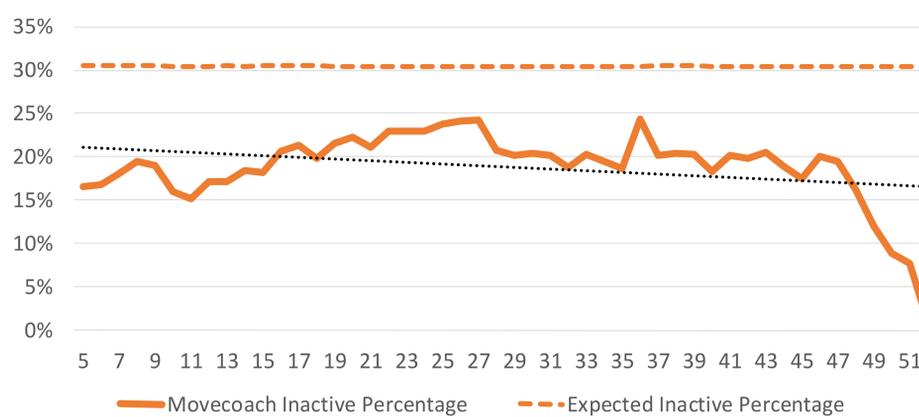
A wellness challenge is an organized program that sets a health related goal, devises a training strategy and then allows for tracking, sharing and saving progress towards that objective. The goal may be anything from the participation in a bi-weekly yoga class to the completion of a half-marathon with the aim of increasing activity with the assistance of social recognition within the organization, and ultimately altering behavior for the better.

The National Institute of Health (NIH) states that the initiation and maintenance of such behavior change can be very difficult, however once achieved can have a dramatic impact on health. Within a year the movecoach program was able to consistently drive a higher percentage of participants towards activity and away from inactivity. As seen below, the distribution of 'Active'^(a) participants (as defined by the Centers for Disease Control (CDC)) in the participating population increased from just above 55% to just over 70% and the percentage of 'Inactive'^(a) participants in their participating population decreased from 15-20% to below 5%.

Percentage progression to 'Active' by week



Percentage progression away from 'Inactive' by week



In comparison to the expected percentage from the data provided by the CDC

(a) The Centers for Disease Control (CDC) considers a person exercising less than 10 minutes a week as inactive (over 30% of the U.S. population) and greater than 150 minutes a week as active (~50%). Those in-between are labelled insufficiently active (~20%).
Graphics show data for active participants from the first to last logged dates of activity within the program period.



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How a wellness challenge can lead to healthcare savings

A recent CDC study^(a) showed that the average insufficiently active person incurs an additional healthcare cost of \$576 and an inactive person had an additional cost of \$1,313 in comparison to an active person per annum. Under the auspice that these healthcare costs for inactivity, inactivity distribution, and the activity logged on movecoach by the company described, an estimated health-care cost savings can be inferred.

For the one year term of the program **approximately \$191,767^(b) in annual healthcare savings** was realized given the sample distribution by age.

What makes a wellness challenge work?

The movecoach program has roots in the NIH Science of Behavior Change methodology and involves cueing a behavior, setting a goal, providing personalized feedback, and rewarding results. The movecoach algorithm works towards objectives related to activity and takes personal inputs such as goal, current fitness level, and schedule availability to generate a customized plan per user. The methodology is based on a "train at current fitness level to reach peak performance" approach. The movecoach training technology is the only adjustable, algorithmically fueled training resource on the web and to date has guided thousands of individuals to more activity. Information from the CDC suggests that a population with identical age group characteristics would only be active for an average of 70-90 minutes per person per week compared to the 256 minutes per week average seen in the movecoach program, indicating that participants are **three times** more active than is typical.



(a) Carson S, Fulton J, Pratt M, Yang A, Adams K. Inadequate Physical Activity and Health Care Expenditures in the United States. *Progress in Cardiovascular Diseases* 57. 2015 315-323

(b) The CDC study noted a 1 to 2-year lag between the physical activity assessment and the time when healthcare expenditure is collected, therefore any new health events captured in the health care expenditure measure would not directly influence an individual's physical activity level.



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Key Learnings

- Initiation of wellness programs can lead to lowered healthcare costs and improved productivity
- Long-term engagement in movecoach program can lead to lower inactivity periods
- movecoach participants were 3X more active than identical non-participating adults and exceed the weekly recommended level of activity
- movecoach engagement brought approximately \$191,767 in annual savings for a San Francisco based enterprise customer

The Opportunity

Incorporate a dynamic movement challenge with personalization in your wellness program and help your employees to greater fitness and productivity.