

AWARD WINNER:



2022 C. Everett Koop National Health Award

This program's design and outcomes were externally reviewed and validated by an expert panel. It was named as the sole recipient of a 2022 Koop National Health Award.

CASE STUDY:

DENSO

Industry & logistics

Automotive industry manufacturer operating three shifts. 11,500 employees across 9 locations with a heavily male dominant population.

Key challenges

Create a program that will be relatable, relevant and easy to engage for a diverse manufacturing workforce. Shift expectations of a population that had achieved marginal outcomes from a previous traditional wellness model.

Initial risks

The population exhibited high rates of obesity and emerging chronic disease risks.

OUTCOMES (2018-2021):



76% sustained and repeated engagement from the **total workforce** (without incentives)



65% of total **workforce** are implementing actions to change health behaviors



48% of total **workforce** achieved a measured health improvement

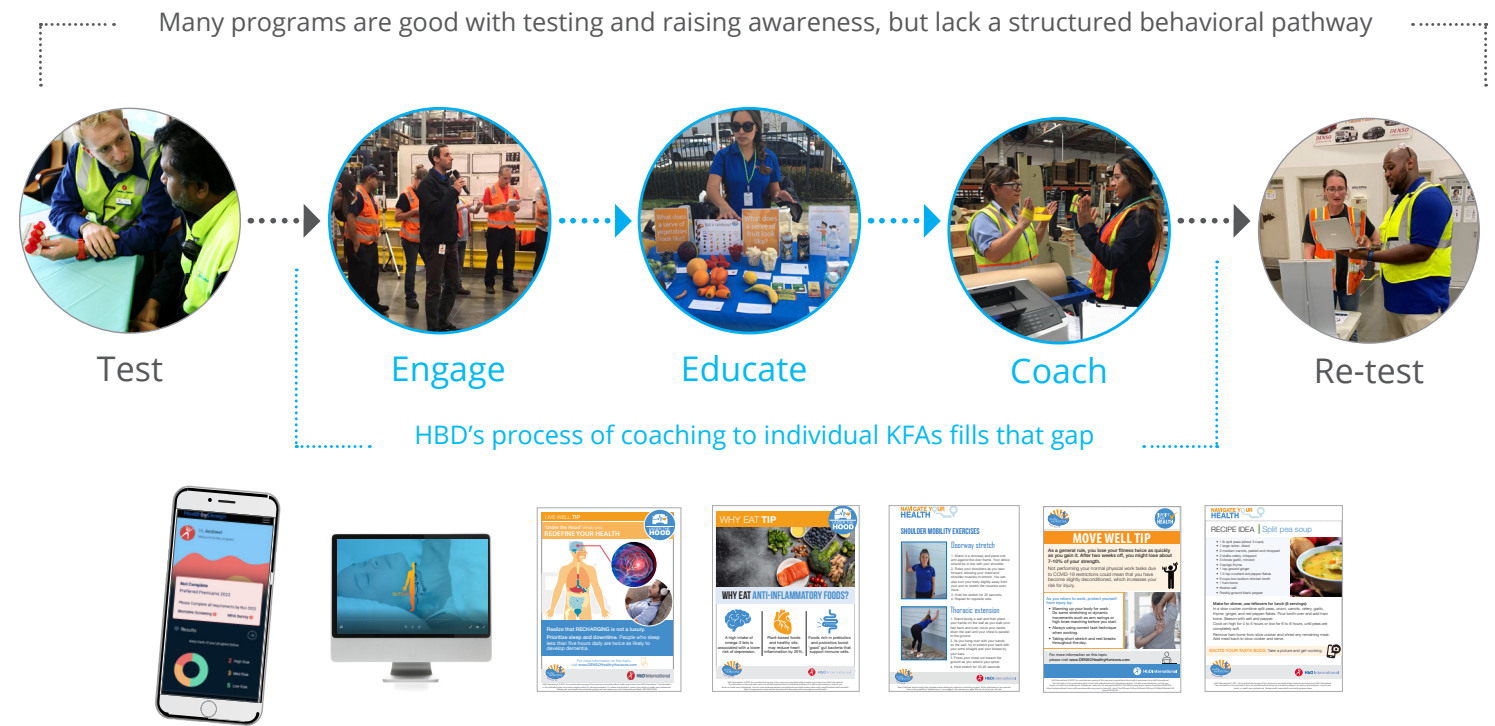


31% of total **workforce** eliminated a measured health risk

Note: Most vendors inflate engagement and outcome data by reporting on participant sub-groups or once-per-year contact only. All figures above are percentages of the total eligible employee population across the full 4 year period (16,591). These outcomes are unmatched and exceed wellness industry averages by more than 4 times. Average one-time engagement exceeded 90% of the total population annually.

Comprehensive integrated programming sustains high engagement and achieves significant group health outcomes.

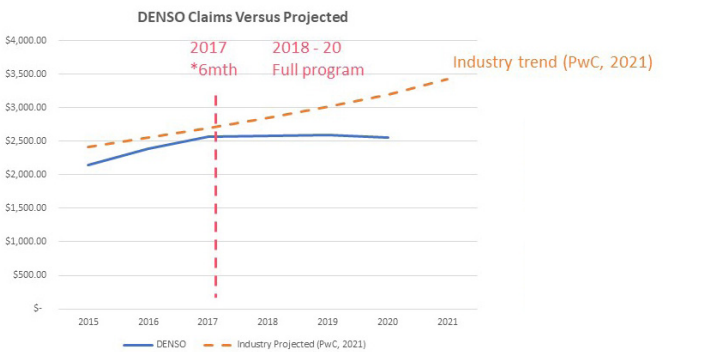
Prior to implementing HBD's program, DENSO employed a traditional wellness model of incentivized annual screenings, a wellness platform, phone coaches, and points-based challenges and rewards. Engagement in screenings was successful, but engagement in meaningful programs to improve health was low and resulted in little-to-no observable shifts in their group health risks or costs.



HBD worked with DENSO to implement a multi-touch behavior change program fully integrated to meet and engage people during their normal workflow. Successfully sustaining engagement from the total population allowed progressive education and measured reductions in multiple measured health risks and behaviors.

Cohort health risk reductions (2018-2021) Lower medical trends represent \$3.35:1 ROI

Measured Risk Category	% Reduction of group at high risk status
High Blood Pressure	↓ 51%
High Risk Lipids	↓ 13%
Low Physical Activity	↓ 21%
Low Fruit & Veg Intake	↓ 5%
Tobacco Uses	↓ 19%
High Alcohol Intake	↓ 15%
Poor Sleep	↓ 4%



"It's one thing to offer a wellness program, its another to offer a program that truly engages the workforce. People will go through the motions for incentives, but simply going through the motions doesn't lead to sustainable results. HBD's approach was completely different. They anticipated our concerns and the flexibility of their model made it possible to overcome any perceived obstacles quickly. Not only have we seen results and real change, but the program now basically manages itself with little involvement needed from HR staff." Brandy Cooper, North American Benefits Lead