



Baylor College of Medicine Case Study:

Healthiest 100 Workplaces in America

Congratulations to Vitality client, Baylor College of Medicine, on their Top 5 ranking of the Healthiest 100 Workplaces in America, an award that honors employers who blaze the path to a healthy workplace. Baylor College of Medicine (BCM) is an established leader in health sciences education, research and patient care. Their wellness program, BCM BeWell, is a reflection of their long standing commitment to improving the health of their employees. Their keen focus on employee health has resulted in their being ranked in the Top 10 healthiest workplaces in each of the past three years. The award requires employers to show meaningful measurement and impact on six essential values:

Vision, Culture & Engagement, Learning, Expertise, Metrics and Technology.

Baylor College of Medicine's combination of healthcare expertise, focus on wellness at the forefront of employees' lives and collaboration with the Vitality program, has delivered tremendous results in building a culture of health throughout the college.

Leveraging the Vitality and BCM BeWell program drives engagement that leads to significant improvement in health risks across BCM's population. Some of the key strategies they deploy are:

Vitality Challenges: BCM uses challenges throughout the year to drive engagement in physical activity, assessment completions and other health-related initiatives. BCM conducts annual Steps Challenges to encourage its members to engage in physical activity. BCM challenges its members to walk the equivalent distance in steps to places around the United

States. For example, in 2015, members were challenged to walk the distance from the BCM campus to Panama City, and in 2016 the challenge was to walk from Panama City to New York City. They included multiple checkpoints that encouraged members to participate in the completion of both the Vitality Health Review™, Vitality's version of a health risk assessment, and biometric screenings. BCM motivated employee completion through the use of social recognition by hosting an annual party that included apparel tied to the theme of the NYC Steps Challenge. An event like this, along with the fun and exciting nature of the challenges, creates further awareness of wellness which leads to increased and sustained engagement.

BCM BeWell Wellness Champs: Champs serve as peer-to-peer motivators who help to organize and coordinate wellness initiatives, and help educate and influence their peers to live healthy lifestyles. BCM has recruited and supported more than **70 Wellness Champs** to drive awareness and encourage their peers to engage in healthy activities. The Vitality program provides BCM with a designated wellness strategy manager, a certified workplace wellness specialist, to closely partner with BCM in developing short-and long-term wellness strategies. BCM meets with their Vitality wellness strategy manager every quarter to discuss ongoing wellness training and to identify opportunities to leverage BCM or Vitality resources to further engage their colleagues in healthy behavior.

The powerful combination of BCM BeWell Wellness Champs, Vitality wellness strategy manager, and the Vitality program strongly contributes to driving a culture of health and improving health outcomes.



Engagement



10.8x
increase in average
activities per
member per month



14%
increase in Vitality
Health Review
(HRA) completion



24%
increase in
verified workouts



15%
decrease in low-
engaging population
over a three-year period

Risk Reduction



21%
decrease in blood
pressure risk



12%
decrease in
nutrition risk



24%
decrease in
physical activity risk

*"I was regularly running and exercising previously, but the fitness tracker I got through [BCM BeWell](#) has really helped add motivation. Not only has it led me to ramp up my activities, but it has also had an **impact on my family as they all now either have or want trackers of their own.** My youngest son, who is fairly active anyway, has made it his goal to surpass my activity and has been successful so far,"*

Bill Mohr, Director of the Project Management Office Pediatrics Department and
BCM BeWell Wellness Champion

"I'm happy to now promote the BCM BeWell opportunities to my colleagues."

Congratulations Baylor College of Medicine! This award is a great testament to the partnership we have, but ultimately its due to the hard work you've done. It's incredibly inspiring.