



# Spotlight on Missouri Employers Mutual

Missouri Employers Mutual uses on-site wellness activities to motivate employees to live healthier lives.

Missouri Employers Mutual (MEM) is a workers' compensation provider with employees across the state of Missouri. Entering its seventh year in the Vitality program, MEM boasts incredibly high engagement rates with 86 percent of their population completing the Vitality Health Review® and 71 percent hitting Platinum Vitality Status® last year!

## What made you choose Vitality over other wellness vendors?

Prior to Vitality, we had a one-size-fits-all approach. With Vitality, our employees get the option to pick and choose how they participate, from fitness to education activities. As a smaller employer, the Vitality program is a great benefit that's not offered by many companies our size.

As a workers' compensation insurance provider, we advocate healthy and safe workplaces and emphasize the value of taking care of employees to our policyholders. It's important for us to practice what we preach by having a robust wellness program that works for all of our employees.

Vitality spoke with Theresa Seeman, Total Rewards Manager at Missouri Employers Mutual, about their Vitality program and how on-site wellness activities and integrating fitness devices has motivated employees to live healthier lives.

## What results are you most proud of?

We have incredibly high participation – close to 92 percent! And when I come into work early, there are already a lot of people working out and walking on the trails next to our office. It feels good to see that, especially because many of these employees would not be as active without the program.

Another aspect of the program I am proud of is our Wellness Committee (Vitality Champs®). We have nine committee members in our biggest office in Columbia, and have a committee member at every location. They are always willing to experiment with challenges and create new ways to get people active. Many of our employees weren't on board in the beginning for a variety of reasons – introverts by nature, nervous, or just unsure about the program – but now everyone is very active in Vitality. We even have men in fitness classes, which used to be rare.



*Prior to Vitality, we had a one-size-fits-all approach. Now, we have a program that is individualized for each employee.”*

You’ve adopted the innovative Vitality Active Rewards + Apple Watch program. How is that going?

People who are participating in the program really like it. They are more motivated to get up and move with the watch than they would be if they had a different device. People who haven’t adopted the watch are Android users or already have different fitness devices that work for them.

How do you think the Vitality Mall<sup>®</sup> and Vitality Status-based incentive strategy affects participation?

Having the Vitality Mall and Vitality Bucks<sup>®</sup> is rewarding. It incentivizes people to get and stay active.

Also, having a status-based incentive strategy motivates employees to keep working to reach a higher level. Employees who achieve Platinum Status are heavily celebrated – 71 percent achieved Platinum Status last year. This year, we are adding outcomes to the status design. It will be interesting to see how many people can achieve Platinum Status and meet three out of five outcomes.

You’ve been with Vitality for quite a while. Will you talk about the evolution of your program over the past six years?

It’s been a very positive evolution. As previously mentioned, prior to having Vitality, we had a one-size-fits-all approach. Now, we have a program that is individualized for each employee. There are more people participating, and people are doing things that they would not have been doing prior to the program.

Has the way people engage in the program changed over time?

Anything fitness related has a consistent increase in participation. There is also more participation in biometric screenings, up to 70 percent last year, which we do on site to provide better access.

We have a calendar of wellness opportunities to supplement the Vitality program. This year, our wellness calendar includes financial wellness activities, fitness opportunities, nutrition education and guest speakers.

## Do you have any advice for others to help them deploy their wellness programs?

Create activities that make it easy for employees to get involved. The fact that we offer a large array of wellness activities in-house means that everyone can find something that interests them. Our events calendar has been a great tool for employees to use to stay up-to-date on opportunities. It is also important to get creative and design challenges to drive engagement. For example,

last fall we coordinated “Project Zero” for all employees. It ran Nov. 15 to Jan. 11, and employees weighed in with a nurse during the first and last weeks of the challenge. If they maintained or lost weight during the holiday season, we rewarded them with Vitality Points®. It was a great way to kick off the New Year.

We host internal 5Ks for employees and sponsor 5K races around town, which are heavily attended by our employees. We often hear from employers in Columbia about always seeing our employees walking, and a few other local companies are even using Vitality now!

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## Program Results

71% 

of members achieved Platinum Status in 2017

3.3x 

increase in activities completed per member per month

86% 

of members completed a Vitality Health Review in 2017

92% 

of members have completed a Vitality Activity this year

# MEM