



Spotlight on Granite

Granite uses Active Rewards + Apple Watch to incentivize their employees to get active and stay active.

Granite is a full-suite provider in the transportation, water infrastructure and mineral exploration markets with a diverse group of employees across the United States. Entering its second year in the Vitality program, Granite boasts a population with 34 percent of eligible members participating in some component of the Vitality Active Rewards™ + Apple Watch (AR+AW) program.

Through the right science, incentives and technology, AR+AW is not only tackling the physical inactivity epidemic, but also accelerating engagement in the Vitality program. AR+AW combines the top-selling watch in the world, Apple Watch, with the dynamic Vitality Today™ mobile app to incentivize members to get active and stay active, optimizing employer's wellness investment.

Vitality spoke with Jim Heffernan, Director of Benefits at Granite, and Shannon Graaskamp, Benefits Specialist at Granite, about their decision to include AR+AW with Granite's Vitality program and how it is transforming their workplace, one step at a time.

Why did you decide to include Vitality Active Rewards + Apple Watch with your Vitality program?

We wanted something that would raise visibility and build excitement for our Vitality program right out of the gate, and we knew that offering the latest technology, Apple Watch, would do just that. Active Rewards + Apple Watch has become an enticement to get people involved in the Vitality program.

The behavioral science behind the program caught our interest as well. AR+AW was created to change behavior through loss aversion. Month after month, members are motivated to reduce their monthly payments to the lowest tier. It really brings out the competitive spirit in all of our employees.

Do you feel that Active Rewards + Apple Watch has impacted other aspects of the Vitality program?

We have noticed that the employees who sign up for the AR+AW program are more engaged in the Vitality program than those who don't; they are more likely to log onto the website and explore other activities offered by



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Vitality. The amount of enthusiasm surrounding Active Rewards + Apple Watch has led to enthusiasm throughout our workforce for the entire Vitality program.

Do you have any feedback from members?

Employees understand how the program works and find it very motivating. Apple Watch has three activity rings: Move, or active calorie, Stand and Exercise, and each day is a new opportunity to close all three activity rings. Active Rewards + Apple Watch provides a goal and a reason to meet that goal. It is more than closing your activity rings each day to be healthy, it is closing your activity rings to be healthy and reduce your Apple Watch payments.

Some of the people in this company will do whatever it takes to get their payment down to \$0. I've heard multiple stories about employees checking their activity points in bed and realizing that they need another workout logged to reach the \$0 tier, so they get up and walk around until they close their rings – now that's dedication!

Have you seen a transformation in your employees who participate in Active Rewards + Apple Watch?

The program gets people to move when they otherwise wouldn't – simply because they don't want to “lose” \$6 - \$12.50 a month. Active Rewards users are more motivated to be active so they can earn a spin on the Vitality Wheel™ and the opportunity to win Vitality Points® or a gift card.

Shannon, can you tell us about your personal experience with Active Rewards + Apple Watch?

Initially, I signed up for Active Rewards + Apple Watch because I manage the program. I was never interested in having an Apple Watch, but I wanted to be able to understand how it works so that I could be helpful to our employees. To be honest, I am surprised by how much I like it. As someone who isn't usually very competitive, I've found myself working to get to the next payment tier if I'm right on the edge.

The program is pushing me to work out when I wouldn't have otherwise – and that's what it's all about.

My workout routine is dominated by Pilates and cross-training, so I enjoy that I can earn workouts through Apple Watch tracking my active calories. Most devices can't do that because they only track steps.

Are there any features, besides the fitness feature, that you enjoy about the Apple Watch?

Apple Watch gives you access to so many great programs on your wrist. I really like the currency converter and world clock when I am traveling. They work even when I'm not connected to Wi-Fi. I also enjoy that I don't have to have my phone with me all day. If I'm in Jim's office and have left my phone in my office, I will know if I get an important text or call.

Active Rewards + Apple Watch Results

(Granite AR+AW users vs. Granite non-AR+AW users)

