

A benefit through your



CONCORDIA PLANS



Vitality®

CASE STUDY

Concordia Plans has been serving the workers of The Lutheran Church – Missouri Synod for over 50 years, offering members a comprehensive benefit plan and solutions focused on mental, emotional, physical and spiritual wellness. Over the past seven years, Concordia Plans and Vitality have worked together to improve the health of their members and have seen positive trends in risk reductions for chronic conditions.

Concordia Plans has relied heavily on the Vitality program's core offerings, specifically physical activity, to engage members. Across ministries, physical activity continues to be the largest component of how members are earning Vitality Points. Further, members who are engaged with the Vitality program are consistently active, year over year. Sara Correnti, Manager of Health & Welfare, notes, "Vitality's incentives help our members build a consistent habit with exercise, which has a positive impact on their health. Additionally, the incentives pique their interest, leading them to explore more ways to earn points outside of physical activity and further compounds the positive effects of healthy habit building."

Concordia Plans has also taken advantage of Vitality's flexible ecosystem, which allows for integration of outside programs and services, to help its members get tailored help, specific to their needs.



"Our other point solutions that are helping to address more specific health conditions are beautifully integrated into the Vitality program."

Concordia Plans utilizes a series of triage questions to best understand what their members' highest health priorities are and how motivated they are to make changes, ultimately guiding them to programs that will likely be the best fit for their current needs. Vitality's integration capabilities allow members to then earn Vitality Points for participating in these programs.

Once members are engaged in the program, they can work their way towards earning a higher Vitality Status. Concordia Plans leverages various communication campaigns to help members achieve a higher Status level, regardless of whether they are moving from Bronze to Silver, Silver to Gold, or Gold to Platinum. Correnti explains, "Ensuring that engagement levels are high helps our members solidify their health habits, so if they should experience a setback in their healthy journey, they are able to overcome and work their way back, setting them up to best maintain the benefits they've gained from their health habits. Vitality Status is a way for our members to be motivated to take action initially but in reality what's it's doing in the background is helping to create the environment they need to turn those actions into sustainable habits that have long-term health impact."





Beyond assessing engagement levels, Concordia Plans also evaluates results and outcomes. They look closely at the various ministries' participation in specific programs, correlating participation to their claims trends and using the complete picture to define next best steps. The ministries' engagement is communicated to them through various reports so they understand their workers' current engagement and the impact it's having on their health.



Without the ministry leaders' awareness, understanding and support, the impact our wellness ecosystem has on our members' health would be severely

Looking ahead, Concordia hopes to continue to address the unmet needs of their population that not only drive costs but also negatively impact productivity, with a specific focus on mental health, heart health, and cancer prevention. They also hope to continue to increase future engagement by refining their offerings to be more personalized to meet the varying needs of their diverse population. They are also looking forward to hosting new challenges that focus on a wider variety of wellness topics, including financial and emotional health. Concordia is looking forward to continuing to keep their workers holistically healthy so they can continue to serve passionately and at full capacity, and Vitality looks forward to supporting them as partners in their wellness journey.

