

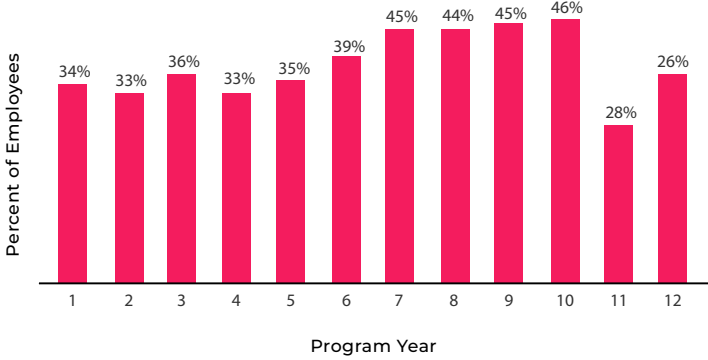


Vitality CASE STUDY

ACCO Brands is one of the world's largest suppliers of branded office supplies, with over 6,000 employees worldwide. Headquartered in Lake Zurich, Illinois, ACCO Brands Corporation has over 1,600 diverse blue- and white-collar workers across the United States. ACCO Brands places immense value on taking care of their employees and creating a culture that aligns with their values. ACCO Brands and Vitality have partnered together for over 13 years to improve the health and performance of their workforce.

Foundational to the ability to improve health is knowing one's current health status, with verified data from biometric screenings being a critical component of the Vitality program. To reinforce this importance, ACCO Brands hosts annual on-site biometric screening events using a Vitality-partnered screener for a seamless experience. On-site events are hosted at various company locations for employees to complete their biometric screenings in a convenient and efficient manner, resulting in a steady increase in engagement over time. While the COVID-19 pandemic disrupted preventive care nationwide, ACCO Brands' engagement in prevention activities has recovered well, with a 32% increase in biometric screening completions last program year. ACCO Brands is on track to reach pre-pandemic engagement levels of 46% in their current program year.

Biometric Screening Participation Over Time



Overall engagement in the Vitality program is high, with 81% of ACCO Brands Vitality members engaging in the program in the last year and 42% of ACCO Brand Vitality members achieving Gold or Platinum Status. This strong, sustained engagement is making a significant impact on ACCO Brands employees. When looking at their Gold and Platinum members compared to those who were less engaged, those who had higher status had better perceptions of their health, higher job satisfaction, fewer health-related absences and lower turnover rates. In addition, an actuarial analysis of health risk factors of ACCO Brand employees over time reveals an average improvement in employee risk groupings of 16.8% versus age-adjusted expected risk, demonstrating a tangible impact on the health of employees.

Why Status Matters: Metrics by Vitality Status

Gold & Platinum



VS

Bronze & Silver



38% lower turnover



36% fewer health-related absences



32% lower Vitality Age



13% better perception of health



6% higher job satisfaction

When asked to comment on their strong engagement and high status achievements, Katheryn Stanley, Global Total Rewards Analyst for ACCO Brands, spoke to the importance of strong incentives to help members strive to reach higher. “We have found that incentivizing completion of various health initiatives with Vitality Points encourages employees to strive to reach higher Vitality Status levels. Whether through challenges, attending health webinars, or even awarding Points for completing their Health Assessment early, we’ve seen how powerful Points and Vitality Status can be, especially since employees receive discounts on their health insurance premiums for achieving higher status. For many employees, this benefit is a huge motivator to strive for higher status.”

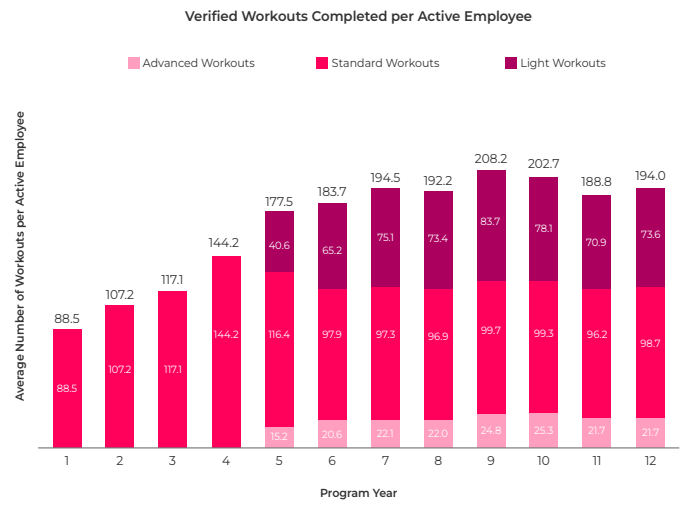
Challenges are a key part of ACCO Brands’ engagement strategy. From physical activity challenges to challenges around health risk assessment completion, ACCO Brands have found their employees to be particularly motivated by goal setting and a little friendly competition. Engagement in challenges is high, and they continue to get great feedback around their

use of challenges. Leveraging this enthusiasm for challenges, ACCO Brands decided to make a concerted effort to increase Health Assessment completion, particularly for the less engaged employees who were at Bronze Status. They hosted a mid-year challenge to encourage employees to prioritize and complete their Health Assessment. In addition, they hosted a “Level Up to Silver” challenge to help those members at Bronze Status achieve their next big milestone. The announcement of the updates to Vitality’s challenge platform, being released in January 2024, was particularly exciting to ACCO Brands, who are looking forward to the increased customization capabilities that will be available to them in the coming months.





Engagement in verified workouts completed per active employee has increased steadily over 12 program years. In recent years, ACCO Brands has seen increased engagement in all three types of workouts – light, standard and advanced – suggesting that more employees are getting involved in physical activity at all intensities and are using activity tracking tools to earn rewards for their engagement.



Champs are one of the key mechanisms for promoting engagement with Vitality at ACCO Brands. The Champs are typically engaged Vitality members who want to share their knowledge and enthusiasm about Vitality with others. ACCO Brands has spent the last several years focused on growing their Champs program, and now has at least one Champ at each of their sites. These passionate employees hold quarterly Champs Calls to share ideas, do deep dives on various areas of the Vitality program, and review any questions they have received from fellow employees. They also share various communication materials for initiatives and benefits to ensure employees at each site are well-informed about the various ways to engage with the Vitality program.

Engagement rates for a given event or activity are valuable in and of themselves, but looking at engagement rates over time is even more powerful. ACCO Brands finds great value in Vitality’s data analytics and reporting capabilities, specifically looking at how their engagement numbers are trending year over year.

They work closely with their Vitality Wellness Strategy Manager (WSM) to review their metrics each month to identify in what areas they are on track and where they need to place a greater focus. Katheryn Stanley spoke highly of the strategic support ACCO Brands receives.

“Our Vitality Wellness Strategy Manager is the best! She is always thinking one step ahead about creative ways to improve engagement. She is always great about locating areas for improvement and providing suggestions for what we can do over the coming months to increase our engagement numbers. She also shares communications we can leverage which saves us time and effort.”

They have worked collaboratively to brainstorm ideas to increase engagement on given initiatives and work toward achieving those goals throughout the program year.

The result is that Vitality engagement at ACCO Brands is sustained and continues to grow year-on-year. ACCO Brands also takes advantage of the ability to use Vitality as a centralized hub, bringing together and promoting all of their employee benefits and onsite initiatives into one seamless experience for their population. They have partnered with several health and wellbeing vendors and have integrated them into Vitality's ecosystem, including Trestle Tree, a health coaching service, and ConsumerMedical, a service that aids patients facing a medical condition or surgical procedure find the best healthcare providers and helps them better understand the risks and benefits of surgery. Because these partners are integrated into the Vitality program, employees are incentivized and rewarded for engaging with these partners. In addition to helping to integrate outside vendors, the WSM also helped ACCO Brands bring in an employer-specific initiative. ACCO Brands hosts an annual "Walk Across America" fundraising event to benefit City of Hope. By integrating this event into Vitality, ACCO Brands generated more awareness and, in turn, rewarded top fundraisers with additional Vitality Points and rewards.

Further, ACCO brands has taken advantage of Vitality's various tools to support and educate employees about mental health. In addition to hosting a challenge during Mental Health Awareness Month each May that encourages employees to complete mental health assessments, ACCO Brands also has partnered with ComPsych, an Employee Assistance Provider, and hosts monthly lunch-and-learns on various mental wellbeing topics, for which employees can earn Vitality Points for attending.



Looking forward, ACCO Brands is hoping to continue to grow their Champs program to identify even more individuals who are excited to promote the Vitality program to their colleagues. They are also hoping to reevaluate their new hire onboarding process to ensure that new employees are plugged into Vitality from the start and can begin engaging with the program as soon as they join the organization.

ACCO Brands has had tremendous success with Vitality and has seen the value of high engagement. Katheryn Stanley summed it up perfectly. "I am very happy with this program. I'm happy to see that the program is making an impact on the employees and that employees truly get excited about it." Vitality is thrilled to be supporting ACCO Brands and we're excited to be continuing our 13-year partnership!



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