

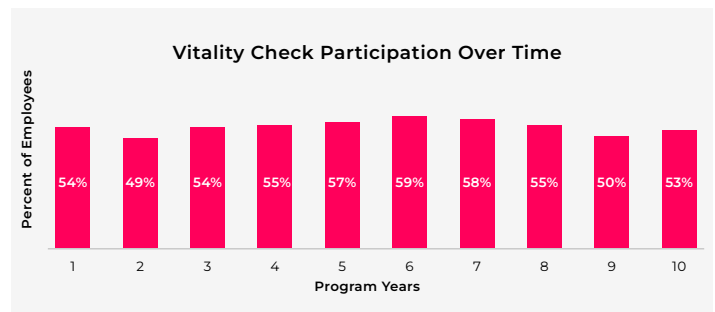


Vitality CASE STUDY

LEADING BY EXAMPLE TO FOSTER A CULTURE OF HEALTH

McCarthy Holdings, Inc. is a multi-state employee-owned construction company with 7,500 employees. Headquartered in St. Louis, Missouri, McCarthy has a presence across the United States with a diverse employee population made up of field and office employees. McCarthy has partnered with Vitality for more than a decade, working together to improve the health and performance of their workforce.

McCarthy's employee engagement in Vitality is notable, with routinely high engagement in high-impact activities. They have an average Health Assessment participation rate of over 75% across the past 10 years and saw a 5% increase in biometric assessment completion in their most recent program year. There is a strong emphasis on making biometric assessments as convenient as possible, as evidenced by McCarthy's hosting of over 30 on-site biometric screenings across their offices and job sites throughout the year, and the options to either complete the biometric screening at a Vitality-partner service center or to receive a home-kit. These various methods of completion allowed McCarthy to avoid a significant prevention slump during the height of the COVID-19 pandemic as well. Jen Minute, Benefits Manager at McCarthy, shared, "We strongly encourage participation in the biometric screening so people can know their numbers and address any issues early on. And once people participate, they see the value in it because they receive such good information to take back to their doctors."



McCarthy also saw a 24% increase in employees reaching Gold Status this year, another remarkable statistic considering the growth the company has seen over the last year with nearly 600 new employees joining the company. McCarthy offers discounted insurance premiums for employees who achieve Gold Status and offers a "Platinum Prize" as an added incentive for those that reach the highest status – a selection of McCarthy branded apparel, backpacks and other accessories. Members who achieve Gold or Platinum Vitality Status have invested themselves in a greater number of wellness activities throughout the program year, and as a result, tend to achieve better health and lifestyle outcomes compared to those who remain at Bronze or Silver Status. McCarthy employees who achieved Gold or Platinum Status also had significantly lower Vitality Age differentials, fewer health-related absences from work, better perceptions of their health and lower turnover rates. An actuarial analysis of health risk factors of McCarthy employees over time reveals an average improvement in employee risk groupings of 7.2% versus age-adjusted expected risk, demonstrating a tangible impact on the health of the employees.

Why Status Matters: Metrics by Vitality Status

Gold & Platinum



VS

Bronze & Silver



59% lower Vitality Age



52% fewer health-related absences



14% better perception of health



9% lower turnover rates

With the McCarthy organization divided into six regions across the country, fostering engagement in wellness and cultivating a culture of health can be challenging. They rely heavily on their Vitality Wellness Champs, employees who volunteer to champion and promote wellness within the organization, to plan and promote wellness initiatives and activities. The Wellness Champs meet regularly to share best practices, update one another on region-specific events and brainstorm ideas for company-wide challenges. They place particular emphasis on introducing Vitality early in the new-hire onboarding process to ensure that new employees are welcomed into wellness at McCarthy and are personally connected with their regional Wellness Champs to help them start engaging with Vitality as early as possible. Morgan Scott, McCarthy Holdings Benefits Coordinator, reflected on the diverse Champs make-up. “Our Champs are representative of our population – they aren’t just office workers, and that is important to us, especially in the construction industry. We have Wellness Champs on our project teams who are located on our job sites, which really helps to promote engagement among those who aren’t sitting in our offices.”

McCarthy’s emphasis on health and wellness is backed by strong leadership support, as evidenced by the regular meetings that occur between the Wellness Champs and their Executive Sponsors, who work together to strategize about how best to engage employees in their respective regions. Additionally, McCarthy hosts an annual Wellness Summit at their corporate office where the Champs meet in-person over several days to exchange ideas about new wellbeing initiatives to implement in the coming year and engage in healthy activities like scheduling a meeting with an on-site nutritionist or participating in group yoga.

Another key piece of the engagement puzzle is McCarthy’s relationship with their Vitality account manager, whom they meet with monthly to review engagement across the organization and across their different regions. According to Jen Minute, “Reviewing the data and analytics with our

Wellness Strategy Manager is an integral part of our engagement strategy. I love getting the reports assessing how we’re doing overall and what’s working well in each of our regions and where we can improve. The reporting and analytics are valuable because they demonstrate to leadership the return on investment.”



To ensure that all employees can participate in the aspects of wellness that resonate most with them, McCarthy has leveraged the ability to integrate their existing wellness vendor partners into the Vitality ecosystem. Employees earn rewards for engaging with a broad range of wellness resources prioritized by McCarthy, including Lyra, a mental health and work-life services provider, and Included Health, which delivers treatment decision support and patient navigation. McCarthy has also partnered with My Secure Advantage to provide expert coaching on all types of financial matters. McCarthy promotes engaging with these partners through company-wide challenges, encouraging employees to register and try out programs on mental wellbeing or financial wellness, and highlighting the ways to engage in health and wellness that don't revolve around physical activity. Morgan Scott shared, "By offering challenges that encourage participating in a variety of activities, we're ensuring that employees are engaging in their health, without necessarily having to work out every day. There are limits to what people can do, and we want to make sure they have ample opportunity to participate and work on all facets of their health." Jen Minute echoed these sentiments.

“The Vitality program has also helped us meet our employees where they are. You aren't limited to only doing physical activities – you can earn points with Vitality by engaging in other ways. We really try to demonstrate that we're all about holistic health and wellbeing.”

Unwavering leadership support, a culture of health and wellness, being an employee-owned company, and having a strong Champs program are all important contributors to McCarthy's impressive engagement record, according to Jen. "We're 100% employee owned. All of the people who have access to Vitality are also owners of the company. So, we are all very invested in our medical costs because the money we spend on claims hits the company that we all own, and we all have a vested interest and responsibility to ensure our organization is the healthiest it can be."

Reflecting on McCarthy's partnership with Vitality, Jen noted, "I'm most proud of our ongoing engagement and our consistency. We've been

with Vitality for over 10 years now and to see the continuous utilization of the program and the growth of our Champs network is really something we celebrate. And our employees truly enjoy the Vitality program. We received a member testimonial from someone who said that doing the health assessment was a real wake-up call and that Vitality was helping them 'build a better me.' And that's what we want to hear – we offer so much under our Wellness program, from financial wellness to chronic condition management to mental health resources to community-building activities – and we want our employees to take advantage of all we offer. Wellness and Vitality are truly engrained in the McCarthy culture."

