



## 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 eight 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 Vitality's core offerings, specifically physical activity, to engage members. Across ministries, physical activity continues to be the largest component of how members are earning points. Importantly, engaged members are consistently active, year-over-year.



**Vitality's rewards encourage our members to establish a regular exercise routine, contributing positively to their overall health. Moreover, these incentives spark their curiosity, prompting them to discover additional avenues to earning points beyond physical activity. The overall program works to increase the beneficial effects that come with creating health habits."**

***-Marsha Reyes,  
Product Solutions Manager***

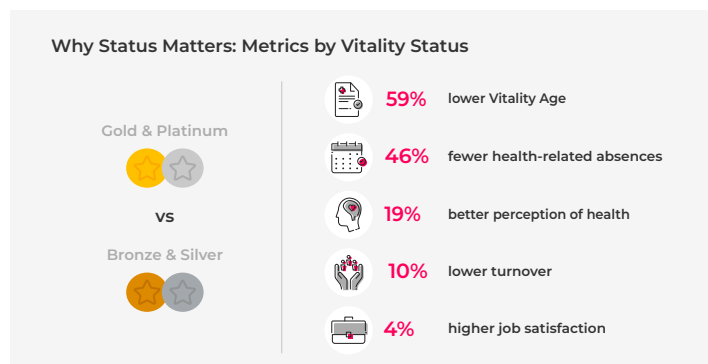
Concordia Plans has also taken advantage of Vitality's flexible ecosystem, which allows for integration of outside programs and services, to help its members get tailored help, specific to their needs. Members are thoughtfully guided toward the integrated programs based on their current health needs. 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 points for participating in these programs.



Once members are utilizing the program, it's important to keep them engaged and working toward earning higher status levels. Concordia Plans leverages various communication campaigns to make members aware of the various ways the Vitality program can help support them on their health journeys.



The emphasis on engagement is an important one. Higher levels of engagement in Vitality are correlated with improvements in various quality-of-life, job performance, and self-perception metrics. Concordia employees who reached gold or platinum status report better perceptions of health, lower Vitality Age differentials, higher life and job satisfaction, and have higher job performance, fewer health-related absences, and lower job turnover rates. In addition, an actuarial analysis of health risk factors of Concordia associates over time reveals a 7.5% better-than-expected change in risk groupings, demonstrating a tangible impact on the health of employees.



Beyond assessing engagement levels, Concordia Plans also evaluates results and outcomes. Their Wellness Strategy Manager helps them to look closely at the various ministries' participation in specific programs, correlating participation with their claims trends and using the complete picture to define next best steps.

**“The effectiveness of our wellness ecosystem in highlighting a path to healthier members would be significantly reduced without the awareness, understanding, and support of the ministry leaders,” adds Reyes.**

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.

**Vitality**