



DENVER
THE MILE HIGH CITY

CASE STUDY

A Whole-Person Approach to Employee Wellbeing in Denver



The City and County of Denver is redefining what employee wellness looks like across a large and diverse municipal workforce. With over 200 locations and 32 departments, the city faced a unique challenge: how to streamline and personalize wellbeing offerings for thousands of employees, each with distinct roles, needs, and health goals. The solution came through a strategic partnership with Vitality, transforming the city's wellness program into a cohesive, dynamic platform that supports the whole person.

Denver's wellness strategy is anchored in four pillars—professional, mental, financial, and physical wellbeing. These pillars are more than just categories; they form the foundation for how the city engages its people, recognizing that true wellness is multi-dimensional. This philosophy is brought to life through a broad and thoughtfully curated set of resources.

A UNIFIED PLATFORM FOR DIVERSE NEEDS

Beyond Vitality wellness support, employees have access to free and confidential health nurses for personal health support. Financial wellness is supported through a partnership with My Secure Advantage, which is fully integrated into the Vitality platform, allowing employees to earn incentives while improving their financial literacy and confidence. The city also offers its workforce access to a full-service employee fitness center - providing a welcoming space to get active, recharge, and build healthy routines.

Mental health support is a standout component of the program. The City and County of Denver offers employees a wide range of behavioral health resources - from confidential therapy through dedicated Workplace Support Consultants to extensive resources for managing stress and burnout. In 2024, the city expanded its commitment by integrating RethinkCare through Vitality, which has been enthusiastically

received by employees as it provides evidence-based neurodiversity support, virtual training, and expertise to manage challenges such as organization, time management, focus, emotional intelligence, and career stress, along with personalized one-on-one clinical consultations and virtual courses to help them navigate daily work activities, stress, sleep, and relationships more effectively, all within the app they already use to track other aspects of their health.



One of the most impactful aspects of Denver's approach is how they use Vitality to promote activities that go beyond traditional wellness programming. Through the platform, employees are encouraged to participate in meaningful initiatives like the Safe Driving campaign and the Denver Good Deeds volunteer challenge. Even professional development is supported, with Vitality incentivizing employees to complete their career profiles—promoting growth both inside and outside the workplace.

AN ENGAGED WORKFORCE

The City and County of Denver has built more than a wellness program - they've built a wellness culture. By focusing on the whole person, integrating diverse benefits, and using Vitality to unite and amplify their efforts, they've created a model for what employee health and engagement can look like in the public sector. It's a powerful

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reminder that when you meet people where they are and support every part of their wellbeing, you build a workforce that's not only healthier, but also more connected, productive, and resilient.



- **72% of eligible employees registered**
- **62% of them are active monthly**
- **18 activities per active user each month**

This integrated, personalized approach is paying off. Today, 72% of eligible employees are registered for Vitality, and 60% of them are active each month, participating in an average of 18 different activities monthly. Engagement with foundational health tools is strong: 68% of registered members have completed a Health Risk Assessment, and 50% have completed biometric screenings. Participation isn't just broad - it's deep.



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73%

use integrated
health & wellness
programs

Since the program launched six years ago, the percentage of highly engaged members (those achieving Gold or Platinum Vitality Status) has grown from just 9% to an impressive 29%. Members are logging more workouts—averaging 181 verified sessions per year—and 73% are participating in integrated health, wellness, and condition management programs through Vitality.

IN SUMMARY

The City and County of Denver has built more than a wellness program - they've built a wellness culture. By focusing on the whole person, integrating diverse benefits, and using Vitality to unite and amplify their efforts, they've created a model for what employee health and engagement can look like in the public sector. It's a powerful reminder that when you meet people where they are and support every part of their wellbeing, you build a workforce that's not only healthier, but also more connected, productive, and resilient.

Scan the QR code to learn how Vitality can amplify your culture of health.

