



STORZ
KARL STORZ — ENDOSKOPE



CASE STUDY

A Purpose-Driven Organization Cultivating a Culture of Wellness and Engagement

At KARL STORZ, a global leader in medical technology, the commitment to improving lives extends beyond patients to encompass their dedicated workforce. Recognizing that employee wellbeing is integral to organizational success, KARL STORZ has implemented a multifaceted wellness program that fosters a culture of health, engagement, and continuous improvement.

Strategic incentives driving engagement

In 2019, KARL STORZ introduced the “Health Incentive Plan,” marking a pivotal enhancement in their wellness strategy. This initiative offered employees enrolled in the medical plan a substantial premium credit - \$600 or \$1,200 annually, depending on their medical tier - upon completing a Vitality Health Review (VHR), biometric screenings, and achieving Silver Vitality Status.

Health Incentive Plan Impact

Vitality Health Review (VHR) completion increased from

33% to 82%

Biometric screenings rose from

28% to 60%

Overall engagement jumped from

27% to 71%

percentage of members moderately to highly engaged

The impact was immediate and significant: VHR completion rates soared from 33% to 82%, biometric screenings increased from 28% to over 60%, and overall program engagement nearly tripled, with moderately to highly engaged members rising from 27% to 71%.

Building on this momentum, KARL STORZ expanded the program to include spouses and launched Vitality Active Rewards, further incentivizing healthy behaviors. Today, over 65% of employees have attained Silver Status or higher, and 34% have reached Gold or Platinum Status, reflecting a deeply ingrained culture of wellness.



Level up!

You've unlocked Platinum Status!

Innovative programs and personalized goals

KARL STORZ's wellness initiatives are characterized by innovation and personalization. Employees engage in an average of 20 wellness activities per month, and Active Rewards participants complete an average of 51 personalized weekly workout goals annually. Quarterly companywide challenges address various aspects of wellbeing - physical, financial, mental - and are designed to be inclusive and engaging, featuring individual and team-based competitions across the organization's main business units. These challenges are promoted through targeted communications, including push notifications and alerts, ensuring widespread participation.

Spring into action challenge



March 28, 2025 - April 30, 2025



Earn 100 Points for completing 4 activities

Continued...



Data-driven outcomes and continuous improvement

The effectiveness of KARL STORZ's wellness program is evident in its measurable outcomes. Longitudinal analyses comparing actual to expected health risk measures reveal a 28% reduction in high-risk members and a 21% increase in low-risk members. These improvements underscore the program's success in fostering healthier lifestyles and reducing health risks among employees.

To further enhance engagement, KARL STORZ launched the Vitality Champs program in 2025, aiming to bolster grassroots efforts and better connect with remote and field workers. Additionally, the organization promotes a comprehensive suite of wellbeing benefits, including Wellvolution through Blue Shield of California, Hinge Health, Color, and LifeMatters (EAP), ensuring employees have access to a wide range of resources to support their health and wellbeing.

A culture rooted in purpose and innovation

KARL STORZ's approach to employee wellness is deeply aligned with its organizational culture, which emphasizes purpose, innovation, and a commitment to improving lives. As a family-owned company, KARL STORZ values long-term thinking and places a strong emphasis on the wellbeing of its employees. This holistic approach to wellness not only enhances employee satisfaction and health outcomes but also reinforces the organization's mission to make meaningful contributions to healthcare and society.



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

