



# wieland

## CASE STUDY

### Wieland: A Long-Term Commitment to Health, Engagement, and Results

At Wieland, a global leader in copper solutions, the pursuit of excellence extends far beyond materials - it's deeply rooted in the wellbeing of their people. With a steadfast focus on fostering a healthy, engaged workforce, Wieland partnered with Vitality nearly a decade ago. What started as a wellness program has since evolved into a dynamic part of the company's culture - one that drives participation, improves health outcomes, and meaningfully supports employees in their personal health journeys.



#### A Strategic Approach to Engagement

Wieland's health strategy is designed to motivate action, reward commitment, and create sustainable behavior change. Central to this strategy is a thoughtful incentive model that ties health engagement to financial wellbeing, offering meaningful rewards through both premium contributions and health account funding. These incentives are structured to recognize progress - encouraging employees to achieve higher levels of engagement over time without overwhelming them.

By linking financial benefits to healthy behaviors, Wieland helps employees see the value in every step they take toward better health - whether it's completing a health assessment, participating in wellness activities, or achieving higher status within the Vitality program.



#### Culture Powered by Champions

What truly sets Wieland apart is how deeply Vitality has been woven into the employee experience. A highly engaged network of "Wellness Champs" leads the charge, acting as peer motivators and culture carriers. These Champions receive regular program updates from the benefits team and Vitality - delivered through Microsoft Teams - and share them across the organization during "Wellness Wednesdays." This consistent drumbeat keeps health and wellness top-of-mind in an approachable, peer-driven way.

#### Making Preventive Care Easy and Accessible

A cornerstone of Wieland's approach is encouraging employees to "know their numbers." While biometric screenings are not required to earn incentives, they are widely promoted as a valuable way to gain personal health insights and accelerate progress in the Vitality program. To support this, Wieland offers on-site biometric screenings - powered by a Vitality partner - at nearly every location. This ensures employees have convenient access to preventive care, making it easier to take that first step toward better health.

#### Participation reflects this commitment:

**69%**

of members complete a Health Risk Assessment

**55%**

complete biometric screenings

This reflects a workforce increasingly engaged in understanding and managing personal health risks.

*Continued...*



### Connected, Personalized Support

Wieland's wellbeing program goes beyond traditional health activities. Through custom integrations with partners, employees are supported across the full spectrum of wellness - including chronic condition management, musculoskeletal health, and financial literacy. These connections ensure that every employee, regardless of their health journey, can find tools that are relevant and actionable.

### Participation that Builds Over Time

The outcomes of this long-term investment are striking. Today:

#### Registration:

**65%**

of eligible employees are registered in Vitality

→ Indicates strong interest across the workforce.

#### Engagement

**66%**

of registered members engage monthly, completing an average of 26 health-related activities

→ Shows the program resonates and drives consistent participation

#### Progress

**41%**

of members now achieve Gold or Platinum status, up from 16% in the program's first year

→ Reflects growing commitment and success over time

The momentum isn't slowing - even as eligibility expands, engagement has increased year after year. Wieland continues to add new dimensions of support to their program and the ongoing improvements in engagement reflect it.

### Real Health Improvement, Backed by Data

Wieland's approach is delivering measurable health outcomes. By tracking the same members over time, the company has observed a 34% reduction in high-risk members compared to expected benchmarks and a 33% increase in low-risk members.

These trends confirm what the company set out to prove: sustained engagement leads to improved health, better quality of life, and lower long-term costs.

### Employees Feel the Difference

Beyond the numbers, the personal stories speak volumes. Employees have shared how Vitality helped them manage chronic conditions, lose weight, improve key health indicators like A1c and blood pressure, and stay motivated through meaningful rewards.

*Getting rewarded for improving my health has been a huge motivator. My diabetes is now under control, and I finally feel supported in this journey.*

*Vitality helped me take my health seriously. I've lost weight, cut out salt, and committed to regular exercise — and I feel better than ever.*

### A Model for Long-Term Wellbeing Success

Wieland's journey with Vitality demonstrates what's possible when wellbeing is treated not as a checkbox, but as a core business strategy. Through strong leadership, aligned incentives, peer-driven culture, and continuous innovation, Wieland has built a program that not only engages - it transforms.

As they move into their tenth year of partnership, one thing is clear: health isn't just a benefit at Wieland - it's a shared value.

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

