



CASE STUDY

Global Financial Institution

A global wellness solution with local relevance.

Creating a culture of health for employees globally

The requirement:

This US headquartered financial institution recognizes the importance of employee health and wellbeing to organizational success, and has a wellness program in place for its entire US employee population. Going forward, the organization focused on expanding this program outside the US to enhance the health and productivity of its global workforce. Their primary objective is to attract and retain talent and be known globally as an employer of choice. The organization was seeking a globally consistent solution that is easy to implement worldwide while being localized to reflect the culture and norms of each country in which the institution is operating. They also want to ensure their local countries are involved and have strong input in shaping the course of the implementation and engagement campaign.

The challenge:

The financial institution follows very strict contracting rules when working with third parties and adheres to very stringent data protection and privacy policies for their customers and employees.

The solution - product and strategy design:

Cigna collaborated with the organization to develop a tailored wellness package that fulfills their contractual, data protection and global wellness requirements. It also allows flexibility at a country level and is simple to build upon as the organization's wellness strategy matures. Cigna worked with local leadership in each country to identify the wellness requirements and local privacy and data protection laws.

A global wellness solution - product implementation

Countries & languages:

The company launched the Cigna global wellbeing solution in April 2016 in two of their biggest populations outside the US - Mexico and Brazil. The solution is offered in 2 localized languages - Spanish for Mexico and Portuguese for Brazil - reaching a total of 50,000 employees.

The wellness package:

Health and wellbeing communication: a monthly article featuring one of the following health areas: sleep, stress, nutrition, physical activity, medical health and work-life balance. Every article is written by Cigna's qualified editorial team and approved by Cigna's clinical team. All articles are translated and localized to reflect each country's cultural and clinical norms.

Online wellbeing portal: enabled by the Single Sign On (SSO), secure and confidential, it provides easy access to:

- > **The health assessment:** offers a snapshot of the individual's current health and wellbeing status and provides an instant personalized report highlighting areas of concern and suggested next steps.
- > **Four targeted assessments in sleep, stress, nutrition and physical activity:** offer a more in depth analysis and an instant personalized report of the area in question.
- > **Launch engagement kit:** a 4 week launch campaign and post launch ongoing engagement campaigns including emails, posters, give aways and informative flyers. The kit accompanies the online portal to ensure a successful launch and ongoing engagement with the online wellbeing platform.

Measurement

The client will be measuring satisfaction with the wellness offering and its impact on corporate engagement scores. They will also be measuring improved health status on an enterprise and cohort to cohort basis on an annual basis.

Going forward

Going forward the company is looking to expand the wellbeing solution to numerous other locations. The solution will be offered in localized languages and to more than 100,000 employees globally. Each country will adapt the solution to address nuances that are important to their culture and employees.