



# CASE STUDY

Multi-national Beverage Corporation

**A holistic approach to health and well-being offered globally.**

## Creating a culture of health for employees globally

### **The requirement:**

Promoting healthier lives for all its employees around the world is a key priority for this global beverage corporation. To achieve this goal, the company was seeking a globally consistent but locally tailored solution that could identify and measure the population's health risks, and follow up with targeted health improvement interventions to effectively address these risks.

Cigna collaborated with the company to develop a well-being package that addresses health and well-being in a holistic way. Cigna worked to engage each country's leadership teams and to tailor the well-being plan to meet local needs, integrate local resources and achieve the best cultural fit.

### **The wellness approach:**

The wellness approach includes the online health assessment, 4 targeted assessments and an online library as well as well-being interventions such as telephonic well-being coaching, employee assistance program and biometric screenings to complement each other, encourage behavior change and support employees whatever their challenge or goal may be.

The company launched the Cigna global well-being solution in Australia and New Zealand in 2015. Today the solution is offered in eight countries and seven localized languages reaching a total of 2,500 employees, with plans to grow the program across the entire population in over 150 countries.



## Measurement

Engagement of the company's employees with the service has been of central focus. Reminder emails, posters and onsite activities have driven **23% engagement** with the online wellbeing website of which **85% took the next step and completed their health assessment.**\*

The outbound telephonic coaching model is proving incredibly successful with an engagement rate of 19%, immediately after launch of the health assessment. Telephonic and face-to-face clinical counselling, work-life services (IEAP) - has an impressive 33% utilization while, employee participation in the biometric days is 32%.

*\* Currently, we are at the end of Year 1 of the health improvement and well-being strategy for the multi-national, and we are gathering baseline data to refine the health improvement goals.*

## Going forward

Going forward the company is looking to expand the well-being solution to the rest of the countries they operate in. The solution will be offered in localized languages and to more than 10,000 additional employees globally. Each country will adapt the solution to address local requirements and cultural norms.