



# CASE STUDY

## Multinational Consumer Products Company

### A global wellness solution measured locally for impact.

#### Creating a culture of health for employees globally

##### The requirement:

Promoting healthier lives for all its 38,000 employees around the world is a key component of the company's sustainability strategy and to bring this strategy to life, 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 company is operating.

The multinational was looking to introduce a consistent global wellness solution to multiple countries all of which had separate local teams coordinating and leading the wellness strategy and required distinct implementation processes.

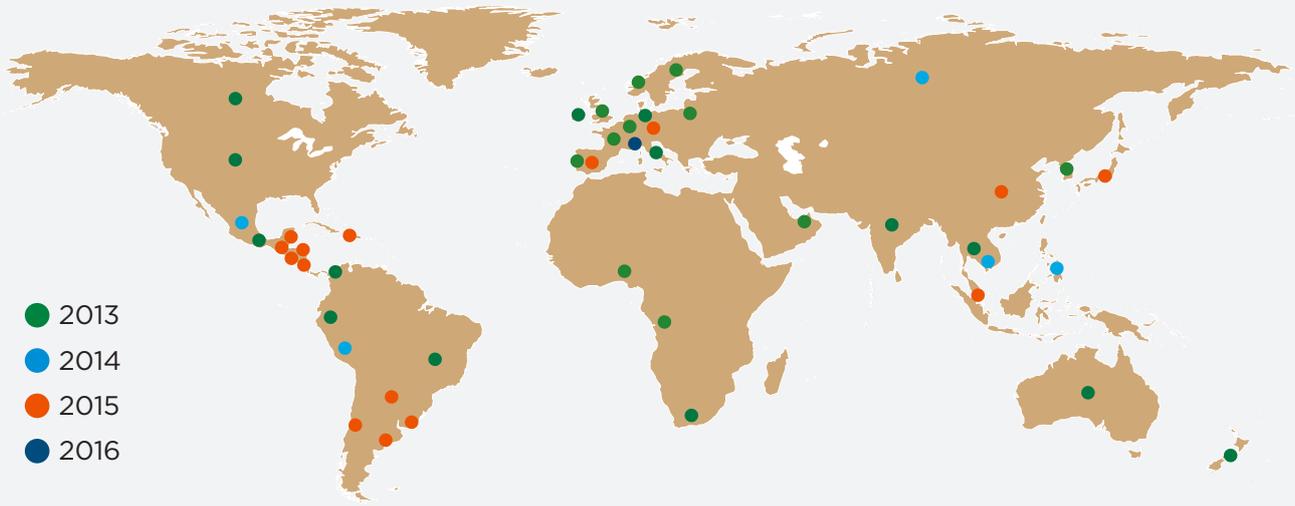
Cigna collaborated with the company as a whole to develop a wellness approach that complements their global sustainability strategy and with local leadership in each country to identify their wellness requirements and establish a distinct wellness implementation plan.

#### A global wellness solution - product implementation

##### The wellness approach:

The wellness approach offered includes access to the online wellbeing website - health assessment, four targeted assessments and online health library. A custom eight-week launch campaign and post-launch engagement campaign (including emails, posters, and informative flyers) accompanies the online portal to ensure a successful launch and ongoing engagement with the online wellbeing website.

The company launched the Cigna global wellbeing solution in 2013. Since 2013, the company has offered over half of their employees across multiple geographies access to a health assessment. Today the solution is offered to 35 countries and 25 localized languages reaching a total of over 20,000 employees.



### Measurement

Engagement of the company’s employees with the service has been of central focus. Reminder emails, posters and onsite activities have enabled **participation rates of 50.8%** and improved health scores. Since the health and wellbeing assessment has been launched:

The **company’s overall global score improved by 3.3%**. More specifically, countries in North America had an impressive 11% improvement in overall health score, and countries in Latin America 7%. Countries in Europe showed an overall improvement of 5%.

In addition, the health assessment helped identify the major health risks per country so each region can target wellness interventions where they were needed the most.

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TOP HEALTH RISKS				
	North America	Latin /South America	Europe	Asia/Asia Pacific
1	Nutrition	Nutrition	Nutrition	Nutrition
2	Body weight	Physical Activity	Stress	Stress
3	Physical Activity	Body Weight	Body Weight	Physical Activity

## Going forward

Going forward the company is looking to expand the wellbeing solution to numerous other locations in Africa and the Middle East. Each country will adapt the solution to address nuances that are important to their culture and employees. The multinational's goal is to reach all countries with 100 or more employees by 2020.