

Case Study | moda

HEALTH

Employee Wellness Solution



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Case Study | Walker Tracker - Moda

With engagement, comes activity!

As employee wellness programs become common across all industries, organizations face the challenge of increasing and maintaining wellness program participation. The following case study describes Moda Health's experience using the Walker Tracker wellness challenge platform to increase participation and physical activity level within its wellness program.

Overview

Moda Health is a health insurance company based in Portland, Oregon. The company has had 1,200-1,400 employees from 2008 - 2018. The company offers a comprehensive wellness plan for its employees, which includes onsite group exercise, yoga classes, fitness challenges, health coaching, craft classes, cooking classes, and mindfulness challenges.



I really like how Walker Tracker helps push you toward your goal. The tracker is easy to view and see where you are for the day, week, or month. I like how they give you badges for hitting records. I really like that I can sync my Fitbit to Walker Tracker and I don't have to worry about updating each day.

Tanya Hively

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Step-based Activity Challenges

Starting in 2008, Moda Health has run an annual walking challenge as a wellness program and a charity fundraiser. The step data was first recorded using an Excel spreadsheet, which required a considerable amount of time to manage. The program eventually moved to a self-built SharePoint tracking system which simplified it from an admin perspective but did not meaningfully improve the member experience. While the challenges helped members become more mindful of their daily movement and even increase their physical activity levels, participation and activity levels did not improve at a consistent rate.

Walker Tracker Program

After their 2016 challenge, Moda Health looked to update their step challenge. As personal fitness devices had become more popular and affordable, Moda Health partnered with Walker Tracker to improve their step challenge experience for both program administrators and employees. Walker Tracker's reporting capabilities allowed for the program administrators to easily view program participation and step data to evaluate the success of their step challenge.



Walker Tracker motivated me to get 10,000 steps in every day through healthy competition with fellow employees. I love that you can chat with your team through the app and see how many steps everyone got for the day.

Courtney Whidden

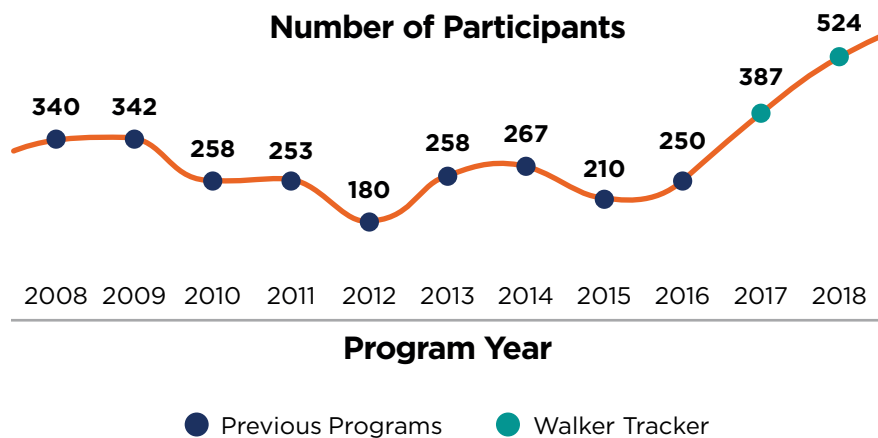
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Increased Participation

After implementing the Walker Tracker program in 2017, there was a dramatic increase in participation. Because challenges were now so simple to implement, more than one challenge could be offered per year.

Using Walker Tracker, Moda Health introduced new features to their step challenge that increased participation. Members could now connect fitness devices and apps to the Walker Tracker platform to-

simplify step tracking. The program's activity converter feature created a more inclusive program, allowing members who preferred to engage in other forms of exercise to convert their efforts into steps. The most popular feature was the ability for members to visualize their progress on a challenge map, which included milestone markers providing encouragement and fun facts related to real-world destinations. Another improvement for the step challenges was the introduction of team challenges, which created peer encouragement and motivation.



210% ▲

Increase in participants
after working with
Walker Tracker
(2016-2018)

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I liked the ease of use. I liked the way I could interact with my team members and keep track of our steps. It was nice to have my team available.

Steve Doane



I have enjoyed the past walking challenges and using Walker Tracker. It is always a fun competition and keeps me moving!

Jaime Terry

Increase in Activity Level

Yearly step data shows that Walker Tracker increased the activity level of Moda Health's members.ment and movement.

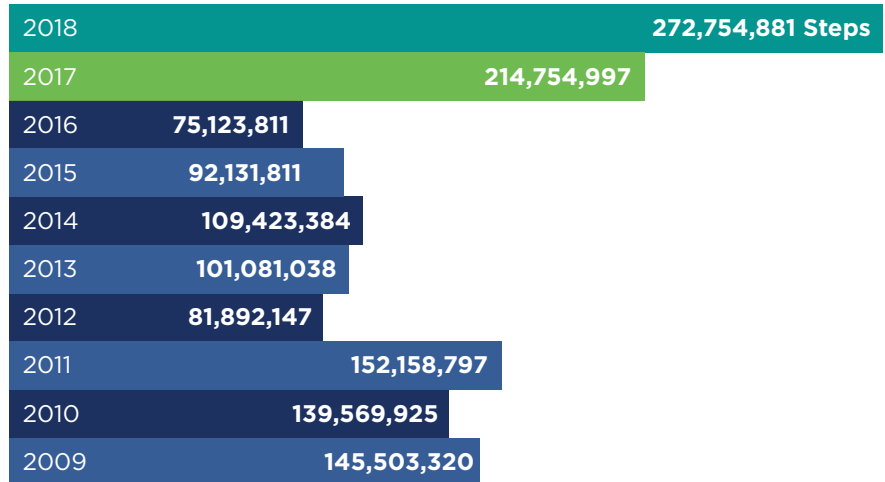
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363% ▲

Increase in activity after working with Walker Tracker (2016-2018)

- Walker Tracker
- Previous Programs

Program Year



Before Walker Tracker, members did not receive regular feedback on their performance. The Walker Tracker program sent weekly stats emails to each member providing them with their step data for the week, which kept members motivated.

Administrators also sent their own communications on a biweekly basis via their own intranet website and staff emails. In addition, the simple interface and app allowed employees to easily track their step data and progress in the challenge.

Future Outlook

Walker Tracker simplifies the administration of Moda Health's step challenge, which provides more time for program administrators to work towards improving their wellness program. Additional strategies that Moda Health continues to implement to increase wellness program success include obtaining leadership support from both the executive level and middle management, incentivizing step goal achievement, and active communication.