

Wearables in Wellness

How Employers are Incorporating Wearable Fitness Tracking Devices into Workplace Wellness Programs

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Today's Speakers



Jack Bastable

- National Practice Leader, Employee Health and Productivity, CBIZ Benefits & Insurance Services



Andy Greenberg

- SVP, Product & Market Development, GlobalFit



Jessica Grossmeier, PhD, MPH

- Vice President of Research, HERO

Today's Webinar

- Why did HERO conduct this study?
- How are employers using trackers in wellness?
- How are employers supporting tracker cost?
- Why are employers using trackers?
- How long do employees stick with it?
- What do employees think about employer use of trackers as part of wellness?
- What's next in terms of HERO's future work in this area?

Why did HERO conduct this study?

- Part of Health, Performance, and Productivity Study Committee workgroup on innovation
- Wearables emerged as innovation in wellness that employers wanted to better understand
- Aim to gain foundational understanding of how trackers being used in wellness
- Initial study intended to support future research on tracker effectiveness
- Applied field survey of employers

Thanks to Survey Distribution Partners



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Use of Trackers in US

- 10% of Americans > age 18 owns a wearable fitness tracker¹
- Employers will integrate > 13 million fitness trackers into wellness programs by 2018²
- Market Forecast predicts 2015 sales of fitness activity devices to reach 40 million units³
- Fitbit[®] responsible for 58% of tracker sales in 2014⁴

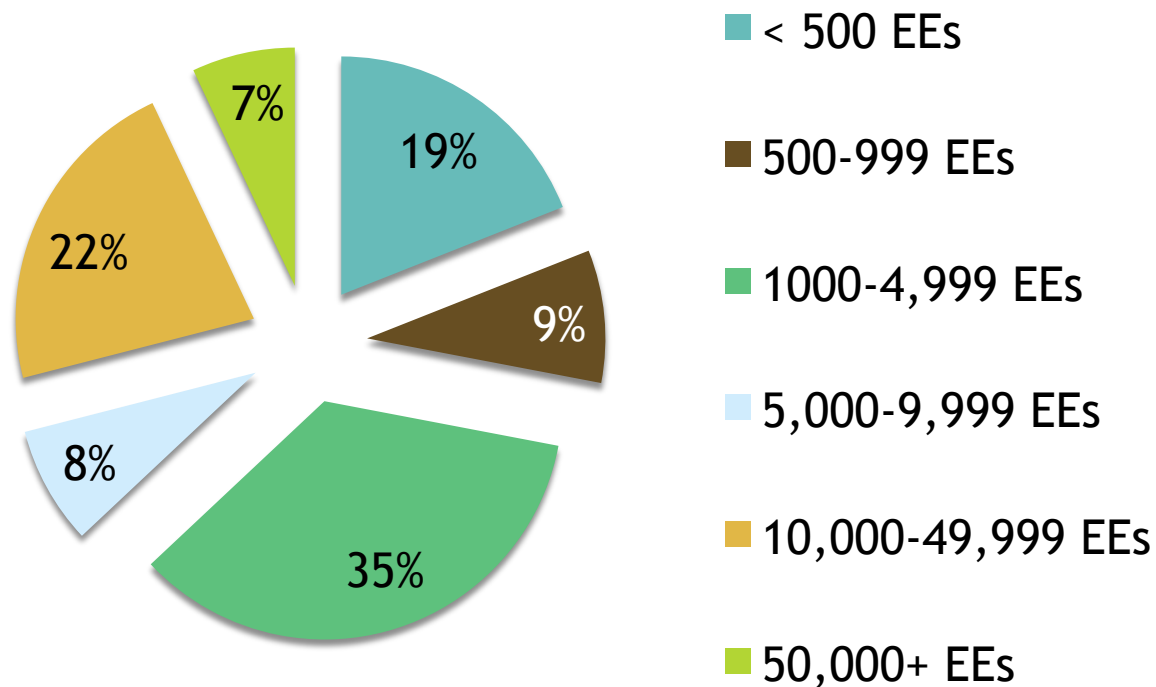
Survey Questions

Employer use of wearable tracking devices (trackers)

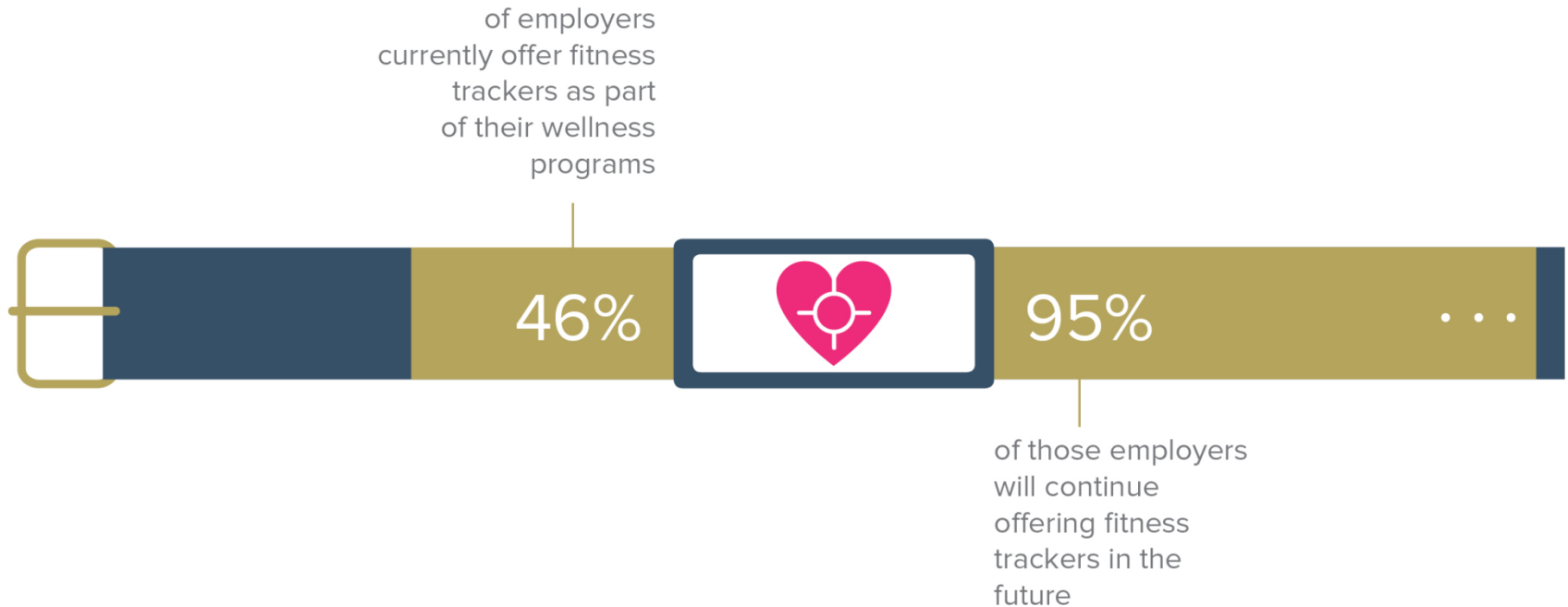
- Objectives for offering and evaluation
- Types/brands used
- Subsidization of cost and use as incentives/rewards
- Requirements and eligibility to receive tracker
- Participation and use data
- High level end-user experience
- Barriers to use

Survey Respondents: Org Size

63% of respondents represented orgs. with < 5,000 EEs



Activity Device Use



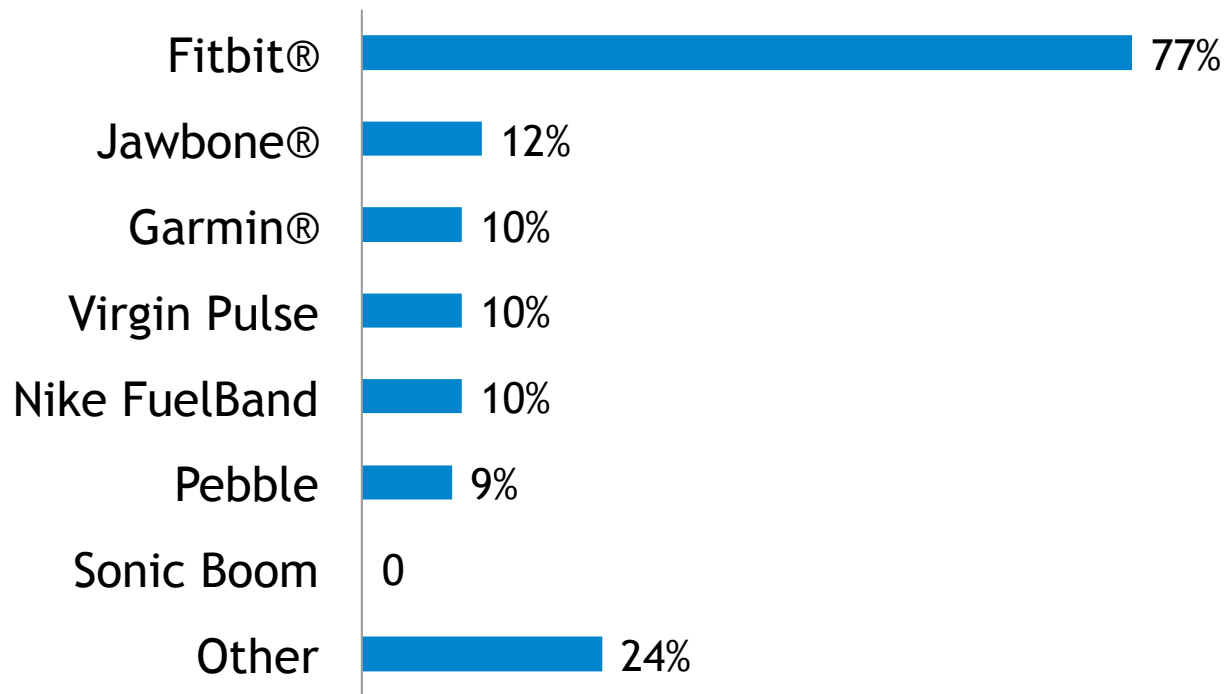
N=188 organizations responding

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Devices Used

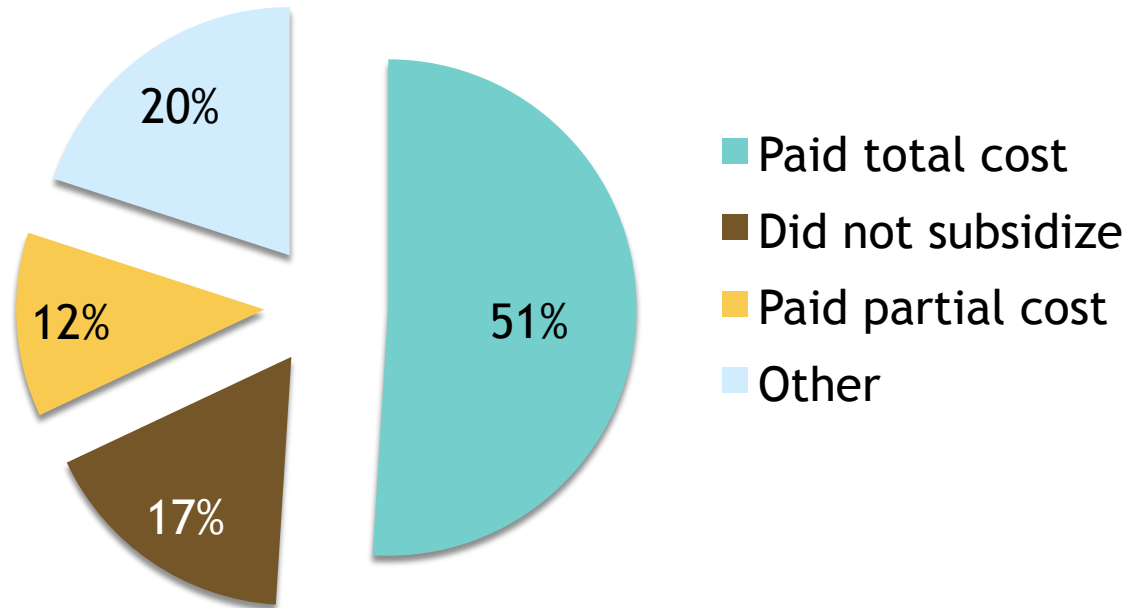
77% of responding organizations use Fitbit® devices



Check all that apply response option

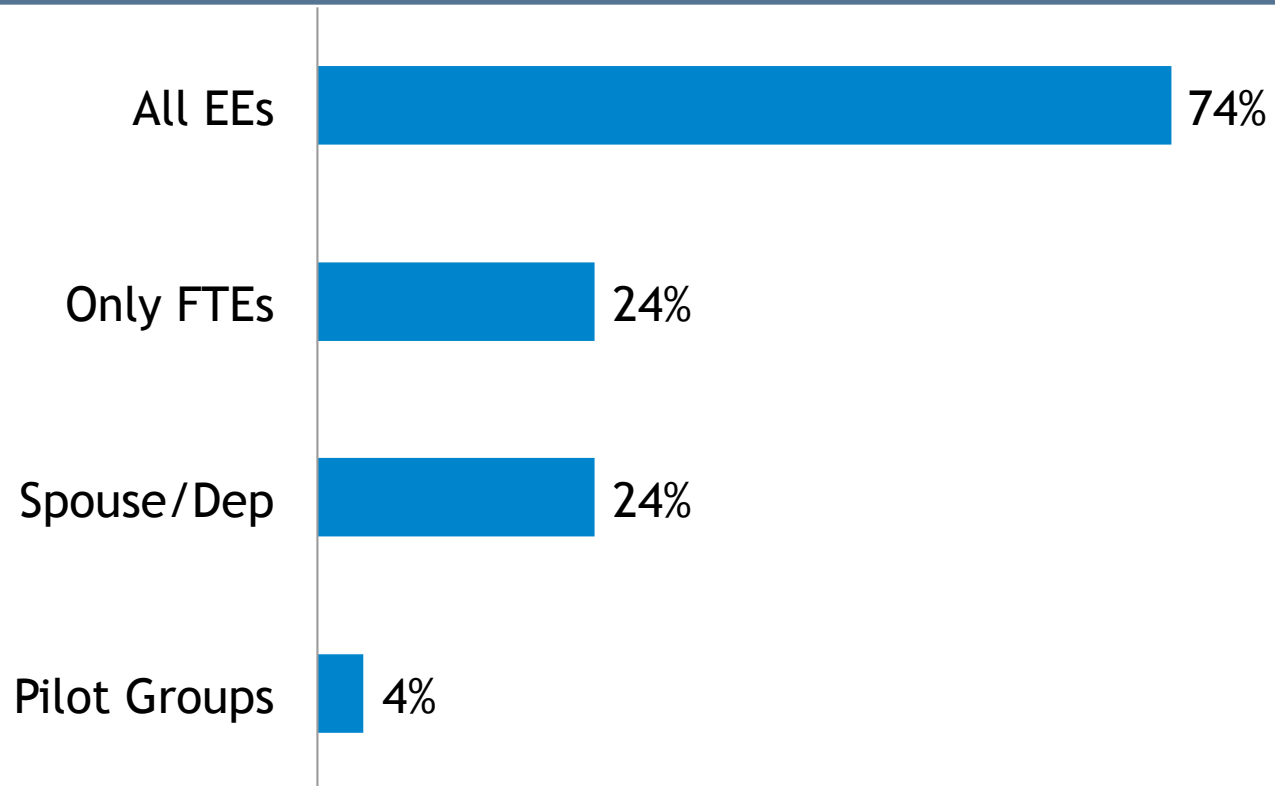
Company Subsidized Cost

83% of responding organizations subsidize all or part of device cost



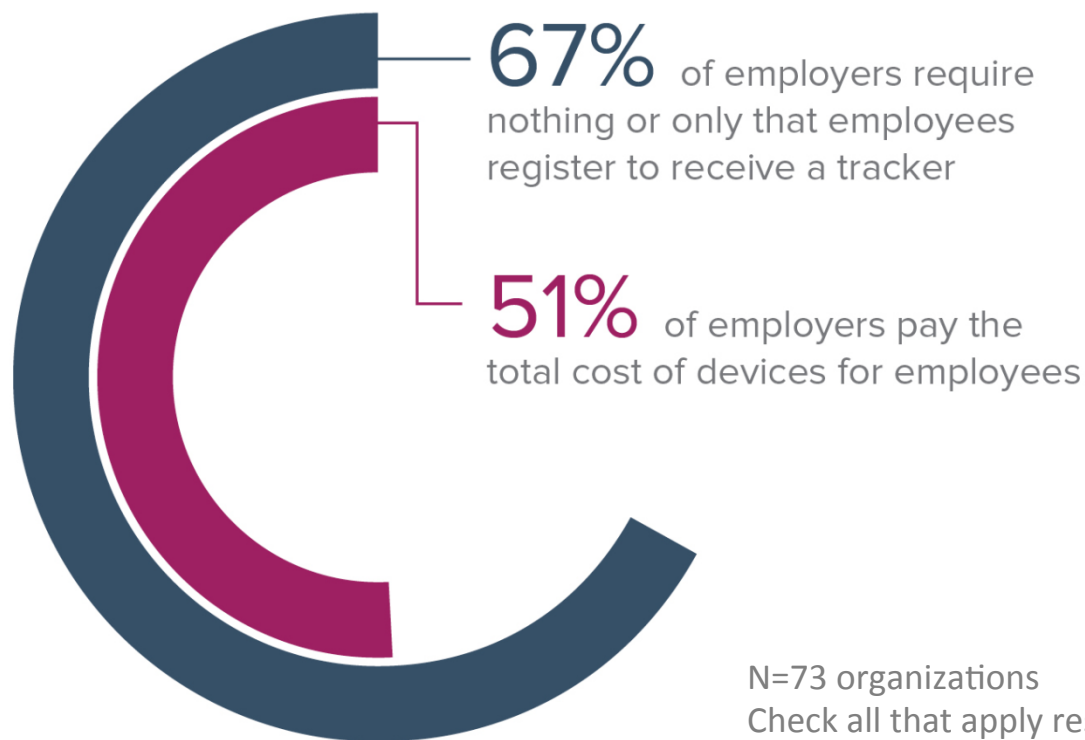
N=76 organizations

Eligible for Tracker

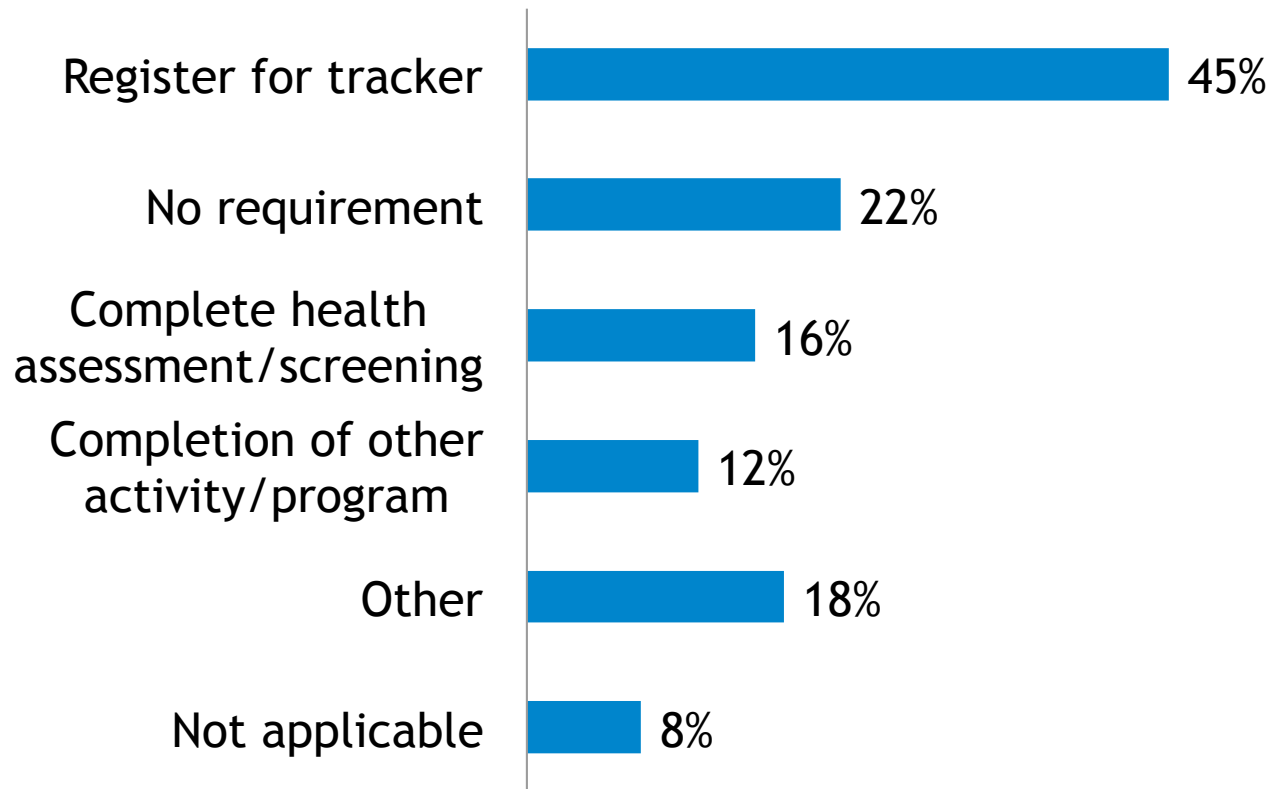


N=68 organizations

Eligibility Requirements



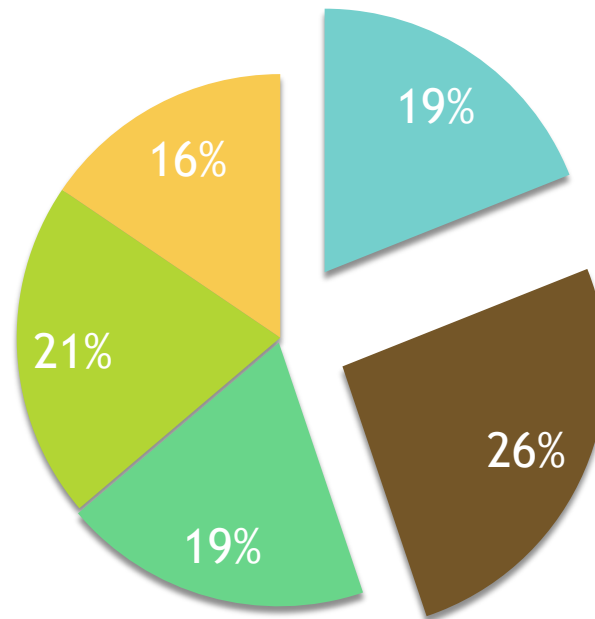
Eligibility Requirements



N=73 organizations
Check all that apply response

Device Registration

55% of orgs:
the majority of
eligible
individuals
registered to
receive a
device



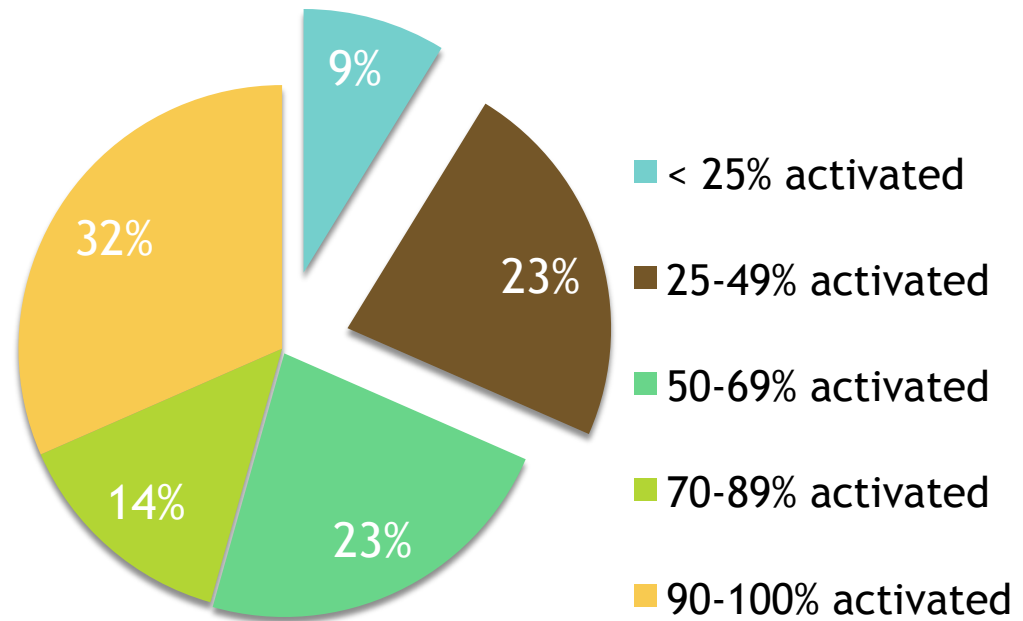
- < 25% registered
- 25-49% registered
- 50-69% registered
- 70-89% registered
- 90-100% registered

N=58 organizations

Pie chart exceeds 100% due to rounding

Device Activation

68% of orgs:
the majority of
eligible individuals
receiving a device
activated it



N=57 organizations
Pie chart exceeds 100% due to rounding

Device Use



59%

reported majority of employees
still using devices 12 weeks
after program launch

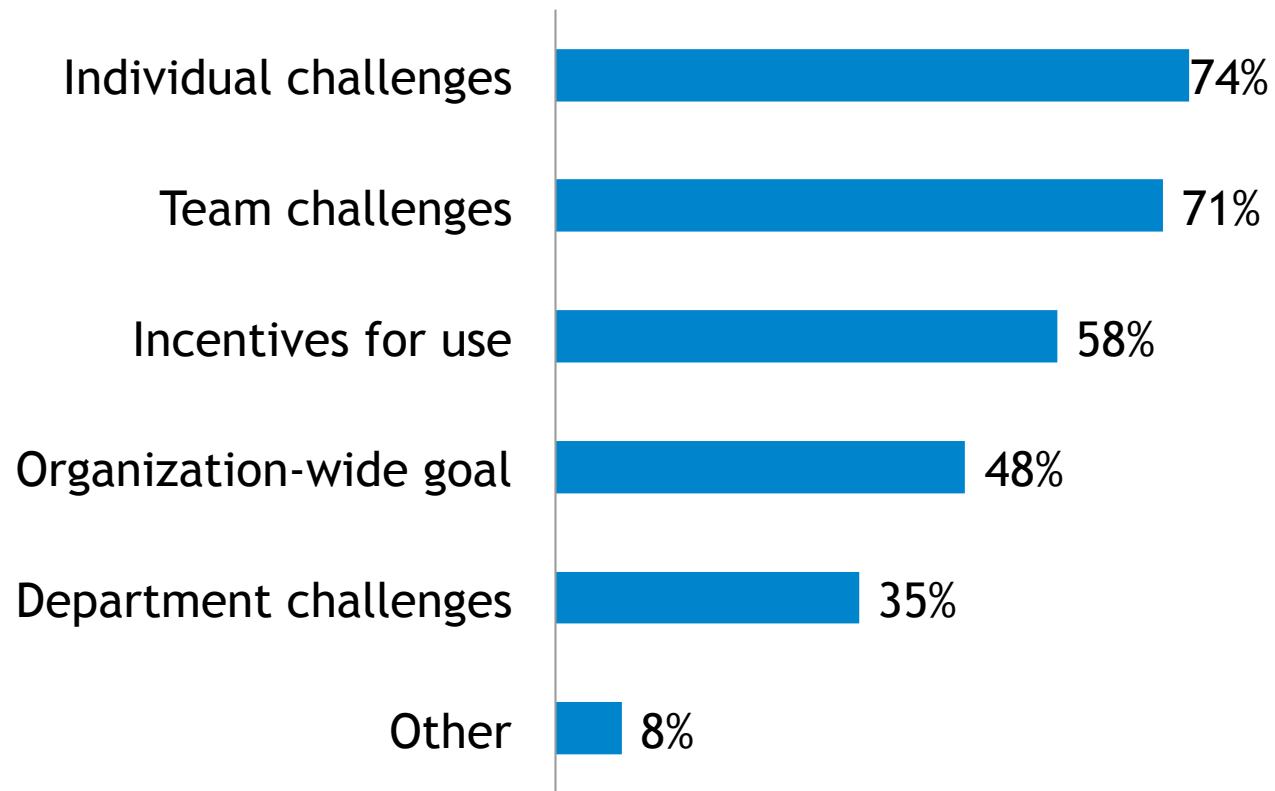
N:



54%

reported majority of employees
still using devices 6 months
after program launch

Program Engagement Strategies



N=65 organizations
Check all that apply

Objectives for Offering Trackers

Why do they do it?

94% to increase physical activity



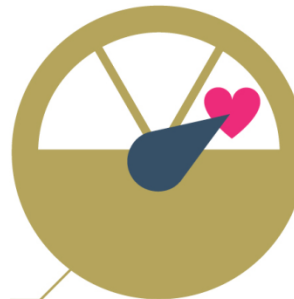
77% to increase employee engagement with their health



58% to add a "fun factor" to their wellness program



62% to see improvements in employee health habits



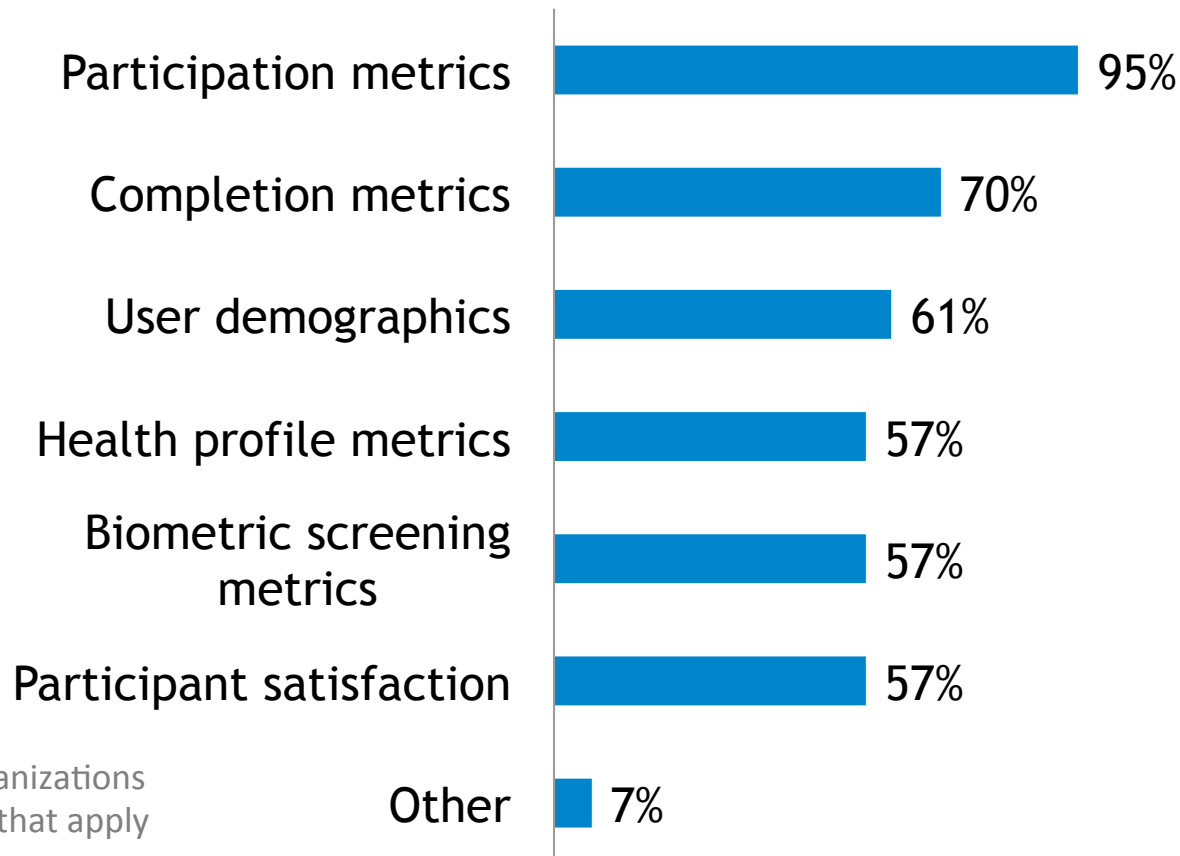
51% to see improvement in performance and productivity



N=65 organizations
Check all that apply

Evaluation Practices

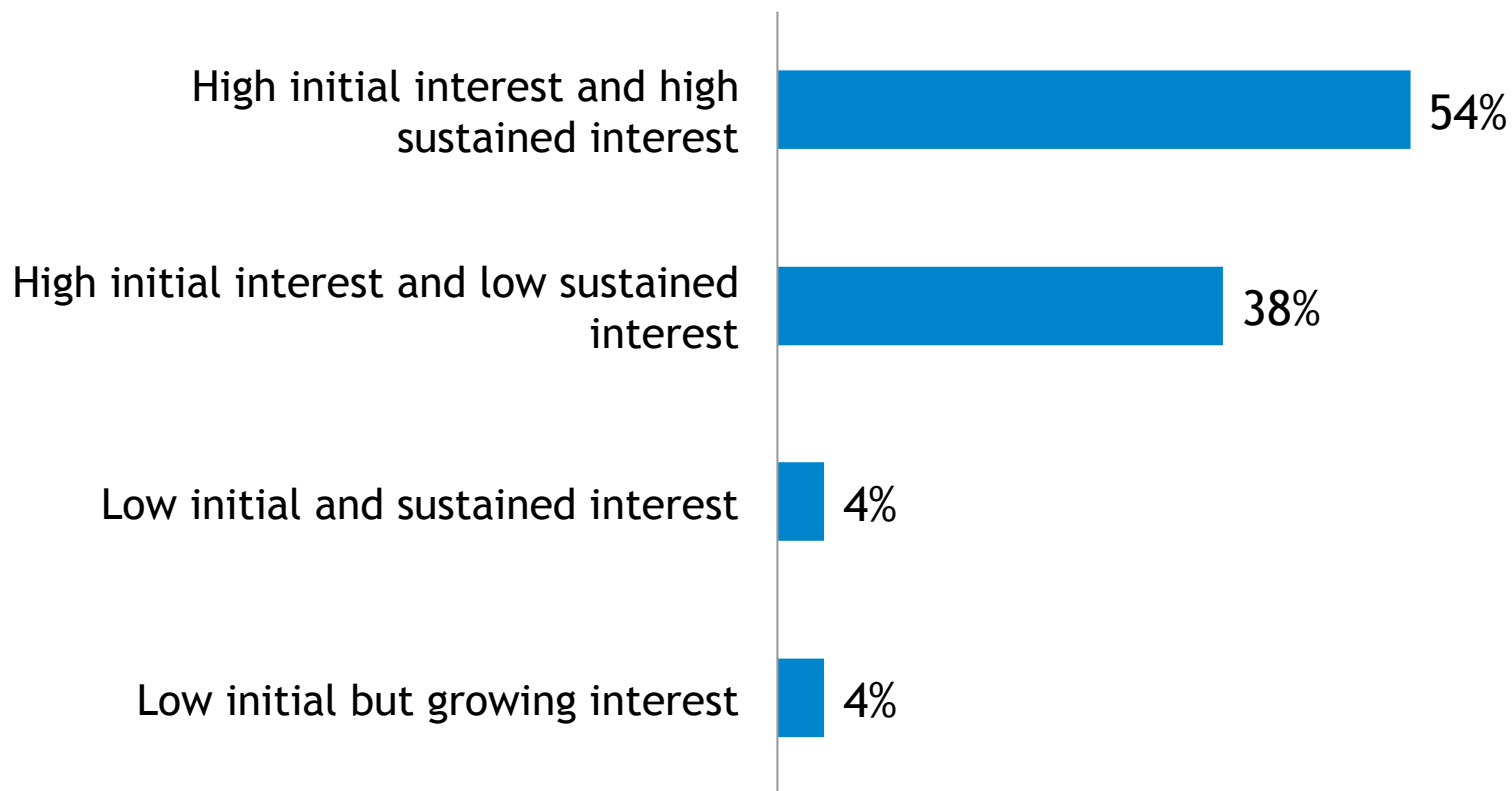
65% of orgs. using trackers measure impact



N=44 organizations
Check all that apply

End-User Perceptions

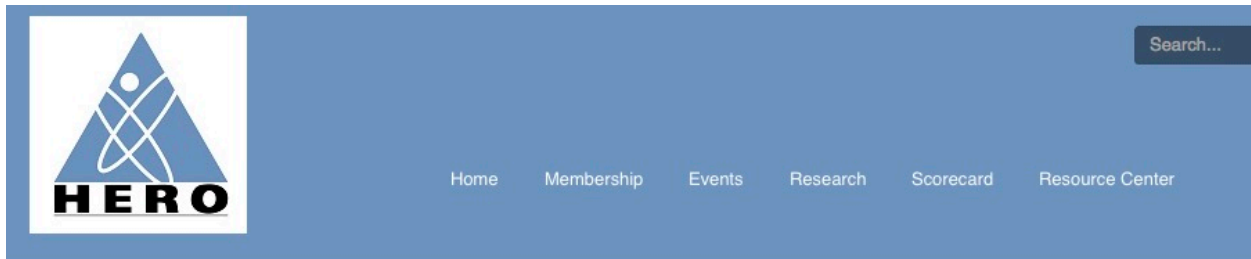
82% report no concerns about data privacy



Conclusions

- Findings support what we're hearing in the general marketplace: strong and growing interest in wearables
- Employers view wearables as tool to increase employee engagement in their health and in wellness programs
- 83% of employers partially or fully subsidize cost
- Employers offer incentives, challenges, social support to promote ongoing participation
- Sustained use of devices > 6 months exceeds rate in the general commercial population
- Evaluation of programs focused on participation and end-user satisfaction much more than cost reduction
- Most companies offering devices will continue to do so

Access Exec Summary and Final Report at HERO-Health.org



HERO Happenings

Just Released HERO Wearables in Wellness Report

Registration for Forum15 is now open!

Corporate America & Community Health

By the Numbers: Business Leader Survey

Healthy Workplaces-

HERO Publications

Click below on the recent HERO Publications.

1. Biometric Screenings Committee
 - 1.1 *Biometric Health Screening for Employers*
2. Employer-Community Collaboration Committee
 - 2.1 *Environmental Scan: Role of Corporate America in Community Health & Wellness*
 - 2.2 *Phase II: Developing the Business Case - World Café Results - Role of Corporate America in Community Health and Wellness*
 - 2.3 *Environmental Scan Measuring a Culture of Health*
 - 2.4 *Culture of Health Measures Phase II Report: Identifying Measures*
3. Health, Performance & Productivity Committee
 - 3.1 *HPP Business Leader Survey Report - Full Final Report*
 - 3.2 *HPP Business Leader Survey Report - Executive Summary with Case Studies*
 - 3.3 *Wearables in Wellness Report - Full Final Report*
 - 3.4 *Wearables in Wellness Report - Executive Summary*



<http://hero-health.org/hero-publications/>



What's Next?

- Leaders Edge article on findings in June
- MediaPlanet article in USA Today June 15 issue
- Develop employer case studies associated with positive results
- Pursue collaborative research to demonstrate most effective use of trackers in wellness

Cited References

¹ Ledger D, McCaffrey DM. Inside Wearables: How the Science of Human Behavior Change Offers the Secret to Long-Term Engagement. Endeavor Partners, LLC. 2014

² Collins, J. Wireless, Healthcare and Fitness. ABI Research. 2014 Available at: <https://www.abiresearch.com/market-research/product/1016969-wireless-healthcare-and-fitness/>

³ CCS Insight. Market Forecast: Wearables Worldwid, 2014-2018. Available at: <http://www.ccsinsight.com/press/company-news/2137-wearables-market-2015-is-year-that-will-make-or-break-the-smartwatch>

⁴ EMRupdate.com. Prediction: 17M wristworn activity trackers to ship in 2014. Available at: <http://archive.emrupdate.com/blogs/news/archive/2014/02/12/prediction-17m-wristworn-activity-trackers-to-ship-in-2014.aspx>

Questions?

Upcoming HERO Event



HERO Forum

September 29 - October 1, 2015
Westin Lombard, Yorktown Center
Near the Chicago, O'Hare airport

Registration is now open at:
<http://hero-health.org>