

ACTIVEHEALTH CASE STUDY:

Member engagement



Be flexible. Be strategic. Be collaborative.

These are three foundational principles of how ActiveHealth works with clients, because they all have different needs. What works well for one may not work for another. So, we're always ready to adapt when needed.

Awareness leads to engagement: How one client tripled engagement with a comprehensive communications plan

Challenge

By nature, health care workers tend to put caring for others before caring for themselves. Which is why our health care clients feel so strongly about achieving high engagement rates in their health and well-being programs. A year into their new well-being program, **the benefits team of one large health care system wasn't seeing the level of engagement they had hoped to achieve.**

Solution

Since awareness is the first step to engagement, ActiveHealth approached the client with a plan to relaunch the value of the program. Together **we created a multichannel communication strategy. Over the course of three months, we implemented various traditional and digital tactics to reintroduce the program**

We started with the basic question, "Who is ActiveHealth," and from there highlighted various features of the program with a focus on what participants can expect from the experience. The goal was to create awareness and excitement and to demystify aspects people might not be familiar with – like what it's like to work with a coach.



Results

6x increase in registrations

2x increase in visits to the web and mobile app

2x increase in the average number of visits per active member

2x increase in the average number of minutes spent in digital resources

ActiveHealth programs can help improve outcomes and lower costs.
Learn more at [ActiveHealth.com](https://www.ActiveHealth.com)

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