

Case Study

Two-Way Text Messaging Boosts Engagement in Workplace Wellness Activities

See how a Fortune 500 organization drastically boosts employee engagement in wellness activities by leveraging Dialog Health's texting solutions.


Dialog Health's easy-to-use, two-way texting solutions: designed with employee communication needs in mind.



Increased from 19% to 58% in participation in the employee wellness program with DH texting

Increased employee engagement to 70% of those who were targeted

82% of members would recommend the employer use texts notifications again

Read full case study 

Summary

30-day texting campaign produced significant engagement results

The organization had a participation problem with its existing wellness program. With only six weeks until the deadline to earn a wellness incentive, **only 1 out of 5 employees had completed the recommended set of activities prescribed by their employer-sponsored program. Failure to complete the activities meant a member would incur a surcharge on their healthcare premiums in the coming plan year. This needed to change.** The employer, a company with 12,000 workers at 70 locations across 20 states, requested a quick and customized solution from its wellness partner.

The wellness provider teamed up with Dialog Health to design an outreach campaign that could be deployed quickly and inexpensively and would deliver results. They created a series of SMS/text messages targeted at eligible members and designed to:

Deliver member-specific content based on employees' participation in wellness activities

Communicate the specific tasks that needed to be completed to earn the incentive

Remind individuals about their progress and the deadline to participate in the program

An organization with 12,000 employees, 70 locations across 20 states uses Dialog Health two-way texting to deliver wellness program communication goals...

A 30-day campaign produced significant engagement by employees with their wellness program. As a result of the campaign, an additional 5,079 employees completed their activities, **increasing the total engagement for the organization from 19% to 58% of plan members, and engaging 70% of those who were targeted.** In addition to earning premium discounts, member satisfaction increased. Participants viewed the campaign as helpful and expressed appreciation for the reminders. From the client's perspective, the tool was easy to use and resulted in employees being "engaged and happy."

The Results

"Engaged and Happy"

This case study demonstrates the effectiveness of text messaging in engaging employees with their employer-provided wellness program.

- **Increased the total engagement for the organization from 19% to 58% of plan members, and engaged 70% of those who were targeted**
- **Penetration exceeded 86% of the eligible members who needed to complete their activities**
- **78% of the employees said the program helped them complete their activities and avoid surcharges**
- **82% of members recommended the employer use the program again**



HR

Monday, 9:00 AM

HRDEPT: Hi Reese, Congrats on completing your health assessment! Complete your biometric screening and self-directed course by [October 30](#) to avoid a surcharge!

Dialog Health features include tier-1 connectivity so you can feel confident that your text messages will reach recipients quickly and reliably.

Our powerful AnalyticsPRO module provides immediate delivery receipts, tracks messages sent, and allows "live" responses from the reporting feature.

Our HIPAA-compliant, two-way texting solutions are delivering real and transformational results for our clients.

Historically Low Engagement with Workplace Wellness Program

THE CHALLENGE

The organization's workplace wellness programs, administered as part of a group health plan, provide opportunities for employees to improve their health while also helping control their healthcare spending. Getting employees to engage with their program, however, continues to be a chief concern among wellness proponents.¹

With 70 locations in 20 states, an industry-leading privatization specialist employs approximately 12,000 workers in managing facilities for federal, state, and local governments. The company sponsors a wellness program for members on its major medical plans. The program design includes incentives to encourage employees to participate in wellness activities. To earn the incentives, employees were asked to complete three activities:

- An online health assessment (HA)
- A biometric screening
- One of seven self-directed courses available on the member portal.²

Employees had a seven-month window, from April 1 to October 30, to complete the activities. Failure to do the HA, screening, and online course meant they would forfeit the activity-based incentive and incur a surcharge on their healthcare premiums for the following plan year.

With the deadline approaching, management became concerned because fewer than 20% of employees had completed the activities. The company's wellness partner initiated an outreach campaign with Dialog Health's texting solutions to remind employees about the activities and the incentive opportunity. The results were impressive.

References:

1 Gallup reports that only 24% of employees at companies that offer a wellness program participate in them. <https://www.gallup.com/workplace/236531/why-workplace-wellness-program-isn-working.aspx>

2 Courses offered: Get Active, Improving Nutrition, Managing Stress, Weight Management, Preventive Health, Blood Pressure, Quitting Tobacco.

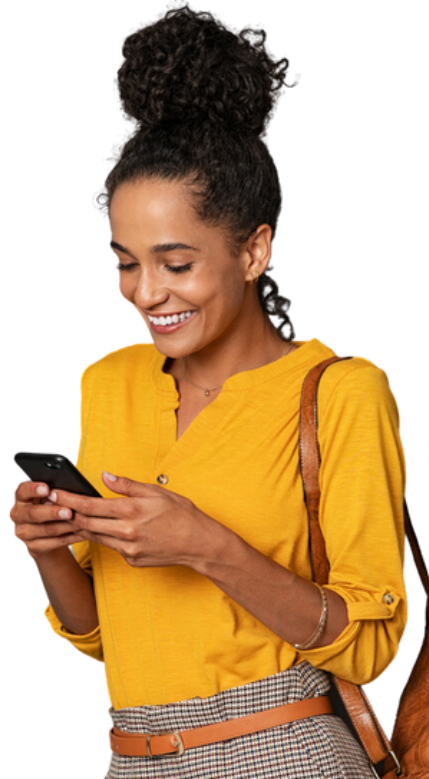
Dialog Health Two-Way Texting Platform Increases Engagement in Workplace Wellness Program

THE SOLUTION

The wellness company partnered with Dialog Health in fashioning a mobile communication strategy to engage employees who had not completed their wellness activities and to congratulate those who had. The main goals were to remind employees about their tasks and help them track their progress toward earning the premium discount.

THE METHODOLOGY

The campaign was primarily targeted at 8,080 eligible members who had not completed the wellness activities.³ A secondary group was comprised of 1,920 individuals who had completed their activities and would receive confirmation and congratulatory texts. An advance email alerted the employees that they would be receiving text messages and could opt out if they wished. The duration of the text message campaign was set for 30 days. Message content was limited to 160 characters and messages were sent on Mondays and Fridays in the early afternoon. As shown in Table 1 on the next page, message content was specific to each member's activity.



³ Eligible members were employees with outstanding activities to complete between October 1 and October 30

4-Week Texting Campaign

THE METHODOLOGY: Two-Way Text Workflow

The organization worked with Dialog Health's easy-to-use, self-service texting console to set up **automated text workflows, smart targeting, and automated reply sequences**. Text reminders nudged members about the activities needed to earn their incentive, tracked their progress, and congratulated them upon completing their activities.

TABLE 1: TEXT WORKFLOW	4-WEEK AUTOMATED TEXT CAMPAIGN: INCLUDING SMART TARGETING, AUTO AND KEYWORD RESPONSE
OPT-IN Message	Welcome to the [company] annual wellness activity text reminder program. Reply STOP if you do not want to receive these reminder messages. Msg&DataRatesMayApply.
OPT-OUT Automated Reply	You have been opted out of the [company] annual wellness activity text reminder program. Reply [company] or call 855.xxx.xxxx to opt back in.
No Activities Completed	Complete your health assessment, biometric screening and self-directed course by October 30th to avoid a surcharge.
HA Completed	Congrats on completing your health assessment! Complete your biometric screening and self-directed course by October 30th to avoid a surcharge!
HA + BIO Completed	Congrats on completing your health assessment and biometric screening! Complete your self-directed course by October 30th to avoid a surcharge!
BIO Completed	Congrats on completing your biometric screening! Complete your health assessment and self-directed course by October 30th to avoid a surcharge!
Self-Directed Completed	Congrats on completing your self-directed course! Complete your biometric screening and health assessment by October 30th to avoid a surcharge!
BIO + Self-Directed Completed	Congrats on completing your bio metric screening and self-direct course! Complete your health assessment by October 30th to avoid a surcharge!
HA + Self-Directed Completed	Congrats on completing your health assessment and self-directed course! Complete your biometric screening by October 30th to avoid a surcharge!
All Completed - Confirmation	Congratulations! You have completed all 3 of the [company] annual wellness activities to avoid the wellness surcharge.
All Completed - Congrats + Link	Utilize the online tools and coaching resources available through [company link] to help you get and stay healthy!
UNKNOWN Automated Reply	Thanks for your text which will be reviewed during normal business hours. Call us at 855.XXX.XXXX for immediate assistance about your program.

70% Engagement With Opted-In, Text-Receiving Employees

RESULTS: REACH

As a communication channel, text messaging proved to be very effective. More than 92% of the targeted employees had phones capable of receiving SMS texts. Excluding those who opted out and/or had invalid phone numbers, **the campaign successfully reached 86.5% of the targeted members.** On average, each targeted member received approximately 7 reminder messages over the course of the four-week campaign.

RESULTS: ENGAGEMENT

As a result of the campaign, an *additional* 5,079 employees completed their wellness activities in advance of the deadline. The table below summarizes engagement in wellness activities before and after the texting campaign. **With the deployment of the text messaging campaign, engagement increased to 70.1% of targeted members and 57.5% of all members.**

Wellness Engagement Pre- and Post-DH Text Campaign

PERCENT COMPLETING WELLNESS PROGRAM		
	PRE-TEXT CAMPAIGN	POST-TEXT CAMPAIGN
ALL PLAN MEMBERS	19.2%	57.5%
TEXT-RECEIVING MEMBERS	N/A	70.1%

RESULTS: EMPLOYEE SATISFACTION

Feedback from members and the client was compiled via surveys conducted one month after the campaign. **78% of the surveyed members said the texts helped them to complete the activities and avoid the premium surcharge. 82% recommended making the text reminders program a permanent tool** to help members complete their tasks. Remarks from the client were also favorable.

Management stated that the tool was very easy to use and that employees were "engaged and happy."

82% Employees Recommended Making Text Reminders a Permanent Tool

THE KEY LEARNINGS

Among the primary concerns of health plans and employers is how to drive engagement in wellness initiatives. **This case study demonstrated how a simple, two-way text message system measurably increased participation in a company-sponsored wellness program, improved member engagement and satisfaction, and helped employees avoid costly surcharges on their healthcare premiums.**


Dialog Health's powerful analytics and reporting feature, AnalyticsPRO, helps organizations continue to improve their messaging and smart targeting.

Among members aged 18-29, 55%, or about 1 out of 2 employees, completed all the tasks and earned the premium discount. For all other age groups, approximately 3 out of 4 eligible members completed the tasks thereby earning the incentive. The metrics below confirmed the "one-size-does-not-fit-all" rule of thumb in fashioning engagement strategies in employee health management programs. It also emphasizes the importance of tailoring communication campaigns to an organization's specific populations. Applying key learnings from the real-time data reports will help focus future communications and continue to improve engagement rates with all age groups.

AnalyticsPRO key learnings will help the organization tailor messaging and leverage smart targeting to continue improving communication and engagement rates with all age groups.

AGE GROUP	ELIGIBLE COUNT	OPT-OUT RATE	COMPLETION RATE
18-29	2,079	6.7%	55%
30-49	4,914	6.3%	73.9%
50-64	2,687	4.7%	74.6%
65+	302	3.6%	72.2%
ALL	9,982	5.8%	70.1%

Other Ways HR Leaders are Leveraging our Two-Way Texting Solutions



OPEN ENROLLMENT CAMPAIGN




WELLNESS BENEFIT COMMUNICATION



MASS / GROUP / EMERGENCY TEXTS



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TARGET / SEGMENT GROUP-SPECIFIC COMMS



SURVEYS & REVIEWS




RECRUITING AND INTERVIEW TEXTS



AUTOMATED EVENT REMINDERS



COMPANY CULTURE ANNOUNCEMENTS



LINKS: PORTAL, MAPS, MORE

About Dialog Health

Leader in Healthcare and HR Texting Solutions

With more than 10 years in mobile communications, Dialog Health has insights on how to use two-way texting to improve communication and engagement.

Dialog Health has helped thousands of organizations improve their communication with their patients/customers and employees while strengthening engagement, compliance, reducing workload and costs, and enhancing workflow and outcomes.

Contact us today for a free demo



www.dialoghealth.com



Email: info@dialoghealth.com



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