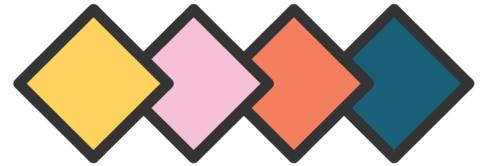


Case Study



Fortune 500 Agribusiness client

A Simple, Targeted Approach to Boost Wellness Program Engagement

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The Challenge

Overall engagement in the wellness program remained strong; however, the client noted a decline in Health Assessment (HA) completions and a slowdown in health coaching participation. To re-energize the population and drive renewed involvement, I implemented a targeted campaign designed to increase HA completion rates and motivate more individuals to engage with personalized health coaching services.

The Solution

Health Assessment Contest

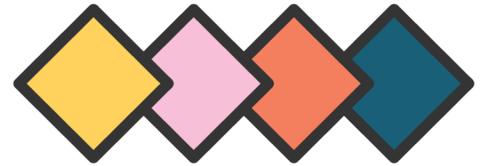
To boost HA completions, we launched an eight-week email campaign targeting individuals who had not yet completed their assessment. Each week, recipients received a personalized, action-oriented message paired with contest incentives to spark interest and encourage participation. (“Complete your HA for a chance to win company schwag!”)

Research revealed a key barrier to HA completion: Uncertainty about the safety of sharing personal health information. To build trust and ease concerns, each email included a clear, easy-to-understand privacy fact sheet and a short video highlighting WebMD’s strong commitment to data protection and security.

Health Coaching

To promote health coaching services, I customized WebMD’s existing campaign materials, including an email and flyer, to align with the client’s brand identity. By incorporating the organization’s colors, tone and visual style, the materials felt familiar, cohesive, and authentically on-brand. To further motivate engagement, I prominently featured the specific rewards available for completing coaching activities. By making the value proposition clear and directly tied to program incentives, the materials provided a compelling prompt for individuals to act.

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The Result

The Health Assessment (HA) contest delivered outstanding results, driving a significant increase in completions and bringing the population to 100 percent of their HA completion goal for 2024. Spouse participation also improved, rising by 2 percentage points compared to 2023.

Health Coaching – The client not only met but exceeded their health coaching engagement goal, positioning themselves as one of the top-performing populations across all WebMD clients in July 2024.

Their success was supported in part by high-impact communications materials, which the client praised for their strong visual appeal. The client especially valued how the campaign was thoughtfully tailored to align with their brand, allowing the messaging to better resonate with their population.

To maximize the effectiveness of the email campaign, I strategically timed the launch of the health coaching email to coincide with a scheduled Health Coaching 101 event. This approach created a unified experience for participants and reinforced key messages across channels. During the event, health coaches used the campaign flyer as a visual aid, bringing the materials to life and facilitating meaningful conversations about the benefits of coaching and next steps.