



██████ had great engagement in their wellness program but faced some challenges with a dip in participation. With a simple yet thoughtful approach, this campaign leveraged big results.

Featured campaign:

HA Contest and Health Coaching Strategy

Client ask:

After noticing decreased Health Assessment completions and limited Health Coaching engagement in 2024, ██████ asked us to develop innovative and engaging strategies. We aimed to enhance participation and refresh their communications.



Results we can share

The straightforward Health Assessment contest was successful, leading to a noticeable increase in overall HA completions. [REDACTED] is now at 100% of their HA completion goal for 2024! Furthermore, spouse Health Assessment completions improved by 2 percent from 2023.

[REDACTED] exceeded their planned coaching engagement in July and was a top performer. The client noted that our new visual approach in the health coaching campaign resonated deeply with their audience, and they asked us to incorporate more agricultural imagery that reflects their population in future materials.