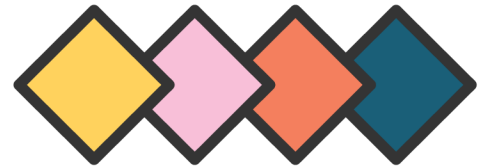


Case Study

Agribusiness Client

A simple approach to improve engagement



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CHALLENGE

While overall engagement in the wellness program was strong, the client observed a noticeable dip in Health Assessment (HA) completions and a slowdown in health coaching participation. To re-energize the population and boost involvement, WebMD launched a targeted campaign aimed at increasing HA completions and inspiring more individuals to take advantage of personalized health coaching services.

STRATEGY

Health Assessment Contest To drive completions, we launched an 8-week email campaign targeting individuals who had not yet completed their HA. Each week, recipients received a personalized, action-oriented message—paired with contest incentives to spark interest and boost participation. (*Complete your HA for a chance to win company schwag!*)

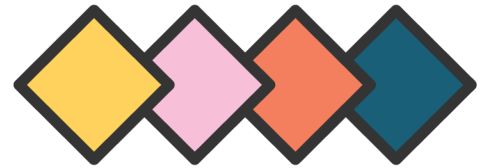
Through research, we uncovered a key barrier to a lag in HA completions : uncertainty around the safety of sharing personal health information. To build trust, each email included a clear, reassuring fact sheet and a short video highlighting WebMD's strong commitment to data privacy and security.

Health Coaching To promote health coaching services, we leveraged WebMD's existing campaign materials—an email and flyer—customized to reflect the client's unique brand identity. By incorporating their colors, tone and visual style, the materials felt familiar and on-brand. To further drive action, we highlighted specific reward details directly in the email and flyer, making the value of participation clear and compelling for the population.

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RESULTS

The Health Assessment (HA) contest delivered impressive results, sparking a boost in completions and propelling the population to 100 percent of their HA completion goal for 2024. Spouse participation also saw a positive shift, with a 2 percent increase from 2023.

Health Coaching - The client not only met, but surpassed their health coaching engagement goal—emerging as one of the top-performing populations across all WebMD clients in July 2024. The success was fueled in part by the standout communications materials which the client praised for visual appeal. The client especially appreciated how the campaign was tailored to reflect their brand, helping the messaging resonate more deeply with their population.

To maximize the impact of the email campaign, we strategically launched the health coaching email on the same day as a scheduled Health Coaching 101 event. This created a seamless experience for event participants, reinforcing key messages across channels. During the event, health coaches used the campaign flyer as a visual aid, bringing the materials to life and sparking meaningful conversations around coaching benefits and next steps.