



CLIENT SUCCESS STORY

MASCARO CONSTRUCTION



mascaro wellness
... building a better you

There are three key ingredients to improving a workplace wellness program: strong leadership support; a meaningful incentive; and year-round engagement opportunities.

The following client success story focuses on how a simple rework of the wellness plan resulted in increased engagement rates & improved health outcomes for this construction firm.

Company background: Mascaro is a family-owned construction firm that has continually grown over the last 30 years, becoming one of the largest construction firms in the region.

Part of the firm's success is the emphasis placed by the ownership on its most important asset ... the employees. Instituted in 2007, the wellness program had continuously evolved to provide the maximum benefit to employees.

THE PROBLEM

Like many companies, the wellness program included requirements such as a yearly physical, participation in wellness challenges, and attendance at lunch and learns to qualify for a premium reduction in healthcare insurance.

Biometric outcomes were an important part of the program. Employees whose biometrics results were not in a healthy range were given the opportunity to meet with a coach.

Although wellness program participation was high, the leadership at Mascaro realized that they needed to make changes to address the following.

- After five years, the aggregate biometric risk numbers were trending in the wrong direction ... healthy employees were becoming low risk and low risk were becoming high risk.
- Participation in the Reasonable Alternative Standard (RAS) coaching program was virtually non-existent.

It was clear that “knowing your numbers” and offering an incentive was not enough to motivate employees to make healthier behaviors a part of their lifestyle.



Add year-round engagement with activity trackers & challenges.



Add a points system to reward employees for multiple healthy choices.



Communicate the program details in one centralized location.

THE SOLUTION

It quickly became clear that the Motion Connected points-based wellness incentive program –“Select – would be the perfect vehicle to drive”active employee engagement.

Not only did it fit within Mascaro’s budget, but it had the added benefit of being easy to deploy, so the Wellness department’s limited resources could be focused on program promotion and oversight.

Additionally, the program’s versatility allowed Mascaro to capitalize on previous successes. For example, they were able to make physical activity a core component to build upon the camaraderie and teamwork exhibited in past step challenges.

The Select scorecard automatically awards points for daily activity, making it a perfect fit to encourage more year-round engagement.

Monitoring weight on a monthly basis also made sense to Mascaro to ensure that their employees were cognizant of any fluctuations and be mindful of their eating patterns.

Continuing with the annual physician visit as part of the program was important as it allowed employees to catch potential issues early and create a connection with a healthcare provider. To encourage higher participation in the biometric coaching services, Motion Connected built a custom incentive structure to assist employees in achieving better biometric results.

THE RESULTS

After the first year of the “Build a Better You” program delivered through the Motion Connected Select platform the results have been remarkable:

AFTER ONLY ONE YEAR:

95%

of participants have linked an activity tracker to the portal.

90%

Earned the highest premium incentive goal.

74%

Either maintained a healthy weight, or lost weight.

BIOMETRIC SCREENING COHORT RESULTS:

Reversed negative health risk trend



1 out of 3 employees improved their health outcome in 2019.

Passing 1 or **more** markers than in 2018. (BMI, Blood Pressure, Cholesterol, and Blood Sugar)



Eliminated the highest risk category.

100% of employees passed at least TWO markers.

Combining Select’s structure with points for biometrics and coaching was also successful.

Healthy employees feel good about earning points for on-target results, while tiered incentives with a range of initiative options to choose from has encouraged engagement in coaching. 12% of employees completed a coaching program.

Mascaro has found the perfect partner to maximize their leadership support and meaningful incentives.

The key factors that HR identify as contributing to this success are:

- Leadership support: it all starts at the top
- A meaningful incentive strategy
- Ease of use of the Motion Connected Select plan
- Ongoing support from the Motion Connected Customer Care team

Does your organization have a story similar to this? Let us help! Schedule a time to connect with our team at motionconnected.com/demo.