



CASE STUDY



HENDERSON
BROTHERS®
EXPECT AN EXPERT

Henderson Brothers delivers powerful employee wellbeing experiences to meet every client needs.

Henderson Brothers is a regional group benefits broker working with leading corporations, small businesses, and non-profit organizations. Based in Pittsburgh, their clients are located throughout the tri-state area and beyond.

Like many regional organizations, Henderson Brothers were facing several challenges in delivering value-add employee engagement & wellbeing solutions to their clients:

Traditional vendors didn't offer the right set of services, internal client resources were limited, carrier solutions were not engaging, and clients wanted more, placing an increasing focus on healthy and happy employee populations.

Back in 2016, Henderson Brothers was looking for a partner who could help them address these issues. It quickly became clear that Motion Connected's approach was what Henderson Brothers had been looking for.

Today, Henderson Brothers maintains a lead role with their clients, while Motion Connected supports the behind the scenes.

From program design to solution build, to implementation, user support, program oversight and beyond, the Motion Connected customer care team is there to guide clients to a successful program.



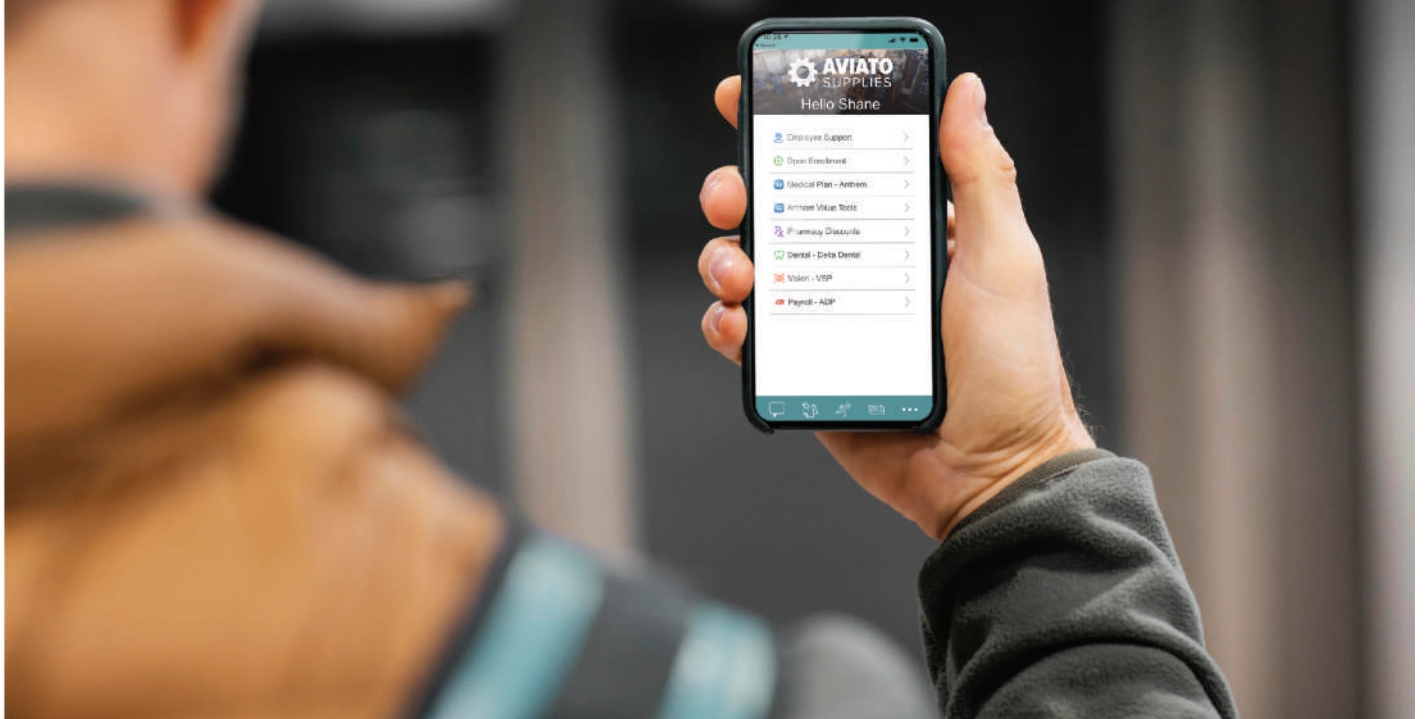
Since 2016,
96%

of clients who
partnered with
Motion Connected
are still using the
solutions.



"I know that regardless of their circumstances, if one of our clients is interested in implementing a results oriented wellness program, then we have a 'go to partner' in Motion Connected."

BETH ESSEY
VP Employee Benefits



2021 EMPLOYEE HEALTH OUTCOMES

88%

said plan **positively** impacted their health decisions.



69% started exercising or walked more



39% reported losing weight

"The activities and mindfulness activities make me think about health in more ways than just a number on a scale"

"I love the challenges and program. They help me get up and move when I otherwise would not."

Use high-impact initiatives to drive behavior change

Focusing on "high impact" initiatives matched the demand from clients for solutions that delivered population engagement and improved prevention.



Make it affordable + automated so HR can focus on what's important

HR teams are typically stretched thin and have limited budgets. A standard, yet motivating, program structure allowed Motion Connected to offer very competitive pricing, particularly for small/medium employers and allows our team to effectively complete the program management & delivery.

In short, Henderson Brothers could offer relief from the typical tactical burdens and allow clients to focus on strategy instead.

"Motion Connected is trendy, user-friendly, easy to manage, supportive in our company's wellness initiatives from year-to-year, and the consistent aid I receive from the MC staff is unmatched."

PROGRAM ADMIN



Provide a simple & motivating experience for employees

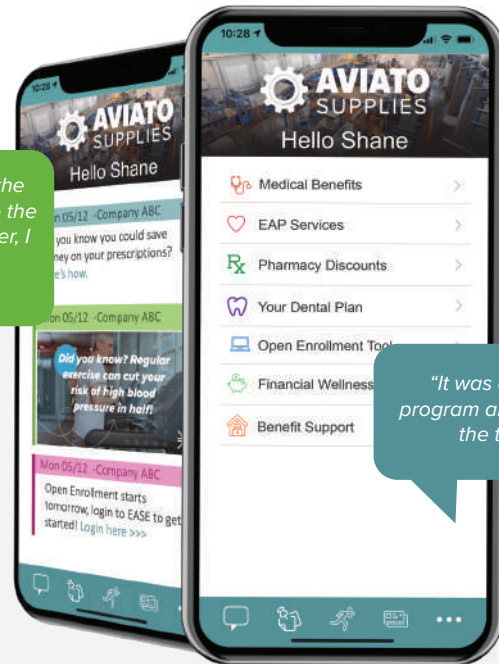
Our app-first solution provides easy and secure access combined with simple navigation to ensure that employees have access to the most useful tools and resources “in the palm of their hands.”

2021 EMPLOYEE ENGAGEMENT

63%
avg. program
engagement rate

92%
employee
satisfaction rating

“I originally participated in the program in order to receive the insurance discount. However, I became motivated to diet, exercise, and lose weight.”



“It was a very motivational program and I’m happy I took the time to participate.”

Flexible technology to meet goals for today, and plan for the future

Client flexibility allows the Henderson team to meet each client where they are, not where another vendor wants them to be. While many stick with the best practice structure to launch new initiatives or automate manual process programs, others take advantage of the flexibility to add specific components that support their company culture, like biometrics, nutrition courses, employee benefit plan details and more.

Additionally, as the Motion Connected platform has expanded over the years an increasing number of clients are also taking advantage of the expanded engagement tool set to address communication issues such as targeted messaging, immediate access to resources, and new service education (eg. cost transparency, telemedicine...)

Make it easy-to-manage with Motion Connected’s customer care services

A combination of our on-demand reporting suite and our engagement team ensures that clients always have access to real time program data. This allows busy HR teams to efficiently support initiatives like on-going employee recognition and program evaluation.

Motion Connected also delivers implementation guidance, employee communication collateral, and direct end user support.

Henderson Brothers have found a partner that helps them live their vision... “Expect an Expert”

With a wealth of experience in developing integrated employee engagement solutions, Motion Connected is a trusted partner that is delivering positive employee experiences across small/medium clients who are looking for results driven, affordable, and easy to implement solutions.

Ready to learn more?

visit www.motionconnected.com/demo today