

CASE STUDY

OCONOMOWOC AREA SCHOOL DISTRICT

Creating a Fresh, Fun & Flexible Wellness Experience with Motion Connected

BACKGROUND

The Oconomowoc Area School District offers a rigorous curriculum, award-winning programs, nationally certified staff, and opportunities for all students to reach their highest potential.

Industry: Education

Active Participants: 456



The Oconomowoc Area School District (OASD) has always been dedicated to fostering a healthy and supportive environment for its staff. This commitment led to the establishment of the OASD Wellness Program in 2008, with the mission to raise awareness and empower staff to make healthy choices. The program aimed to set a positive example for students, families, and the community by demonstrating healthy behaviors.

Over the years, this initiative has grown and evolved, driven by the passion and dedication of the Wellness Committee. It has expanded its scope to address various dimensions of wellness, including physical, mental, emotional, social, and financial well-being. The program continually adapts to meet the changing needs of its staff, using data from biometric screenings and health risk assessments to guide its initiatives.

HIGHLIGHTS



High Engagement– 89% of employees enrolled in health insurance actively participated last year.



Creative Flexibility– ability to add flare and customization to platform keeps things fresh.



Ongoing Success– The program has been offering wellness with Motion Connected since 2013.

THE SOLUTION

Partnership with Motion Connected - a one-stop shop for benefit & wellness needs.

In 2013, OASD partnered with Motion Connected to enhance the wellness program. This collaboration introduced a dynamic, action-based wellness platform that is both user-friendly and effective.

The platform allows participants to track their progress through either a desktop or mobile experience, becoming a central hub for all wellness and benefits-related activities at OASD.

"The Motion Connected platform allows us to create an incentive-based scorecard that awards and tracks points for participation in the various wellness activities offered throughout the year. The scorecard provides participants with the flexibility to personalize their wellness programming experience each year and to keep track of points needed to earn wellness incentives."

OASD Wellness
Committee



WHY MOTION CONNECTED?

Dedicated support team

The Motion Connected team works with OASD each year to customize a wellness program that fits our needs, and supports what employees want while keeping ideas fresh and fun!

Platform Flexibility

The OASD Wellness Committee appreciates that the Motion Connected platform evolves alongside our wellness program to continually offer our employees new programming options to keep our participants engaged.

Well-being Content & Education

Motion Connected offers a lot of great resources that are put together by their team and save our committee so much time and effort. We love the short snippets of consumable wellness tips and educational pieces that employees are given each time they login to their account



THE OUTCOMES

“We are proud of the engagement that we see in our wellness program year after year.” –

OASD WELLNESS COMMITTEE

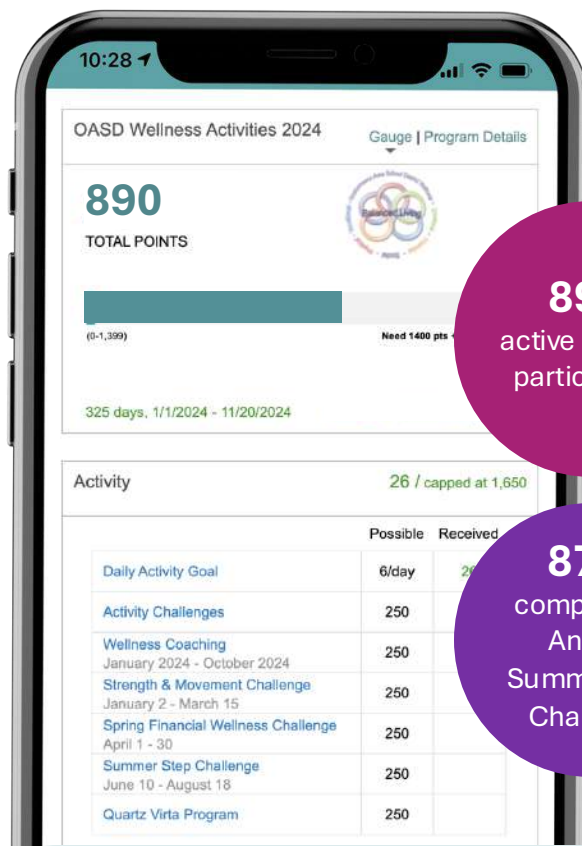
The success of the OASD Wellness Program is rooted in its culture of wellness. By prioritizing and rewarding healthy behaviors, the district has created an environment where wellness is valued and supported.

Employees who meet the program's minimum requirements earn wellness funding in their Health Savings Accounts (HSA) or Health Reimbursement Accounts (HRA), along with various other incentives like gift cards and wellness vendor subscriptions.

ENGAGEMENT & OUTCOMES

In 2023, 89% of employees enrolled in district health insurance actively participated in the program. The annual Summer Stepping Challenge saw an 87% completion rate, with participants achieving their goal of 350,000 steps.

By leveraging data-driven insights, fostering a culture of wellness, and partnering with a supportive and innovative platform like Motion Connected, OASD has been able to achieve significant health and engagement outcomes for their employees.



89%
active program
participation

87%
completed in
Annual
Summer Step
Challenge

EMPLOYEES APPRECIATE THE MOTION CONNECTED PLATFORM FOR ITS:

- ✓ Ease of use
- ✓ Variety of wellness activities it supports
- ✓ The ability to connect wearable devices
- ✓ Wide range of updated educational content
- ✓ Convenient, one-stop shop for all district benefits information
- ✓ Fun annual step challenges



What would you say to other people considering Motion Connected?

“Whether you are looking to start a new workplace wellness program or want to improve upon an existing program, Motion Connected will provide you with the tools and support to tailor your program to your specific needs. The Motion Connect mobile app and the ability to sync a personal fitness tracker helps to create a program that is accessible and convenient for employees.” – OASD WELLNESS COMMITTEE