

CASE STUDY

WOOD COUNTY BOARD OF DEVELOPMENTAL DISABILITIES

Empowering Employee Wellbeing with Motion Connected

BACKGROUND

Since 1955, children, youth, and adults with developmental disabilities have counted on Wood County Board of Developmental Disabilities ability to provide excellent services and support. Their mission is to support, empower, and inspire.

Industry: Social Services Agency

Active Participants: 157



In 2022, the Wood County Board of Developmental Disabilities (WCBDD) started to evaluate their current employee wellness offerings. A survey revealed a significant gap in wellness programs, highlighting the need for an inclusive solution where all employees could actively participate and feel supported.

Although WCBDD had already formed a Wellness Committee to assess these needs, the existing offerings were limited, particularly given the uniqueness and navigation of health insurance.

Benefits, like vision Insurance, were not 100% covered, presenting an opportunity that called for a wellness shift and a new trusted vendor partner.

HIGHLIGHTS



Increased Engagement

89% of employees are motivated to stay active in the program.



Better work performance

Employees feel appreciated & in turn provide better work performance for the individuals they serve.



Happy employees

98% satisfaction. Employees like how user-friendly MC is and how easy it is to earn points by simply walking.

THE SOLUTION

An Integrated Wellness Approach

WCBDD discovered Motion Connected, a platform that addressed their multifaceted wellness needs while offering an easy-to-use solution for both employees and administrators.

Motion Connected allowed WCBDD to enhance its wellness offerings in several critical areas:

1. Physical Wellness: Employees earned points and rewards for completing activities such as annual physicals and step challenges. To alleviate the financial burden of wellness visits (uncovered by their insurance plan), employees can earn reimbursement, creating an incentive for staying healthy.

2. Support for New Parents: Recognizing the importance of family wellness, WCBDD added a breast pump incentives program, helping to cover a portion of the costs for employees in their childbearing years.

3. Vision and Dental Reimbursement: With no vision insurance, WCBDD leveraged Motion Connected to provide incentives for eye care and encouraged regular dental check-ups through the point system.

“Motion Connected has engaged our employees in wellness. Our strategic plan goal was to have 50% participation, and **we have 89% participation** within the agency. **Employees feel appreciated** and the outcome is **better work performance** for our individuals served.”

TIFFANY // Human
Resources Specialist



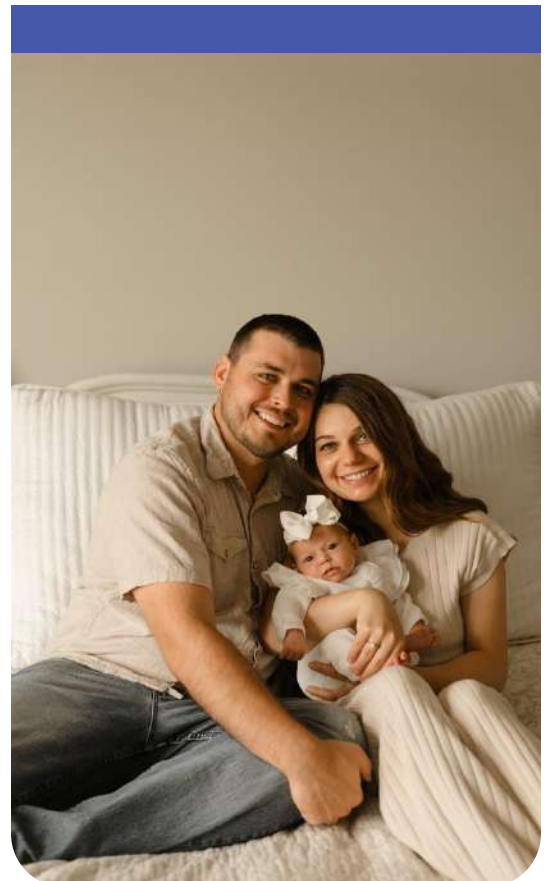
WHY MOTION CONNECTED?

Their team is responsive, timely, and eager to assist

The Motion Connected team has been readily available to assist with any questions or challenges, making the program's administration seamless for WCBDD.

Flexibility to fits our needs

The customization and adaptability of the program are other standout features, allowing WCBDD to tailor the platform to their specific wellness goals.



THE OUTCOMES

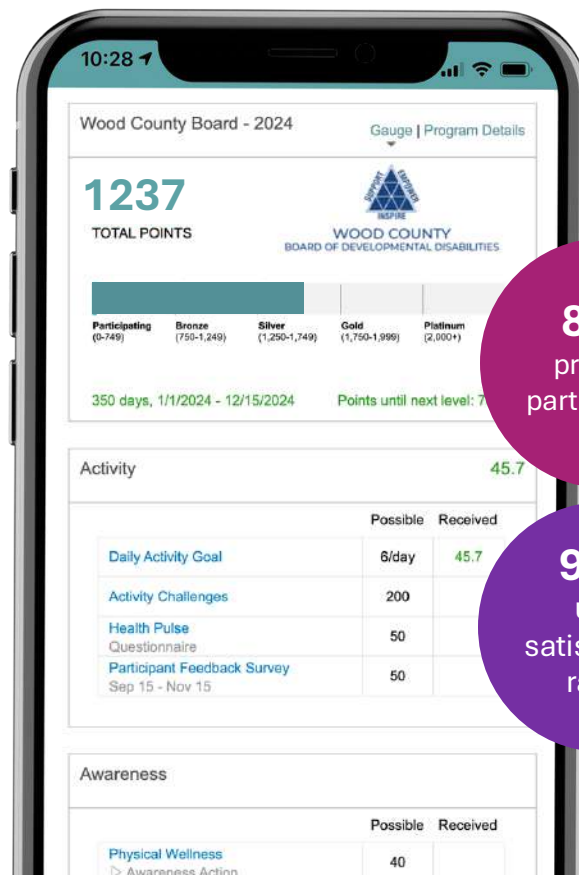
Stronger Employee Morale, Engagement, and Performance

The impact of Motion Connected at WCBDD has been profound. Employee engagement skyrocketed, with participation rates reaching 89%, far exceeding the strategic goal of 50%. The reward system—offering gift cards for physical activities, annual physical exams, eye care, and more—has further incentivized participation.

Employees have embraced the program's simplicity and the fun, competitive challenges it offers.

Whether walking during lunch breaks to earn points or competing with colleagues across departments, the wellness program has fostered a sense of camaraderie and healthy competition, leading to strong health outcomes, with employees self-reporting:

- **85%** started exercising/walking more.
- **37%** are making more time for daily self-care
- **28%** lost weight



89%
program
participation

98%
user
satisfaction
rating

"The advice I'd like to give others looking to implement a similar program would be to explain what you're looking for and Motion Connected will create a platform that fits your needs. Thank you, Motion Connected for helping build our Employee Wellness Program."

TIFFANY // Human Resources Specialist

EMPLOYEE FEEDBACK

"This program really helps encourage, motivate, and reward me for doing the things I would like to do for my health and wellness.

I have **lost weight**, gotten my blood pressure into a great place, stopped some medications, and **boosted my confidence and mood** with the help of the supports offered through this program. Thank you!"

"I learned I couldn't smoke and then go walking. I was struggling so I **made the choice to stop smoking and keep walking**. I love this program."

