



# IMA Financial Group

How a multi-city organization came together,  
found their rhythm and stepped up their health.

**HEADQUARTERS:** WICHITA, KS

**# OF EMPLOYEES:** 632

**LOCATIONS:** 7



HEALTH SOLUTIONS

# IMA grooves their way toward better health.

## Healthy intentions

IMA Financial Group's wellness initiatives date back to 2006 when they launched an outcome-based program that involved health education, biometric screenings, tobacco cessation and other wellness activities. Employees were given a health score based on their screening results and received incentives for hitting goals and making improvements.

## Searching for a solution that sticks

Although IMA's intentions were in the right place, they realized they weren't doing enough to help their employees take real steps toward better health. People tended to view the biometric screenings as a one-off goal, rather than working toward a long-term lifestyle change. Instead of giving employees a box to check off, IMA needed a way to motivate employees from the inside.

## Finding their groove

In 2016, IMA shook things up with GROOVEfit—their first Fitbit Corporate Challenge through Fitbit Health Solutions. Employees were encouraged to “find their fitness groove,” whether that meant morning yoga or dance sessions, all hosted onsite. The challenge was such a hit that IMA hosted another one later that year—an Olympic-themed challenge where the team with the highest average step count got the gold. In addition to awarding the top-stepping teams, IMA hosted spontaneous pop-up challenges, like most steps in a single day, that gave people more ways to win. Employee motivation shot up—not to mention their step counts.

# 15%

average step increase during their first Fitbit Corporate Challenge

# 12.4

miles walked in one day by a pop-up challenge winner

“Fitbit Corporate Challenges is a huge asset to our well-being program. With a little creativity, the possibilities are endless. **It's an easy way to engage not only our workforce but also their friends and family**, which helps with long-term success for overall health.”

— **Emily Aronis**, HR Employee Benefits Analyst

# Tips & Takeaways

These techniques worked for IMA. See how you can apply them to your own wellness strategy.



## Focus on employees

Host a deep-dive focus group session to find out what employees' true needs are.



## Offer multiple ways to win

Host pop-up challenges, like one that rewards the most steps in a single day, to give people an extra chance to win a prize.



## Combine wellness with service

Offer incentives that give back to the community, like making a donation to a charity on behalf of the winning team.



## Get creative with workouts

Host a themed relay race or a dance class to get your employees moving.

“Fitbit Corporate Challenges helped enhance our employee experience by offering the latest wearable technology and **allowing us to bring multiple office locations together.** For the first time, we were able to engage friends and family in our program—and also make a difference in the health of our communities where we live and work.”

— **Kurt Watson**, President & Chief Operating Officer

To learn more about how Fitbit Health Solutions can help you build successful programs and improve employee health, contact us at [www.healthsolutions.fitbit.com](http://www.healthsolutions.fitbit.com). CS-014-B