



Health Care Professionals Get Serious About Their Health

Indiana University Health is a not-for-profit academic medical health center, comprised of more than 20 hospitals and health centers statewide—making it Indiana’s most comprehensive healthcare system.



HEALTH SOLUTIONS

ABOUT IU HEALTH:

HEADQUARTERS: INDIANAPOLIS, IN

NUMBER OF EMPLOYEES: 30,000

LOCATIONS: 20+ LOCATIONS ACROSS INDIANA

THE STORY

IU Health has had a successful corporate wellness program for more than 10 years. In 2013, they decided to take it to the next level by implementing technology that would invigorate interest and increase engagement.

THEIR PROMOTION

Four months before kicking off their new program, IU Health announced that they would be investing in Fitbit Health Solutions. To create buzz and promote participation, the company used various digital communication memos, including email, e-newsletters, leader memos and their own Intranet.

THEIR PROGRAM

To generate excitement, departments across IU Health hosted parties to register employees and order devices. After the program kick-off, Healthy Results—their employee wellness program—provided ongoing support by regularly messaging them through the Fitbit app. To keep employees motivated, they also started a three-month step challenge and offered different prizes to participants.

THEIR RESULTS

At the end of the program, IU Health surveyed program participants about their satisfaction with the program and whether they would participate in the future. The results were impressive—92% said they would continue to use their Fitbit device, and 96% said they would participate again.

“As leaders in the US healthcare system, it’s our responsibility to model the health behaviors that we want to see reflected in our patients...Our program with Fitbit Health Solutions has helped magnify our focus on a culture of wellness.”

JIM PARKER, PRESIDENT IU HEALTH PLANS



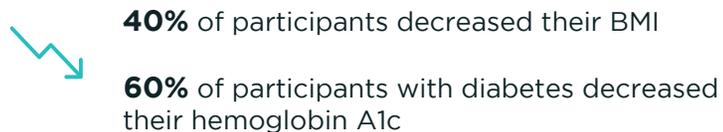
Fitbit's mission is to help people lead healthier, more active lives by empowering them with **data**, **inspiration**, and **guidance** to reach their goals. And IU Health's goal was to help their employees take charge of their own health, so they can better help their patients.

The Wellness Effect on Employees:

*Well-Being Went Up:



Key Health Metrics Improved:



*Activity & Engagement Increased:

79% said they were interested in having more awareness of daily achievements

93% said they were going to continue using their Fitbit

84% said the challenge motivated them to be more active with their family & friends

99% said they see themselves moving more after the challenge ends

96% said they've already begun moving more

92% said they would continue to use their Fitbit device

96% said they would participate again

**2014 post-challenge participant survey, n=499*

INSPIRATION | The Million Step Man

Meet Brett Broviak, “The Million Step Man,” who was challenged by his daughter to walk 1,000,000 steps in one month. And he succeeded in more ways than one.



FINAL STATS

- 10% of his bodyweight was reduced.
- He normalized his cholesterol numbers.
- His A1c number was lowered back to normal.

FIRST STEPS

Broviak’s initial step goal with the IU Health Challenge.

 **10,000**

FINDING INSPIRATION

On the first Sunday of June, Broviak walked 45,000 steps after a colleague set a record step count.

 **45,000**

For the rest of June, Broviak’s average daily step count went up.

 **34,000**

Every morning at 4am, Broviak walked 8 miles with his dog, Dexter.

 **8 mi**

AGAINST THE ODDS

Despite physical setbacks in July, Broviak stepped up to his daughter’s challenge and walked over a million steps in August.

 **1,036,747**



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Offer exciting incentives: During IU Health's step challenge, participants who averaged 10,000 steps across the course of a month or entire challenge were entered into prize drawings including gift cards, a trip to Chicago and a Caribbean vacation.



Use Benefits to Boost Participation: Employees who took at least 5,000 daily steps during the challenge were given incentive points toward future premium reductions as a part of IU Health's benefits offering.



Understand Employee Goals: By surveying employees, IU Health found that while many were motivated by the prizes, the majority joined to gain more insight into their daily activity.



Encourage Engagement: IU Health sparked friendly competition and camaraderie by hosting sign-up events and Fitbit ordering parties. They also offered a friends & family discount on Fitbit trackers to extend the program to the community.



Work In More Wellness: Encourage senior leaders to initiate walking meetings for some fresh air and an extra dose of steps. You can also enhance camaraderie and competition by using Fitbit's chat feature, and keep other employees motivated by sharing success stories.



Company-Wide Inclusion: Of those who met a specific goal, select winners based on random drawings to encourage and sustain participation from all activity levels.

▶ VIDEO

Watch our IU Health [video testimonial](#) case study to learn more about how they motivated healthier lifestyles with Fitbit Health Solutions.



Visit www.healthsolutions.fitbit.com to see how Fitbit Health Solutions can help you create successful programs and improve employee health at your own company. CS-003-F