



A basketball partnership that goes beyond the court



About the Minnesota Timberwolves

HEADQUARTERS: MINNEAPOLIS, MN

NUMBER OF ASSOCIATES: 170

LOCATIONS: 1

The start of a partnership

In the summer of 2017, the Minnesota Timberwolves teams—consisting of the Timberwolves NBA team, Lynx WNBA team, and Iowa Wolves G League team—signed on to partner with Fitbit. This new sponsorship not only included a Fitbit patch on all team jerseys, but an opportunity to work together both on and off the basketball court. For starters, the Timberwolves knew that creating a culture of wellness was a natural next step for the Fitbit partnership, and something that aligned with Minneapolis' passion for activity and the organization's commitment to their employees.

Kickoff to wellness

Although the Timberwolves teams never had a structured wellness program before, the launch of the Fitbit partnership was the perfect time to start. Their new wellness program, powered by Fitbit Health Solutions, made Fitbit activity trackers available to their eligible employees, such as administrative and operational staff. The organization started the initiative with a 30-day step challenge—organizing teams by department to compete for the highest average step count. Excitement was high right off the bat, with 93% of employees syncing their trackers every day of the challenge.

Ongoing hustle

Since the launch of the first step challenge, four additional competitions have been run with no signs of slowing down. To keep momentum high, activity challenges are hosted every quarter featuring different themes and goals to work toward, such as achieving the highest active minute team average. The “Fit with Photos” challenge—which encouraged participants to take pictures of themselves doing daily challenges, like jumping jacks or drinking water—proved to draw the most excitement with employees.

It's only the beginning

The launch of the Fitbit sponsorship brought a new energy to not only the basketball arena, but to the corporate office too. Now it's the norm for staff to be sporting their Fitbit devices at the big game, getting up from their desks when their “Reminders to Move” go off on their activity tracker, or chatting with teammates in the Fitbit Feed feature. Thanks to the success of their initial wellness efforts, the Timberwolves are now looking for ways to provide a holistic wellbeing program for employees, such as implementing meditation and career development resources. And in just one year, the Timberwolves' medical claims decreased by an impressive 43%, resulting in lower premiums for their employees. This decrease can be attributed to a greater focus on fitness and wellbeing stemming from their Fitbit partnership.

Employee Spotlight:

Laura Janquart



Laura was diagnosed with secondary infertility¹ in 2015. After several rounds of in vitro fertilization (IVF), Laura successfully gave birth to her son, Tanner, in 2017. She was thrilled to have her new son, but found herself 45 pounds heavier due to her IVF treatments and pregnancy.

Having grown up active and health-conscious, Laura was ready to refocus on her health and get back to her pre-pregnancy weight while on maternity leave.

Conveniently in July 2017, her company launched their partnership with Fitbit, just as she was starting her postpartum weight loss journey. Being on maternity leave didn't stop Laura from participating in the Timberwolves' activity challenges. In fact, it helped her feel a part of her community while she was out of the office, while also giving her the motivation she needed to focus on her health. She would go on walks and runs with her kids in tow, park farther away in the parking lot to crank up her step count, and participate in every company-sponsored activity challenge that was offered.

With the help of Laura's Fitbit device, she has lost 40 pounds to date. Now, Laura averages over 10,000 steps a day, only has 5 pounds left to go until she reaches her goal weight, and most importantly, can run around with her two children.

¹World Health Organization <http://www.who.int/reproductivehealth/topics/infertility/definitions/en/>

“ Without my Fitbit device, I don't know if I would have made my health a priority—I would have just felt bad about myself. Instead of finding something to blame, I could finally take control. My Fitbit device has lead me to become a much happier and healthier mother and employee. ”

- Laura Janquart



43% decrease in medical claims, due in part to their increased focus on wellness through their Fitbit partnership



93% of eligible employees were active throughout first challenge



11,297 average step count on Timberwolves game day (28% higher than non-game/non-challenge days)



11,077 average step count on a challenge (non-game) day (26% higher than non-game/non-challenge days)

“ With a workforce that is primarily made up of millennials, we’ve learned how to be creative when it comes to engaging our staff during activity challenges. Over the last year, we have seen our medical claims decrease by double digits. Our increased focus on activity tracking using Fitbit devices has had an immense impact on that number. We’ve witnessed first-hand how using Fitbit activity trackers can change lives at any stage. I’m looking forward to seeing how much improvement we make in year two! ”

-Siannah Mulbah, Vice President of Human Resources, Minnesota Timberwolves and Lynx



How to | Average 11,297 Steps On Game Day



Walk to and from Timberwolves HQ and arena



Set up marketing and in-arena productions and activities for pre-game and game



Walk around the concourse/arena talking with customers



Jump up and down during games



Organize and participate in post-game activities (hopefully celebrating a big win!)



Help with clean up and break-down after a fun game day



To learn more about how Fitbit Health Solutions can help you build successful programs and improve employee health, contact us at healthsolutions.fitbit.com. CS-021-A