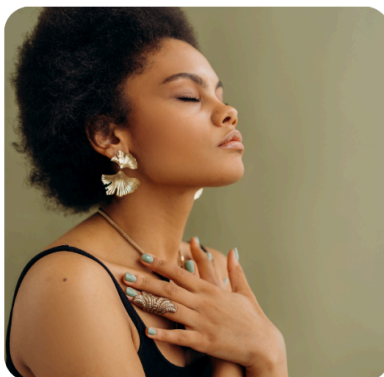


# BENCHMARK ANALYSIS



2024



## Leveraging Benchmarking Insights

In today's workplace, employee wellness programs are more than just a perk—they're a game-changer. WellSteps is here to show you exactly why. With our comprehensive platform and cutting-edge insights, we make wellness easy, impactful, and completely customizable for your organization. In this paper, we'll dive into the latest benchmark data and show how it's driving results for businesses just like yours.

### Methodology Overview

Our benchmark data is collected from a variety of sources, including Rewards User Activity Reports, Registration Reports, Annual Reports, and Personal Health Assessments (PHA). We analyze and categorize this data by company size, industry, and the specific WellSteps solutions chosen. This lets us pinpoint what's working—and where there's room for improvement. Metrics we focus on include:

- Rewards engagement rates (Years 1, 2, and 3+)
- PHA completion rates (Years 1, 2, and 3+)
- Registration rates (Years 1, 2, and 3+)

Number Category	Avg PHA Completion			Avg Rewards Engagement Rate			Avg Registration Rate		
	Year 1	Year 2	Year 3+	Year 1	Year 2	Year 3+	Year 1	Year 2	Year 3+
<49	68%	53%	57%	31%	38.50%	38.80%	46.60%	57.90%	67.90%
50-99	69%	61%	61%	62%	65.00%	62.80%	67.10%	69.00%	78.50%
100-199	71%	65%	63%	60%	61.00%	63.30%	70.20%	68.90%	66.80%
200-499	75.30%	63.50%	63.50%	55.30%	66.80%	66.30%	72.20%	79.60%	81.70%
500-999	71.60%	65.50%	66.00%	74.60%	73.80%	74.80%	59.00%	59.30%	80.40%
1000+	87.20%	79.00%	82.60%	77.50%	75.30%	79.00%	72.10%	73.80%	87.70%

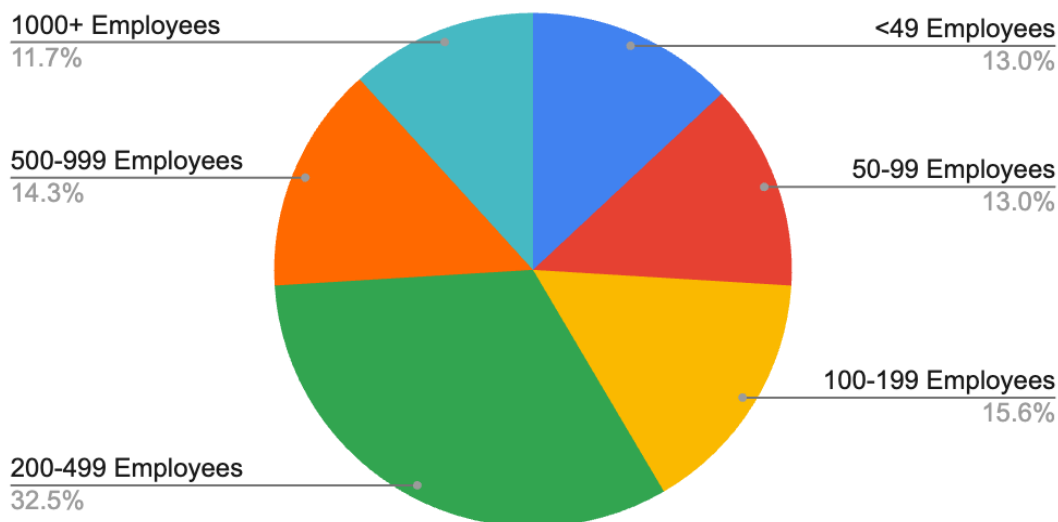
With this approach, we ensure every client has a clear path to success, no matter their starting point.

# Key Findings

## 1. Performance by Company Size

WellSteps clients find that size really does matter when it comes to wellness programs—and not in the way you might think.

Clients, Categorized by Number of Users



Here's what our data shows:

- **Small Businesses (<50 employees):**
  - These teams shine when leadership takes the lead. Despite PHA completion rates falling from **15%** in Year 1, trends show that with leadership support active employee engagement rates improved going forward.
  - Only **22%** of incentives are tied to benefits proving that even small rewards can achieve big results.
- **Medium-Sized Businesses (100-499 employees):**
  - Registration and engagement rates soar reaching **78.5%** in Year 3 for companies with a wellness committee in place.
  - Engaged coordinators or wellness committees help boost engagement rates, showcasing the value of having a dedicated wellness champion.
- **Large Enterprises (1000+ employees):**
  - PHA completion rates stabilized at an impressive **82%** by Year 3 for companies integrating incentives.
  - Engagement and registration rates are the strongest among all categories, with Year 3 registration exceeding **87%**.

## 2. Performance by Industry

We've got something for every industry. Whether you're in healthcare, banking, or education, WellSteps is designed to deliver. Here's how different sectors stack up:

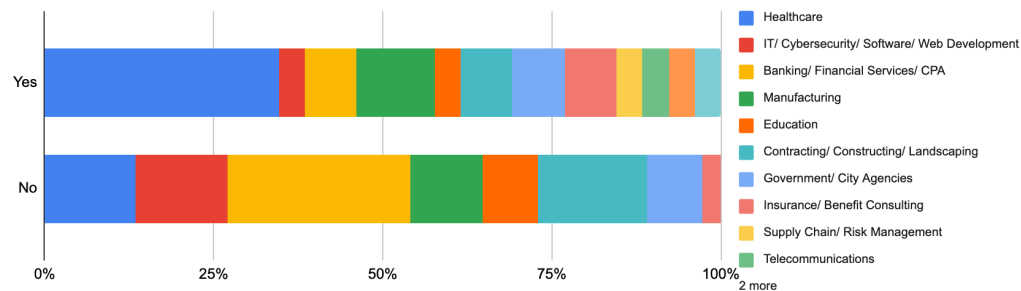


- **Healthcare:**
  - Leading the pack with Registration; these rates improve steadily from **65%** in Year 1 to **79%** by Year 3. Leadership backing makes all the difference here.
  - Rewards program engagement averages **60%** each year—a win for a demanding industry.
- **Banking/Financial Services:**
  - Registration rates reach **74%** by Year 2, in programs tied to meaningful benefits.
  - Incentive-based programs see higher engagement with **65%** to **68%** of employees engaging regularly.
- **Education:**
  - Teachers and staff steadily adopt wellness initiatives with their PHA completion rates, reaching **68%** in Year 1.
  - PHA completions also starts out well reaching nearly **55%** in Year 1.
  - Rewards engagement averages **57%** in Year 1, emphasizing the value a wellness benefit in the education sector.

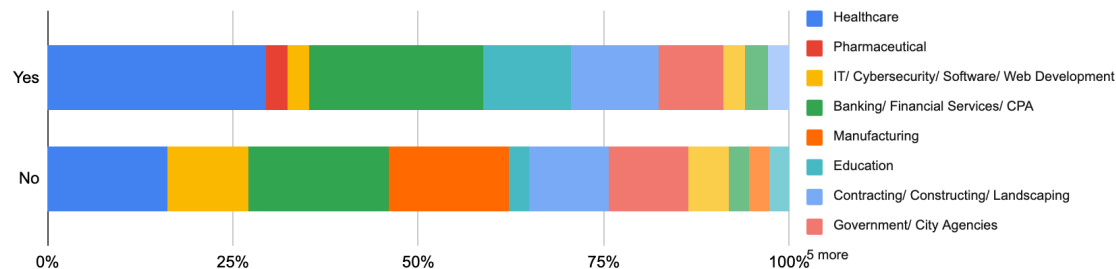
### 3. Program Success & ROI Are Clear

Here's the kicker: organizations with active leadership, engaged coordinators, and a customized approach are the ones knocking it out of the park.

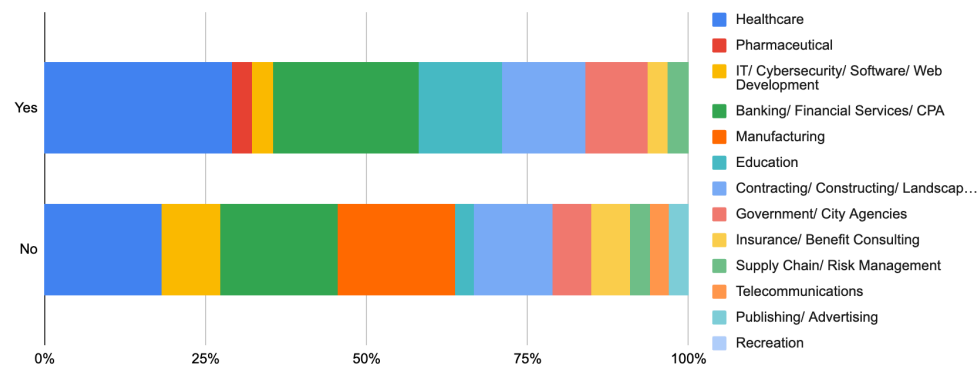
Tied to Benefits?



Committee?



Engaged Coordinator?



- The overall trend suggests that solutions tied to benefits are more likely to have robust committee involvement, leadership support, and engaged coordinators, highlighting the importance of benefits integration in program success.
- SBS and Rewards programs are clear leaders in maintaining both registration and engagement, likely due to incentives and program structure.
- The flagship WellSteps Foundations program is the most popular solution, with **over 50%** of WellSteps users utilizing this solution indicating it likely meets a broad range of client needs.

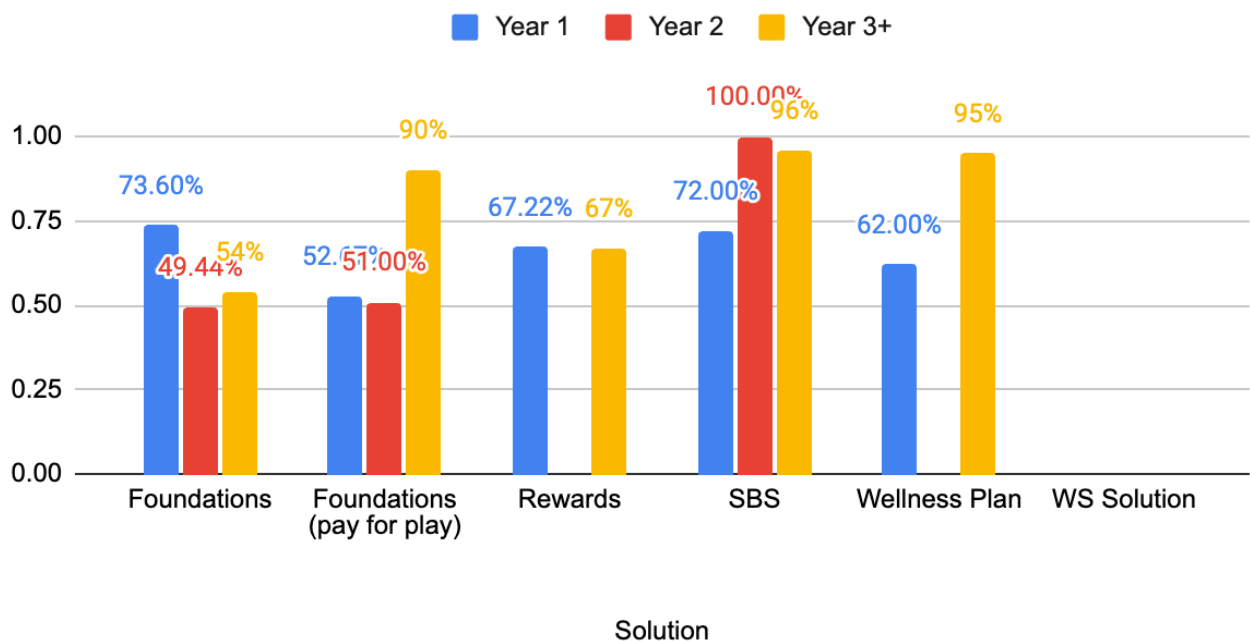
## 4. New Data Highlights

WellSteps clients also find:

- **Flexibility matters:** Smaller-scale solutions like Wellness Plan or WS Solution offer flexibility and customization, appealing to niche markets or industries.
- **Wellness produces cost-savings:** The ROI of wellness ROI is illustrated by higher PHA completion and rewards attainment leading to healthier workforces, likely reducing healthcare costs.
- **Retention boost:** SBS Solution consistently has the highest registration rates across all years (**100%** in Year 1, maintaining **96%** in Year 3+).
- **Long-term payoff:** Wellness Plan and WS Solution have strong retention from Year 1 to Year 3+ (**62%** → **95%** and **67%** → **95%**, respectively).
- **Employee satisfaction soars:** Rewards programs drive high engagement, with a peak of nearly **67%** in Year 1.

These trends suggest that programs combining ease of access, clear rewards, and ongoing engagement strategies are most effective for driving and sustaining participation.

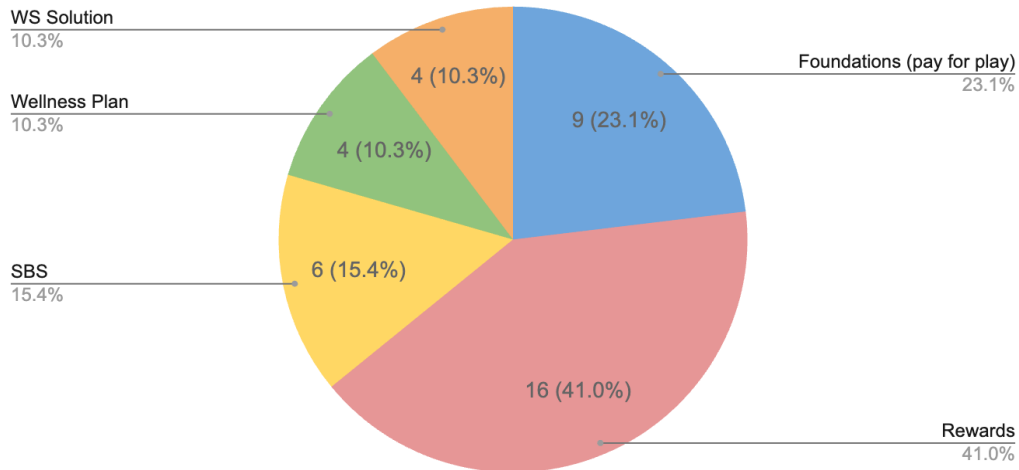
### Solution Year-to-Year Average Registration Rate



## WellSteps Solutions in Action

With data like this, it's clear why WellSteps is the go-to choice for companies of all sizes and industries.

WellSteps Clients by Solution



Here's what we offer:

- **Foundations:** Perfect for beginners, offering essential tools to get started.
- **Rewards:** Boosts long-term engagement with flexible, incentive-based activities.
- **Wellness Plan:** For businesses ready to go all-in with a comprehensive, data-driven approach.

Want proof? Our case studies show how healthcare and banking companies transformed their wellness outcomes with WellSteps' tailored solutions.



## Implications for WellSteps Clients

This data proves what we've always known: wellness works. And when it's tailored to fit your needs, it works even better. Here's what this means for you:

- 1. Maximize Engagement:**
    - Use our proven strategies to boost participation from Day 1.
    - Tailor your program to your team's unique needs for even bigger results.
  - 2. Enhance Program Longevity:**
    - Lean on leadership and coordinator involvement to keep the momentum going.
    - Track your progress with multi-year benchmarks and celebrate wins along the way.
  - 3. Optimize Your Resources:**
    - Choose solutions that deliver real results, like our customizable Rewards and Wellness Plan options.
    - Focus on what works best for your industry and size.
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## Let's Get Started

The numbers don't lie: WellSteps is the customizable, comprehensive platform you need to build a healthier, happier workplace.

Whether you're just getting started or looking to take your wellness game to the next level, we've got you covered. Let's make wellness work for you.



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