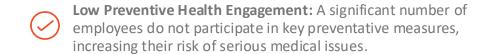


### **CASE STUDY**

Enhancing Wellbeing and Saving Lives with bswift's Incentive Program

#### **CHALLENGES SNAPSHOT**



Rising Healthcare Costs: Late-stage diagnoses not only harm employee health but also increase healthcare spending.





## **ABOUT THE PROGRAM**

bswift's incentive program, utilized by large companies across North America, focuses on innovation, sustainability, and boosting employee wellbeing.

# SOLUTION: Evive<sup>™</sup>, bswift's PERSONALIZATION ENGINE AND INCENTIVE-BASED PROGRAM

To effectively address these issues, numerous organizations have partnered with bswift, leveraging its personalization engine to roll out customized incentive programs.

## **Key Strategies**



**Engaging Employees Through Incentives:** Reward employees for taking vital preventive measures such as cancer screenings and flu vaccinations



**Personalized Health Checklists:** Deliver targeted checklists to improve wellbeing management for employees based on their individual history & demographic details



**Streamlined Participation:** Simplify processes & minimize barriers to participation, encouraging employees to take charge of their health

## **CASE STUDY**

Enhancing Wellbeing and Saving Lives with bswift's Incentive Program

#### IMPACT ON EMPLOYEE WELLBEING

The results<sup>1</sup> were remarkable, driving meaningful change in employee habits and fostering a healthier workforce.



Meaningfully reduce sick days by up to 30%<sup>2</sup> and keep workplace healthier during flu season



Issues like diabetes and high blood pressure are caught early, cutting down on emergency care







Early-stage cancer treatments significantly increase 5-year survival rates to over 90%³ while reducing costs compared to late-stage detection.

#### **ORGANIZATIONAL IMPACT**

- Lower Healthcare Costs: Early detection and preventive care resulted in fewer expensive late-stage treatments.
- Boosted Productivity: Healthier employees were more energized, engaged, and efficient at work.
- Improved Retention and Satisfaction: Stepping up for employee health reinforced loyalty and enhanced morale.
- **Enhanced Corporate Reputation:** A strong focus on employee wellbeing solidifies a company's reputation as responsible and forward-thinking.

<sup>&</sup>lt;sup>1</sup> Data obtained from bswift internal resources in 2024.

<sup>&</sup>lt;sup>2</sup> Based on study published in *Infection Control and Hospital Epidemiology* 

<sup>&</sup>lt;sup>3</sup> Data obtained from the American Cancer Society through various research studies in 2023, 2024, and 2025.