



Vitality CASE STUDY

LEADING BY EXAMPLE TO FOSTER A CULTURE OF HEALTH

CareSource is a nonprofit, multi-state health plan recognized as a national leader in managed care. Headquartered in Dayton, Ohio, CareSource is the largest employer in the city, with over 4,700 employees across 47 states. Vitality and CareSource have been partners for over ten years, working together to improve the health and performance of their workforce.

CareSource strives to infuse a culture of health and wellbeing into all aspects of its organization, and that starts with their employees. Employees are encouraged to engage with the Vitality program during new hire orientations and promptly complete their health assessment to ensure that individuals are getting a baseline measurement of their current health status. Brian Apwisch, Manager of Employee Health & Wellness for CareSource, views the health assessment as a “mirror” in which people can get a glimpse into their overall health and wellbeing. “The health assessment and the Vitality platform as a whole allow our employees to take a long, hard look – for better or for worse – at the things they’re doing well, the things they might need to change, and the things they might need to start doing that they weren’t doing before.”

After having to scrap plans to build an employee health clinic in 2020 when the pandemic hit, CareSource re-evaluated what health and wellbeing looked like for a hybrid workforce. Vitality has played a key role in reaching employees across the country.

Brian shared, “We’ve leveraged Vitality in a number of different ways to reach our employees, and we’ve really leaned on Vitality to help keep our employees engaged.” One of the strategies CareSource has leveraged is the utilization of the Challenges platform, which has been well-received. Brian elaborated, “In our very first challenge, I remember hearing from people who were livid that they were tied for first place! And as a hyper-competitive person myself, I knew we had tapped into the hidden competitive streak of those who maybe didn’t know – or didn’t want to admit – they had one. People like having a chance to win. People like the opportunity – not necessarily to be better than others – but to push themselves. And challenges give us the opportunity to help our employees make progress on their health goals in a fun and motivating way.” CareSource has seen nearly 700 members participate in challenges each year over the last ten years.



Higher engagement with the Vitality program through participation in a greater number of wellbeing activities leads to better health and lifestyle outcomes. For example, compared to lower engaged members who achieved Bronze or Silver Vitality status, CareSource members who were highly engaged and achieved Gold or Platinum Vitality status reported having a better perception of their health, higher life and work satisfaction and fewer health-related absences. Higher-engaged Vitality members from CareSource also had a 10% reduction in turnover compared to their lower-engaged peers. Further, an actuarial analysis of health risk factors of CareSource employees over time revealed an average improvement in employee risk groupings of 11.0% versus age-adjusted expected risk, demonstrating a tangible impact on employee health.



CareSource is constantly striving to improve their engagement metrics, and they have worked closely with their Vitality Wellness Strategy Manager to strategize about new initiatives and identify areas of opportunity. Brian shared, “I love to sit down with the data reports. It’s a lot like being a runner – our competition is ourselves. So I love having insight into why things were different than last year or the year before. The data is immensely helpful in thinking through how we can be even better next year. And our account manager has been an asset and an unofficial member of our team. She brings us innovative and creative ideas and shares with us new functionalities that Vitality is rolling out that have us really excited to share with our employees. Our approach has really changed from what Vitality as an app can do for our employees to what Vitality as a company can help us do for all of our people.”

The leadership team at CareSource has made a true commitment to focusing on health and wellbeing at every level of the organization, and the culture of health that CareSource has cultivated is pervasive. Brian noted, “It really does start at the top with leadership support, and it certainly helps that our CEO is a former Division One athlete and our CFO just ran

the Boston Marathon in under three hours! We have incredible gym facilities with private workout studios. We post our challenge winners on our intranet and our leadership team is on there congratulating folks. We have quarterly all-staff meetings and our CEO regularly talks about employee wellbeing and the initiatives we have going on. And that kind of exposure is incredible. But it’s just a part of who we are – we’re a healthcare company and we push our members to get to the doctor and take care of themselves. And it would be irresponsible for us not to do the same for our employees.”

CareSource recently held its inaugural 5k Fun Run and Health Fair, which was open to all employees, as well as their spouses, children, and pets. The event successfully brought the CareSource community together to engage in healthy activities while earning Vitality points, and even received local news coverage! CareSource is already looking forward to making the Fun Run and Health Fair bigger and better next year, primarily due to recent changes within its Wellness Champions program.

Wellness Champions are employee volunteers with a natural passion for health and wellbeing who promote the Vitality program and other healthy initiatives to their colleagues. Pre-pandemic, CareSource’s Wellness Champions program was better suited to encourage participation in onsite events. However, now that they’re a hybrid workforce, CareSource has worked closely with their Vitality account manager to review best practices to maximize engagement in wellbeing initiatives across their remote and onsite workforce. With nearly 200 employees expressing interest in becoming Wellness Champions in a recent survey, CareSource is excited about the future and anticipates that the new and improved Wellness Champions program will take employee participation to the next level.

Looking forward, CareSource is excited about continuing to drive engagement and fostering the culture of health within the organization. Brian shared, “My hope is to continue to offer the Vitality platform. Me doing something on a whim is not the same as when Vitality does it, incentivizing and offering points based on years of data and expertise. I’m thrilled to continue to partner with Vitality.” Both CareSource and Vitality are committed to adapting to change, implementing innovative solutions and providing accessible support to enhance the total wellbeing of CareSource’s employee population. With dedicated resources and a strong vision for the future, both teams are excited to achieve many more milestones, building a healthier, happier and more productive workforce together.

