



# Caring for Caregivers: A Case Study



“Since this group faces so many challenges on a daily basis, it would be great to help create awareness that even if we can’t always change our circumstances, with coaching we can learn better ways to deal with everything. A small shift in perspective can make huge changes.”

– FITBIT HEALTH COACH

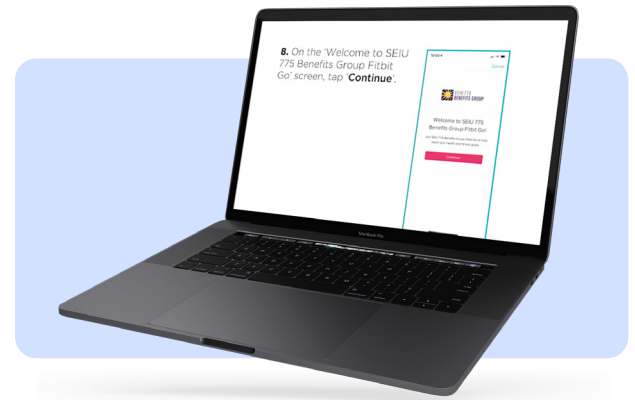
**SEIU 775 Benefits Group’s Health Benefits Trust** delivers comprehensive health and wellness benefits to caregivers, and is the nation’s leading organization dedicated to improving the skills, health, and stability of the home care workforce through innovation and high-quality benefits. The organization operates both as a purchaser of benefits and a health improvement entity.

## → MAKING SELF CARE A PRIORITY

Caring for people who have chronic conditions is a big part of what caregivers do. However, 69% of the SEIU 775 Benefits Group workforce has one or more chronic conditions themselves. The SEIU 775 Benefits Group team was looking for a complete wellness solution that would focus on more than just physical activity, but also help manage chronic conditions and their overall wellness. Fitbit Care was the right fit for them; promoting healthy behavior changes across fitness, nutrition, sleep, and mindfulness, the ability to see real-time data, and offering health coaches that proactively reach out to participants were all important factors in selecting this program.

## → THE PILOT PLAN

Over the span of 4 months, caregivers who enrolled into the program had the opportunity to compete in a group challenge, engage in 1:1 human health coaching, and were provided a Fitbit tracker with heart rate capability to track their metrics. Through Fitbit Care, participants were not limited to working on just a single goal. Using guidance from their Fitbit health coach, participants created action plans to help them reach their unique individual health objectives. Exercise, blood pressure (BP), and weight management were ranked as the top 3 behaviors participants wanted to work on.



## Custom Solutions

Collaboration and education were essential for a smooth program launch; for example, nearly half of the population had reported in a past survey that they might need help setting up new electronic devices. Fitbit Care’s Customer Success team brainstormed with SEIU 775 Benefits Group’s Program Manager to learn more about this population and create a program protocol that spoke specifically to their needs. The solutions made all the difference.

- Customized marketing materials that provided enrollees with simple instructions to set up their devices
- Educating coaches to better anticipate specific caregiver challenges
- Enabling an in-app group feed and messaging system that offered a unique and private way for the group to communicate with each other





## High Engagement, Great Results.

“The high engagement rate observed is a testament to the fact that SEIU775 Benefits Group was able to test the feasibility of a pilot program that caregivers wanted—a holistic program that addressed physical activity, nutrition, sleep, stress management etc.—all critical components to chronic disease management and prevention. The high engagement is also an indicator of Fitbit’s coaches, who actively reached out and motivated the caregivers. Several caregivers noted how they appreciate knowing there is someone to help them move through the barriers.”



**Subharati Ghosh**

SEIU 775 Benefits Group, Senior Program Manager, Research Insights and Innovation

## Pilot Results

Over the four month pilot, SEIU saw healthy behavior changes, improved health metrics, and positive feedback.



### Blood Pressure

For participants that recorded at least 2 blood pressure readings during the pilot, there was an average reduction of 8.4 mm Hg systolic and 6.5 mm Hg diastolic.<sup>2</sup>



### Weight

Feedback from a participant with a recorded 13lb weight loss during the 4 month pilot: “Feeling good. Weight is now slowly coming off. Easy to keep going.”  
- SEIU participant



### Health Coaching

Participants who engaged<sup>1</sup> with their health coach had 43 more days with active steps, increased their average steps by 22% and active minutes by 26%.<sup>3</sup>



### Physical Activity

Participants had an average of 27 active minutes per day, and we saw average step counts increased by 6.5%, for an average of 7,897 steps per day.

“The program and this challenge have motivated me to try things I wouldn’t have done before.”



**Jeanie**

Step Challenger Winner

1 Engaged = they interacted with their coach at least once a month

2 Where at least 2 readings were taken during the 4 month pilot period

3 Compared with non-coaching participants and based on data between August 2019 and January 2020

4 Based on responses to a pre and post evaluation sent out to participants

## Survey Feedback



of participants agreed that the sign-up process was easy.



of respondents agreed that coaches responded quickly.



of respondents agreed that coaching improved their health and wellness.



of participants agreed that the program helped them reach their goal.



of participants agreed that their health improved from participating in the program.

## The Bigger Impact

At the start of the pilot program, participants were asked how many days per month they felt physically and mentally unhealthy. The follow-up survey after the pilot program reported a significant improvement; physically unhealthy days were reduced from 7 to less than 5 days, and mentally unhealthy days from 9 to 7 days.<sup>4</sup>

“These findings are an important indicator that the Fitbit Care program positively helped a population of caregivers, who work under extreme stress, are generally low-income, and whose services are very important to help older adults and people with disabilities to live independently in the community. Physical and mental fitness has mutual benefits for both caregivers and their clients.”

- Subharati Ghosh

SEIU 775 Benefits Group, Senior Program Manager, Research Insights and Innovation