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EMORY
UNIVERSITY

Wellness Champions Inspire Employees to Move More

Emory University is a top research university located in Atlanta, Georgia.



HEALTH SOLUTIONS

ABOUT EMORY UNIVERSITY

HEADQUARTERS: ATLANTA, GA

NUMBER OF EMPLOYEES: 11,000

THE STORY

After offering health risk assessments and biometric screenings to their employees, Emory University learned that they were struggling with a common problem among large organizations—sedentary employees. From then on, Emory leaders committed to encouraging and supporting their employees to live healthier and move more.

THE START

In 2014, Emory University launched their Fitbit Health Solutions pilot program to 1,400 employees. After the 8-week step challenge ended, they conducted an in-depth survey to understand employees' change in physical activity, their satisfaction with the program, and suggestions for improving it. Results were positive, so Emory expanded their program the following year to their entire employee population—over 11,000 people.

THE ROADBLOCK

Because Emory University sprawls across a large campus, it can be hard for employees to interact with people outside their departments. When Emory opened their Fitbit Health Solutions Program (the "Move More Challenge") to a broader population, they needed to make sure participants felt a connection to the program and a strong sense of community, regardless of which building they worked in.

THE RESULT

Emory leveraged their network of internal leaders, or wellness champions, to ensure that all participants were onboarded and that they understood the program's benefits. Emory's wellness champions helped the "Move More Challenge" succeed. 96% of employees said the Fitbit Health Solutions offering was a valued benefit, and 92% said that Fitbit motivated them to be more active.

“The challenge gave us an opportunity to talk to each other and hear how we’ve changed through the process. It inspired me to keep going, and helped take the community that already existed to another level.”

ERIKA JAMES, Dean of Goizueta Business School

TIPS & TAKEAWAYS



Start Small: To understand how to best structure your wellness program, pilot new initiatives to a smaller group before expanding to a larger population.

9K

9,076 average daily steps walked by participants

96%

of employees said the Move More Challenge was a valued benefit

98%

would recommend the program to other employees

92%

said that Fitbit motivated them to be more active

97%

said they would participate in another program in the future



Encourage Teamwork: Motivate employees to reach their activity goals together, like the “Emory Surgery Walking Nuts,” a group who breaks for walks twice a day.



Ask for Feedback: Send surveys to program participants to learn exactly what’s working, and use that feedback to improve the program moving forward.

Based on a 2015 survey of program participants.