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THE VOICE OF EMPLOYEE WELLNESS

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GAMIFICATION & WELLNESS

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PRESENTERS

Meghan Oates-Zalesky
VP of Marketing
ShapeUp

Scott Pashley
VP of Channel Partnerships
ShapeUp

Jack Brown
VP of Product Management
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WHAT IS GAMIFICATION?

IT'S MORE THAN YOU THINK…


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AWAKEN THE EMPLOYEE OF THE MONTH THAT LIVES INSIDE YOU.
suplicy
Gamification in the workplace is all around you. You just may not recognize it.

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DEFINING GAMIFICATION

The use of game mechanics to drive behavior in a non-game context with predictability. The primary goal is engagement and performance, as opposed to entertainment.

70%

Gartner predicted that by 2014 more than 70% of the global 2,000 organizations will have at least one gamification application.

67%

67% of U.S. heads of households engaging in online games.

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UNIQUE COMPONENTS OF GAMIFICATION

Appeal to multiple personality types and achieve ancillary benefits outside of employee healthy & wellness

Collaborate –
team work to achieve a goal.

Compete –
can be individual but most powerful as a group dynamic.

Mastery & Status –
recognition and reward, most powerful when shared with, viewed by peers.

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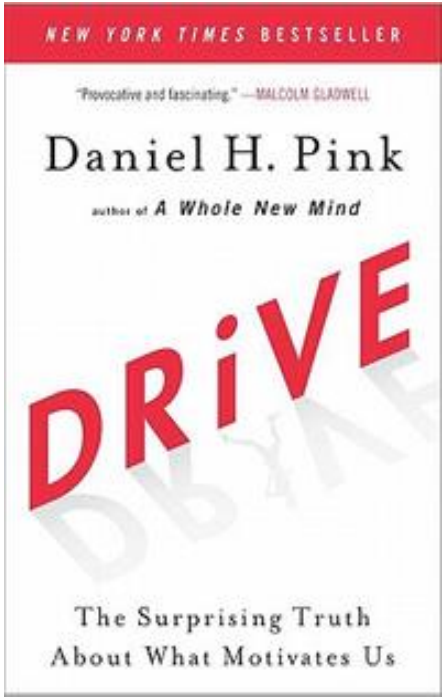
COMMON EXAMPLES

- Loyalty Programs
- Skill Training
- Collaboration Across Constituencies
- Leader Boards
- Driving Desired Behaviors

DANIEL PINK'S WISDOM

- Two kinds of motivators: extrinsic and intrinsic
- Financial incentives are an **extrinsic motivator**
  - Effective for simple, straightforward tasks with **low cognitive load**
    - "Take a health assessment and a biometric screening, get $500"
  - Fails for tasks with **high cognitive load**
    - "Improve your cholesterol, blood pressure, or blood glucose, get $500"



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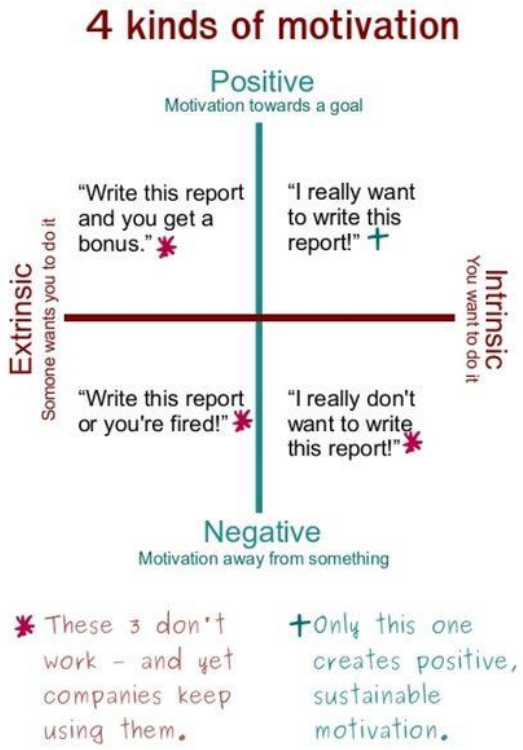
THE POWER OF INTRINSIC MOTIVATION

- Intrinsic motivation is extremely powerful
  - Ex: training for marathons, adopting a vegan diet, lose weight for class reunion
- Intrinsic motivation is comprised of three components:
  - Autonomy
  - Mastery
  - Purpose

****The most effective incentives will be linked to one of these three components.****



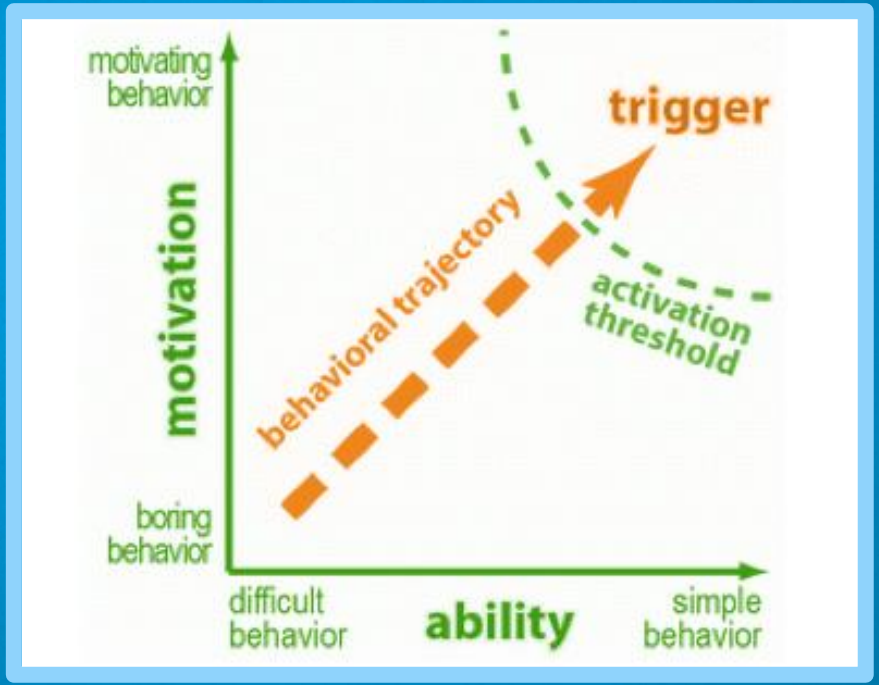
THE FOGG MODEL OF BEHAVIOR

Motivation

Ability

Trigger

Motivation X Ability = Performance



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EXTRINSIC OR INTRINSIC MOTIVATION

Intrinsic

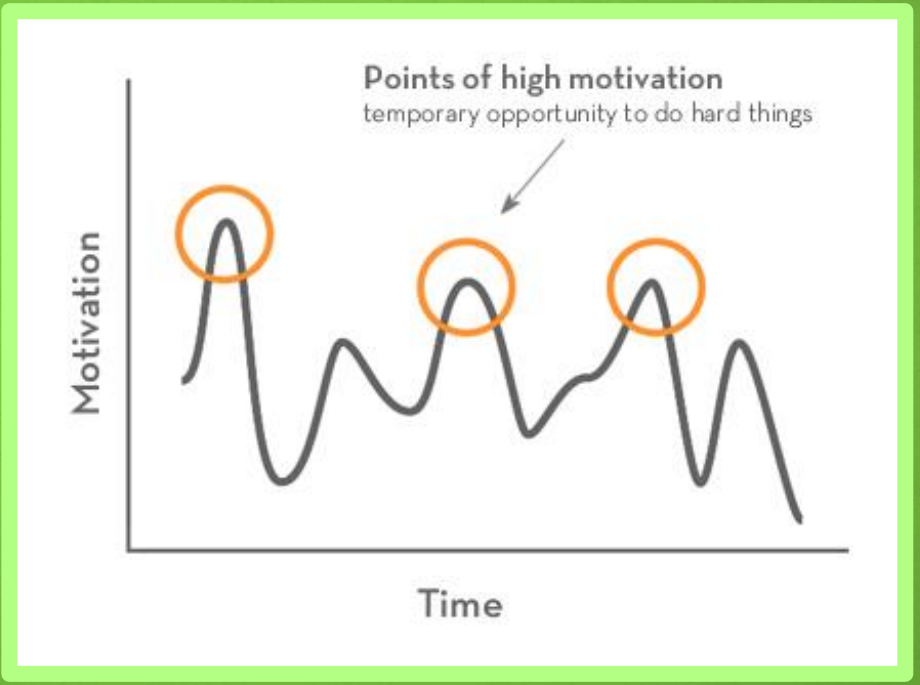
Social Norms

Gamification

Financial incentives

Company mandate

Extrinsic



FORD CASE STUDY

GOAL:

Engage & educate dealership employees

RESULTS:

- 100,000 unique visitors in first week
- By week 5, user interactions doubled
- Overall increase in KPI's, customer satisfaction, employee satisfaction and collaboration…& SALES

UNIQUE OUTCOMES OF GAMIFICATION

You'd rather have…

Intrinsically motivated employees engaged in healthy, productive behaviors because they want to, not because they have to.

Engaging –
which trumps participation

Taps into Intrinsic Motivation –
more powerful, and cheaper, in the long run than extrinsic motivation alone

Desire to Comply–
"Want to" is far more powerful than "Have to"

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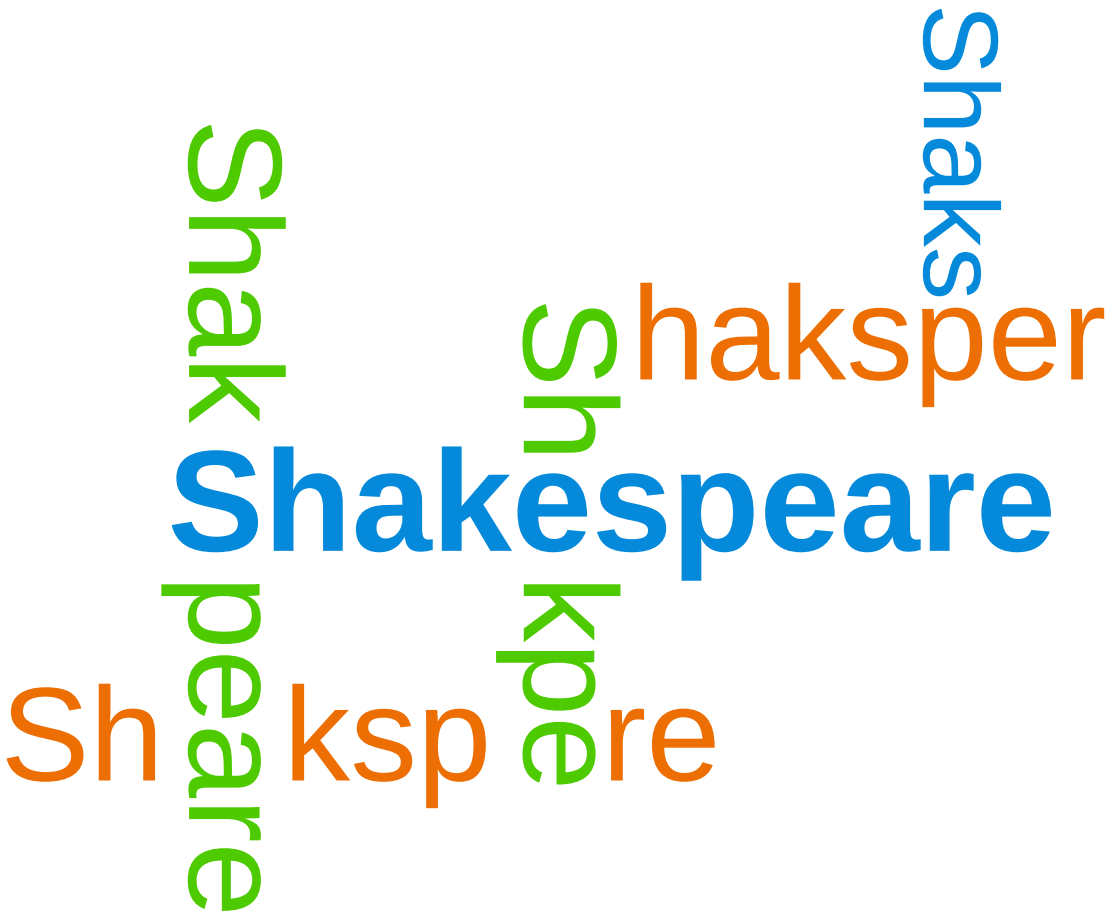
WHY GAMIFICATION IN WELLNESS WORKS

MISPERCEPTION BECOMES REALITY

From the arts to art of mismanaging wellness budget

63 known spellings from his contemporaries…

6 known personal signatures…



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REDEFINING PARTICIPATION RATES

PARTICIPATION

Characteristics

- Transactional
- Static
- Extrinsic

Programs

- HRA
- Biometric Screenings
- Health Coaching*

ENGAGEMENT

Characteristics

- ✓ On Going
- ✓ Dynamic
- ✓ Intrinsic

Programs

- ✓ Activity tracking
- ✓ Challenges
- ✓ Social Wellness

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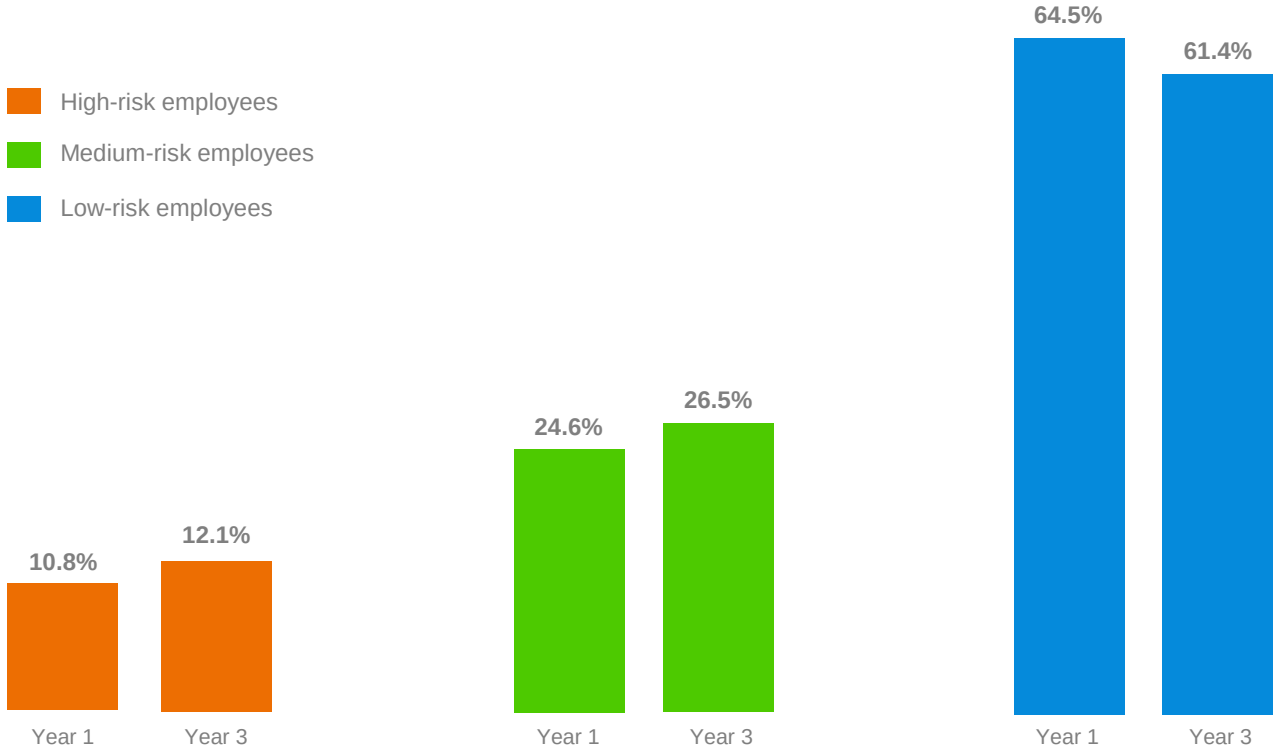
CYCLE OF ASSESS, STRATIFY, TARGET



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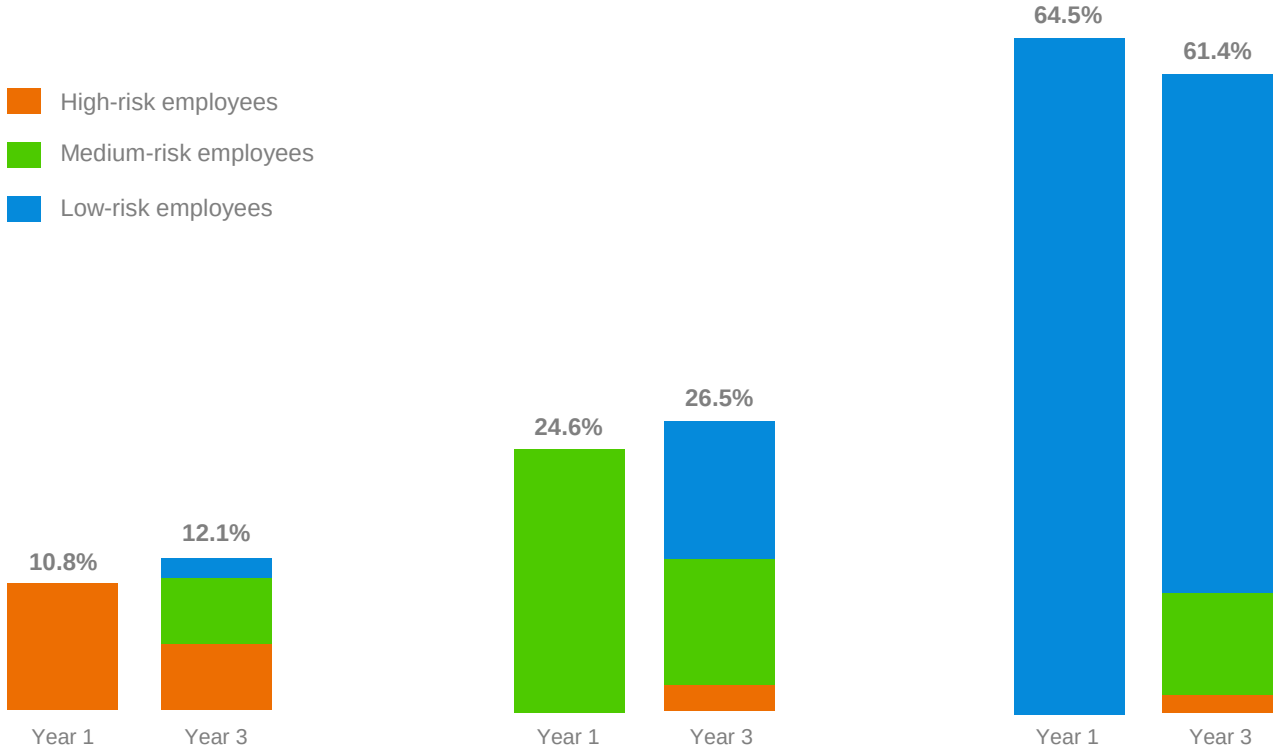
DISEASE MANAGEMENT IS SICK CARE



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WHAT OUR ADMINS ARE SAYING

In one sentence, how would you summarize the impact of your company's wellness program on your employee population?

Description	Overall	Health Assessment	Biometric Screening	Health Challenge
Not Effective	20%	50%	50%	10%
Improved Culture	17%	0%	0%	30%
Better Awareness	16%	13%	10%	20%
Participation	16%	25%	20%	10%
Individual Results	14%	0%	0%	15%
Broad Results	10%	0%	10%	8%
No Leadership	4%	0%	0%	5%
Requires Incentive	2%	13%	10%	3%

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SOCIAL PHYSICS

ENGAGEMENT:

Engagement is social learning, usually within peer groups, that typically leads to the development of behavioral norms and social pressure to enforce those norms

–Alex Pentland, PhD MIT Media Lab

What are your employees learning from each other?

Healthy behaviors do not necessarily happen naturally but are easily learned.

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TEAMS WORK BETTER...
SOCIAL WORKS BEST

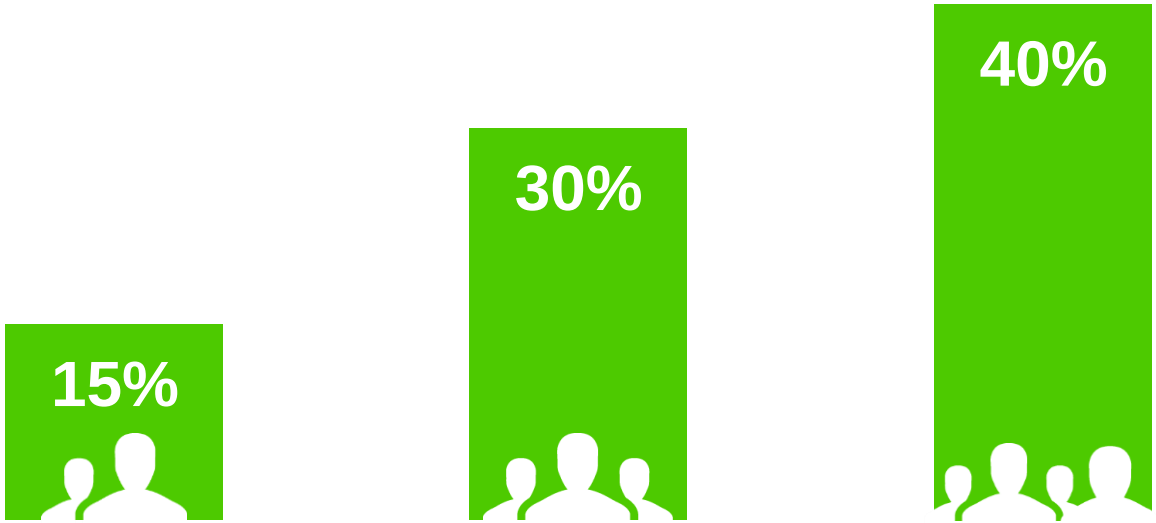
> The effects of exposure to peer behaviors are roughly the same size as the influence of genes on behavior or IQ on academic performance

– Alex Pentland, PhD MIT Media Lab

SOCIAL REINFORCEMENT

"Social reinforcement from multiple health buddies made participants much more willing to adopt the behavior"

–Damen Centola, PhD MIT



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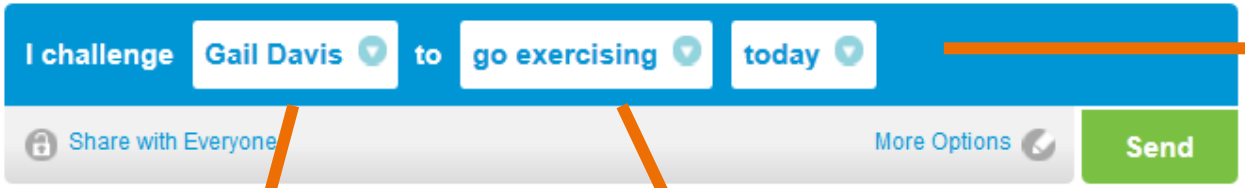
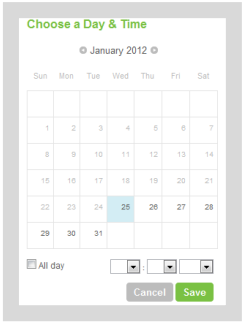
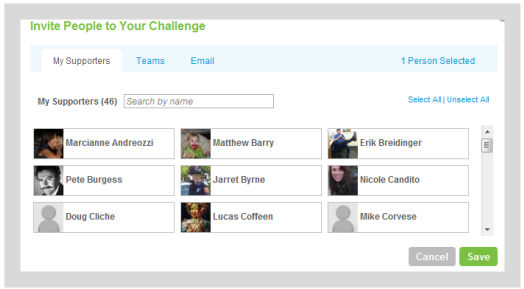
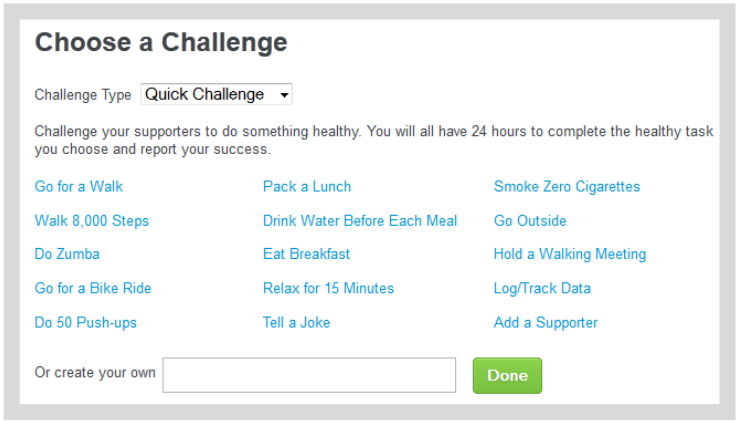
CROWD SOURCE HEALTHY ACTIONS

Continuous Engagement









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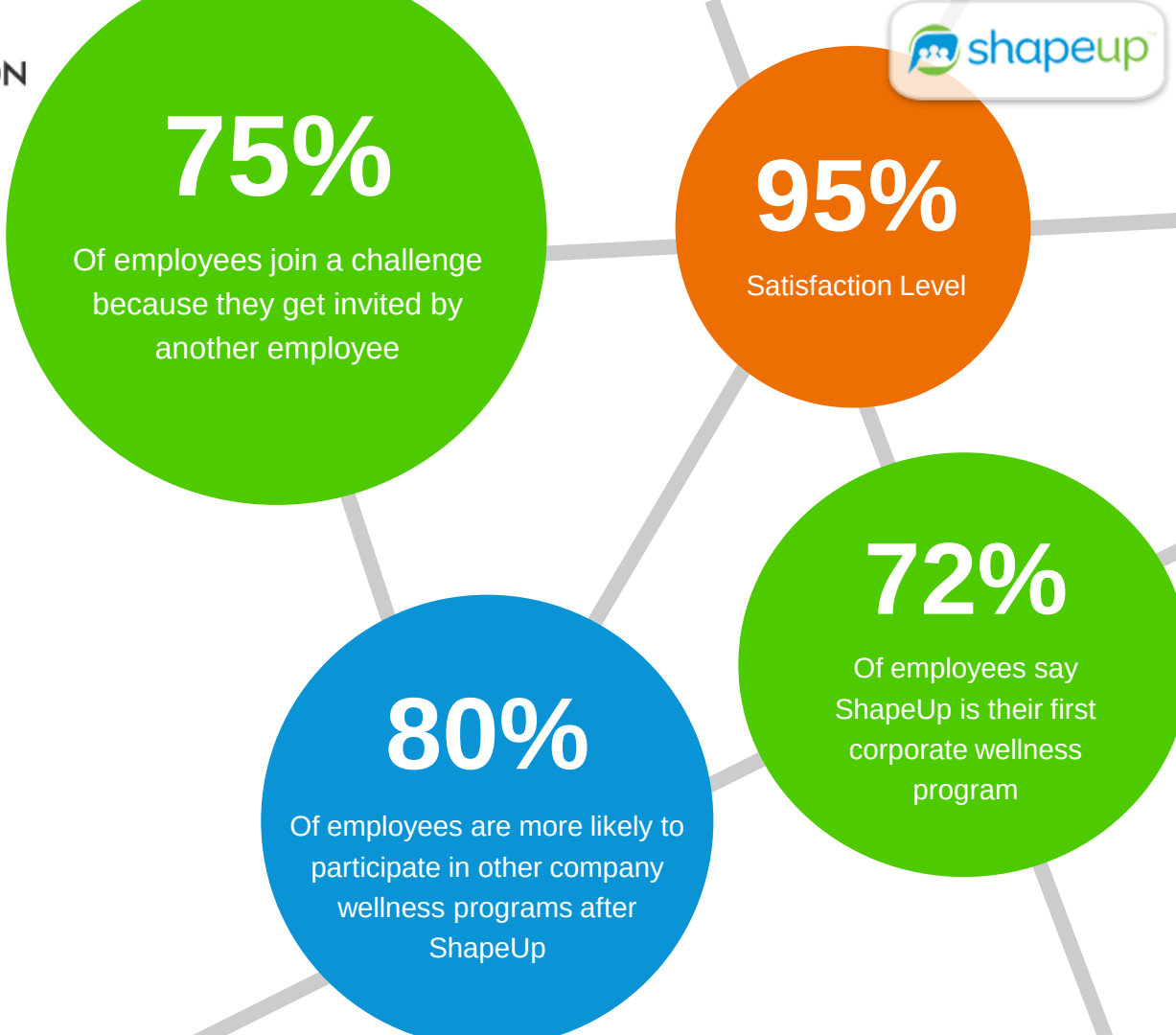
VIRAL

- Works anywhere
- Makes other programs more effective
- All levels of user
- Grows organically



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PROVEN RESULTS

Peer-reviewed research demonstrates program success & healthy outcomes

AMERICAN JOURNAL of Health Promotion

BROWN Alpert Medical School

Preventive Medicine ACADEMIC PRESS

obesity a research journal

Measurement	Outcome
Weight Loss	3.8%
BMI Reduction	1.2
Lost 5%+ of weight	30%
Lost 5 lbs or more	58%

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KEY BANK
CASE STUDY

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ENGAGEMENT DRIVES OUTCOMES

Starting with a pilot, Key Bank saw the evidence that an activity tracking, social wellness program would work in their environment

2,000

2,000 employees with 33% engagement in year one with no financial incentive

33%

11%

11% of pilot participants lost more than 10 lbs. In all, 192 BMI points were lost and 1,209 lbs shed

10

56%

A full rollout to all 15,000 Key Bank Employees led to 56% engagement and 90% employee satisfaction

90%

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TEAMS WORK – SOCIAL REALLY WORKS

14,737

Over 12 months the Key Bank employee population lost 14,737 pounds

2,327

Key Bank employees slimmed down to the tune of 2,327 BMI points

33%

One-third of their highest risk employees were engaged in the program

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FUTURE OF GAMIFICATION

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THE PROBLEM

73%

73% of people in the United States use social media, but only 27% of employers use social media tools in their wellness programs

27%

75%

75% of adults own a smartphone, but only 17% of employers use mobile technology in their wellness efforts

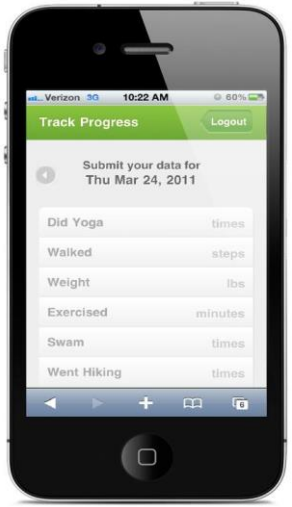
17%

56%

56% of all Americans own a health and fitness device, but only 16% of employers offer them in their corporate wellness program

16%

MOBILE



Smartphones will be user's primary interface

- Apple's M7 chip
- Allowing full interaction with peers
- Tracking more than just physical activity

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DEVICES, DEVICES, DEVICES…

> "Fashion Designers Are Finally Getting Serious About Wearable Devices
>
> WHY YOUR NEW FAVORITE DEVICE COULD BE DESIGNED BY TORY BURCH OR RACHEL ZOE, NOT APPLE OR GOOGLE"

fitbit BODYMEDIA® FitLinxx mapmyfitness UP by JAWBONE RunKeeper

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COST SHIFTING = NEW MOTIVATION

- EMPLOYEES will be driven to participate in wellness programs and employers will want more than just static data
- INSURERS AND BROKERS see the power of gamified social wellness programs to reach new prospects and expand their ecosystem
- PRIVATE EXCHANGES are looking to gamified programs not just for a way to monetize wellness but as a way to differentiate and attract clients

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CHANGING INCENTIVES

Providing social network incentives to change is a far more powerful method of changing behaviors than using individual incentives

Economic incentives are fleeting and inferior to social group incentives and experiences

Social incentives are not only lower cost but they can be zero cost

MIT findings reinforce the fact that individual rewards are far less impactful than rewards earned in a team and/or social environment

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CONSUMERS WILL DRIVE EMPLOYER DECISIONS

MILLENIALS

- 18 to 27 years old
- Healthy
- Grew up gaming

AGNOSTIC PLATFORMS

- Users want to use their device

LESS STRATIFICATION, MORE FUN!

- Want to engage
- Not just unhealthy
- Lower barriers to entry

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ABOUT SHAPEUP

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OUR MISSION

ShapeUp is creating a healthier world by *leveraging social influence* to engage people in healthy activities

OUR HISTORY

Drs. Rajiv Kumar and Brad Weinberg founded ShapeUp in 2006 while studying at Brown Medical School

Launched initially as a non-profit called Shape Up RI, their social wellness idea went viral and reached over 10% of the adult population in Rhode Island

Five outcomes studies, led by the renowned Dr. Rena Wing from the Weight Control & Diabetes Research Center, have been published on our wellness model

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OUR CLIENTS

United Technologies

life technologies™

aetna™

PENNSTATE HERSHEY
Milton S. Hershey Medical Center

BOEING

StanleyBlack&Decker

GTECH

Blue Cross Blue Shield of Michigan

Bank of America

CapitalOne

UNITED

Cleveland Clinic

TD Bank

hp

ALLERGAN

KeyBank

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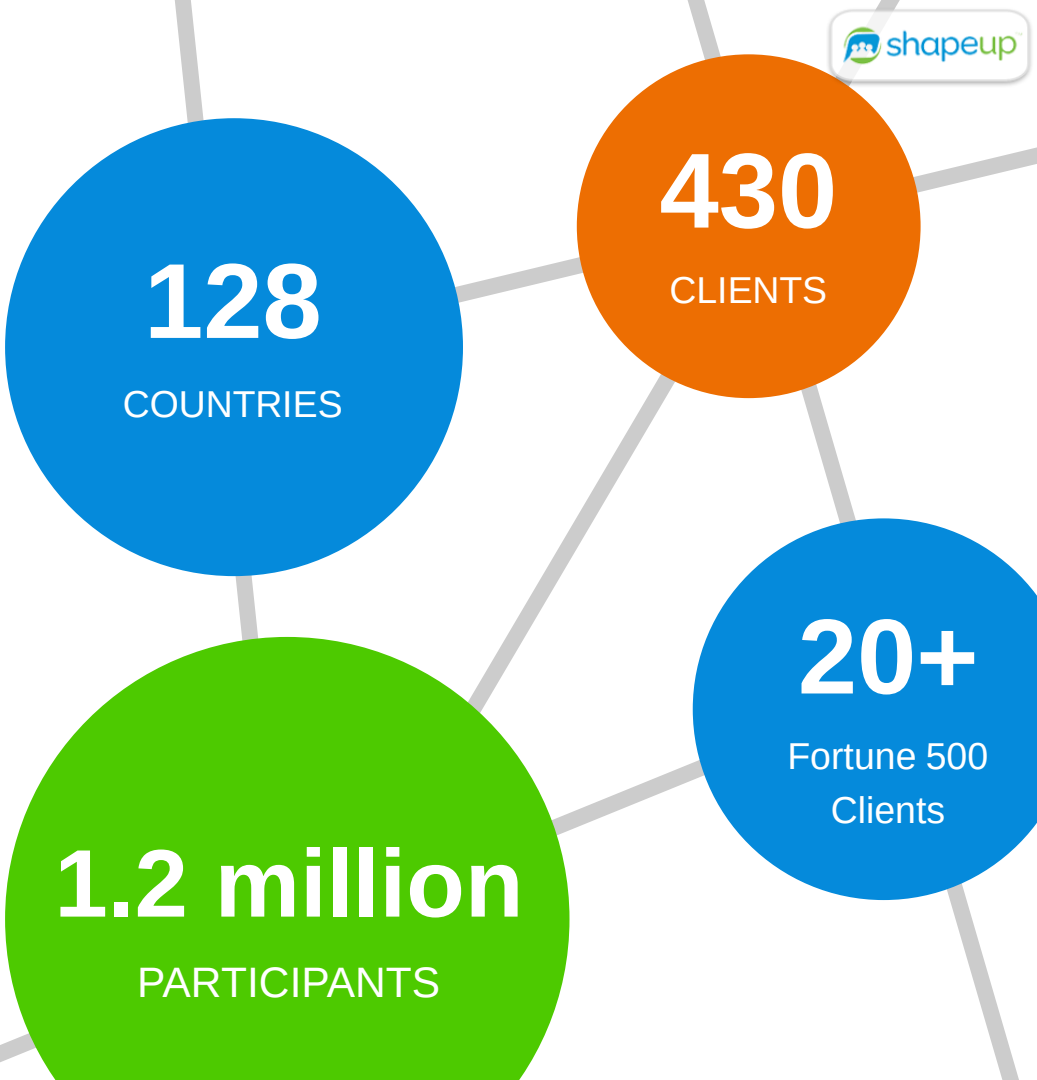
OUR BREADTH

Over the past 8 years, we've engaged over one million people around the world in social wellness and helped them achieve clinically significant improvements in their health and wellbeing



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MAKING INTERNAL ADMINS HEROES

"Using the ShapeUp program, we've gotten our employees to identify their health risks and engage with each other to change their behavior and improve their health."

—RN, Wellness Manager

"If you went to our cafeteria at 12:05pm you would not get a salad, because they were already gone. You could see the impact of intervention actually happening even before the data came in."

—Human Resource Executive

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QUESTION & ANSWER

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