

20 20 ON-SITE

Name: Wayfair
Industry: Tech / Retail
Location/s: Boston, MA
Employee Size: 10,000
Insurance: BCBS & Eyemed

"Service is utmost stellar! This is my first time getting my eyes examined inside a vehicle, but I was pleasantly surprised!"
-Wayfair Patient

"We were interested in trying 2020 because we thought it was an innovative and turnkey way to make an impact on our employees' health, and a perk for our hardworking employees who often don't want to make the time for offsite appointments. After 2 years working with 2020, we've seen an extraordinarily high level of usage by our employees. We look forward to continuing our partnership and believe that their service should be an important part of any corporate wellness program."
-Kate Gulliver, Chief People Officer



WAYFAIR CASE STUDY

Before 2020:

Boston-based Wayfair is one of the world's largest online destinations for the home and is also recognized for building a winning workplace culture. The company's stylish headquarters has fully-stocked kitchens, ping pong tables, chic Wayfair décor, and an open floor plan to drive collaboration and innovation. With several "best places to work" awards under their belt, Wayfair was looking to engage their mostly millennial employee base with new wellness programs that were simple, tech-enabled, and measurable. They brought in 2020 On-site in 2014 to test employee interest in this new health benefit.

Working with 2020:

Wayfair had their first "pilot" visit with 2020 in October 2014, which quickly filled with appointments. The Wayfair HR team was pleased with how little work they had to do, and impressed that 2020 was able to secure a parking permit for their downtown Boston location. The pilot visit went without a hitch and proved a clear demand for convenient vision care among employees. Since then, 2020 has been back to Wayfair 16 additional times, having to add extra visits on several occasions due to a high level of demand. To date, 2020 has seen over 550 patients and created 455 new prescriptions.

Results:

- 2,877 exams given, saving the company almost 3,000 hours of productivity
- 597 pairs of glasses purchased by employees and drop-shipped to their homes or office
- 82% of patients received new prescriptions, indicating they had been living and working with less than optimal vision before the 2020 visits
- While the doctor-recommended frequency is one eye exam every 1-2 years (depending on the individual), 16% of Wayfair patients had not received an exam in over 2 years, and 5% had not been in 5 years or more

After seeing the high level of engagement her employees had with the program, Wayfair's CPO, Kate Gulliver joined the Board of Advisors for 2020 On-site to help the company expand and spread the word to other HR and wellness executives.

Employee Survey Results:



92% of those asked said they'd be likely to recommend 2020 On-site.



100% are happy their company brought on 2020.



100% would use 2020 for their next eye appointment.



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