



**Grokker**  
CASE STUDY

**bridgepoint**  
EDUCATION

# Bridgepoint Education delivers better health and wellbeing to a dispersed workforce with Grokker

Bridgepoint Education, Inc. is a higher education company built upon innovation and a passion for learning. By harnessing creativity, Bridgepoint has re-engineered the modern student experience with interactive solutions and progressive online platforms that advance learning. “As an online university, with approximately 40,000 learners nationwide, the biggest value we provide to our students is our people,” says Jennifer Jung, Director of Benefits at Bridgepoint. “Therefore, it’s important to us that our employees are healthy, happy, and feel valued.”

“ Wellbeing wasn’t at the forefront of our culture. With a lack of collaboration among coworkers, employees felt disconnected and unmotivated — it was time to generate some fun. ”

— Jennifer Cooney  
Wellness Coordinator,  
City of Greeley



## Problem

After noticing a rise in mental health, stress management, and skeletal claims, Jung knew she needed to find a new benefit solution to address the overall wellbeing of their company's most important assets – their employees. While Bridgepoint's corporate headquarters are based in San Diego, CA, the company's 2,200 full time employees also reside in Arizona, Colorado, Iowa, and the rest of the U.S. It was essential the company could reach all employees with a tool they could use across offices, geographies, interests and lifestyles. Based on the recommendation of their benefits broker and after careful consideration by the company's selection team, Grokker's holistic wellbeing solution rose to the top of everyone's list.

## Solution

Grokker's affordable pricing and scalability provides Bridgepoint many benefits beyond what past wellness programs could deliver. Its on-demand wellbeing platform allows them to provide wellbeing features and content to employees with a wide range of physical abilities right at their desks or anywhere they want.

Bridgepoint's sole wellness coordinator leverages Grokker's dedicated customer service for support and guidance in the planning and promotion of a variety of initiatives with the goal of driving their multi-generational workforce to engage in a personalized program of on-demand content.

Specifically, to help counteract the effects of prolonged sitting, Bridgepoint employees participate in custom challenges and incentive programs delivered by Grokker. The program has been received with enthusiasm and a marked and measurable rise in employee satisfaction, according to Jung.

“Our employees developed new wellbeing habits and achieved their goals by participating in fun, unintimidating, and rewarding Grokker Challenges.”

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To ensure continued success, Bridgepoint relies on their customized online dashboard to gain access to real-time wellness metrics and track success. Looking to benchmark their progress, initial results indicate that 71% of Bridgepoint's participating employees are consistently maintaining their newfound levels of increased activity, leading Jung to conclude, "Grokker is great for our company because as it has increased participation in our wellbeing initiatives and made employees more interested in health and wellness overall. They are happier and healthier at home and in their work than ever before. This goes a long way in support of our efforts to ensure that Bridgepoint remains a preferred place to work."

[Learn More >](#)

#### About Grokker

Grokker is the award-winning wellbeing engagement solution that empowers employees to take control of their physical and emotional health with personalized programs and a caring community of experts to encourage them all along the way. Grokker's proprietary whole-person approach integrates and inspires with its proven method of connecting employees to colleagues and content. No matter where they are, Grokker supports the entire workforce so they can maintain physical fitness, eat better, sleep more soundly, address their emotional health and calm financial stress.

Trusted by industry leaders, including Pinterest, Delta Air Lines, Pfizer, eBay, Mandarin Oriental Hotel Group and Domino's, Grokker's modern, affordable solution builds happier, healthier and more resilient workforces.

**Call Grokker: (408) 876-0802 or email: [sales@grokker.com](mailto:sales@grokker.com)**

CITY OF GREELEY

"BE A BETTER YOU"

CHALLENGE RESULTS:

**50%**

sign-up rate of  
participating  
employees

**50%**

completion rate

**2000**

wellness minutes  
earned by highest  
performer