



Creating a Healthy Culture,  
Boosting Employee Engagement, and  
Becoming an Employer of Choice

# WELCOME

**WE' RE REALLY HAPPY TO BE HERE!**

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National Director for  
Healthcare Partnerships  
Virgin Pulse

**DIANNE MILLER**  
Benefits Program  
Manager  
SEI

Virgin

PEOPLE

PROFIT

PLANET





Virgin





A photograph of a modern building with a prominent circular tower on the left. The tower has a dark grey upper section with a metal railing and a lower section with stone cladding and large glass windows. The main building has grey horizontal siding and a white upper section with vertical slats. A teal geometric overlay covers the left and bottom portions of the image. The text 'SEI Wellness 2014' and 'VirginPulse Program' is overlaid on the teal area. The SEI logo and tagline are in the bottom right.

SEI Wellness 2014  
VirginPulse Program

**SEI** New ways.  
New answers.®

# Background

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- Established 2008
- Wellness Team
  - Workforce Benefits
  - Corporate Services (Facilities)
  - Corporate Events
- Early Years
  - No Formal Strategy
  - Minimal Budget
  - Monthly Activities



# Types of Activities

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- Insurance Wellness programs
- Free Lunch & Learn Seminars
- Annual Health Fair
- Running/Biking Clubs
- Flu Shots
- American Red Cross Blood Drives
- Financial Seminars





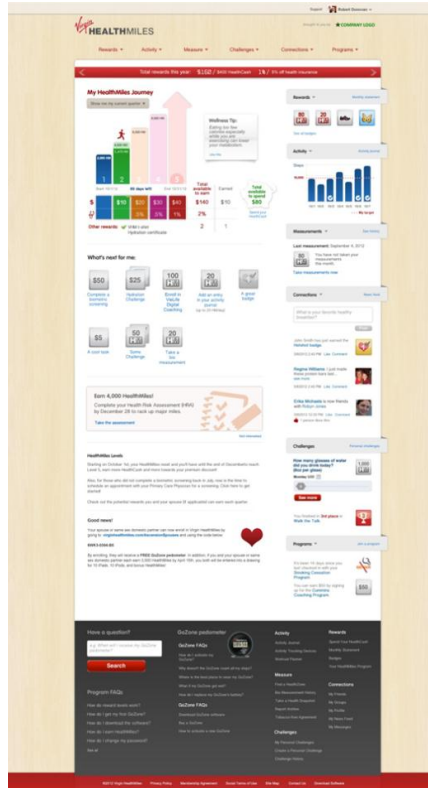
# Management Initiative 2012

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- CEO Agenda
  - Create a culture of wellness
    - Promote employees physical, financial and social wellbeing
- Vendor Search
- Advisory Board
- Partner with SEI Affinity Groups
  - SEI Cares
  - SEI Green Team



# Partnership with Virgin Pulse



Max



Lifezone



Healthzone



# Design Program

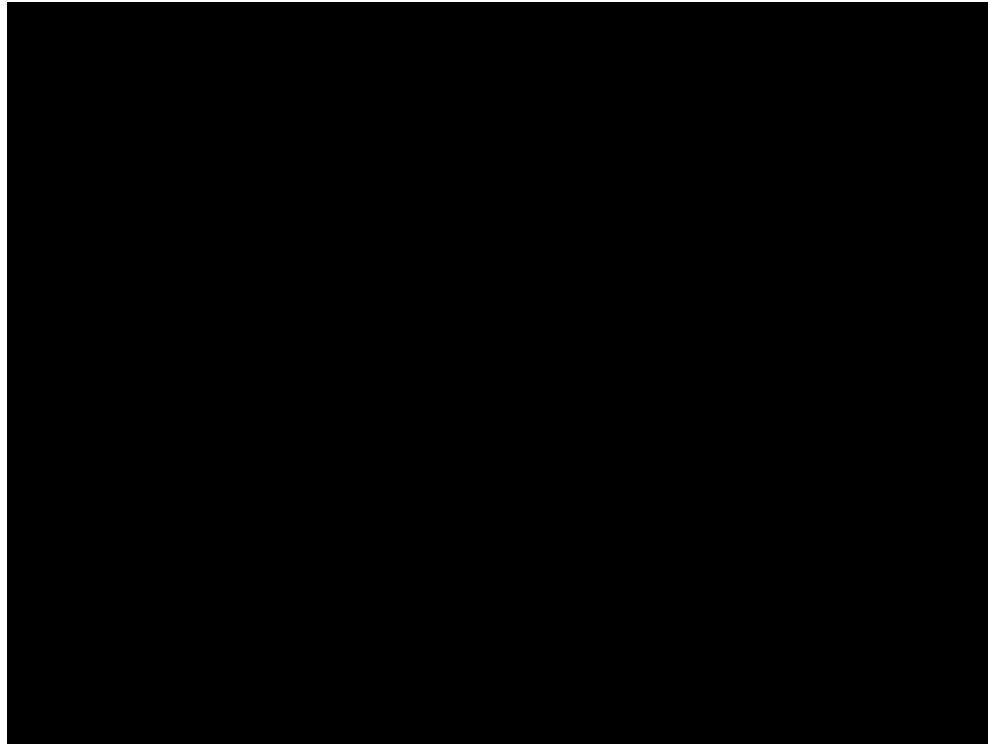
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- Launch – April 2013
  - Teaser Video
  - CEO Email
  - Champions
  - Corporate Meeting /Webinar Demo Introduction



# Kick off Teaser Video

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# Launch Engagement Statistics

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- First Month
  - 53.9% Enrolled
  
- First Quarter
  - 62% Enrolled
  - 97% Earning HealthMiles
  - 73% Getting 7,000 steps per day
  - 45% Visiting HealthZones
  - 73% Completed online Health Risk Assessment
  - \$53 Average reward earned



# Launch Engagement Statistics

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- After one year
  - 69% Enrolled
  - 69% Earning HealthMiles
  - 57% Getting 7,000 steps per day
  - 31% Visiting HealthZones
  - \$81 Average reward earned



# February Member Satisfaction Results

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- 88% are satisfied with their experience with Virgin Pulse overall (55% are VERY satisfied)
- 90% would highly recommend our program to others (score 7+)
- 90% found the program easy to understand
- 90% found the program met or surpassed their expectations
- 84% report the program has changed their lives
- 80% report the Virgin's program helps make SEI a better place to work.
- 44% of your employees report feeling more productive because of the SEI wellness program

# February Member Satisfaction Results

“I love this program!!!  
AWESOME!!!”

“This program is  
awesome, the more it's  
built out the better!”

“Great program - love seeing  
everyone wearing their  
pedometers around the office.”

“This is a  
great  
service!”



# Goals for the Future

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- Increase % of participants taking at least 7,000 steps per day
- Increase analysis of program participation
  - Utilizing VirginPulse Reporting
    - Demographics
    - Risk Categories
- Enhanced Management Reporting for Wellness Program Strategy

