Empower corporations to foster employee health and engagement.

Case study: Swisscom.
Switzerland's leading telco operator.
What works, what doesn’t.

66% of the corporate workforce is detached and disengaged in Western Europe.
This leads to a loss of productivity of more than 20%.

Tower Watson Study

Current situation at many companies

High absence rates (diabetes & burn out)

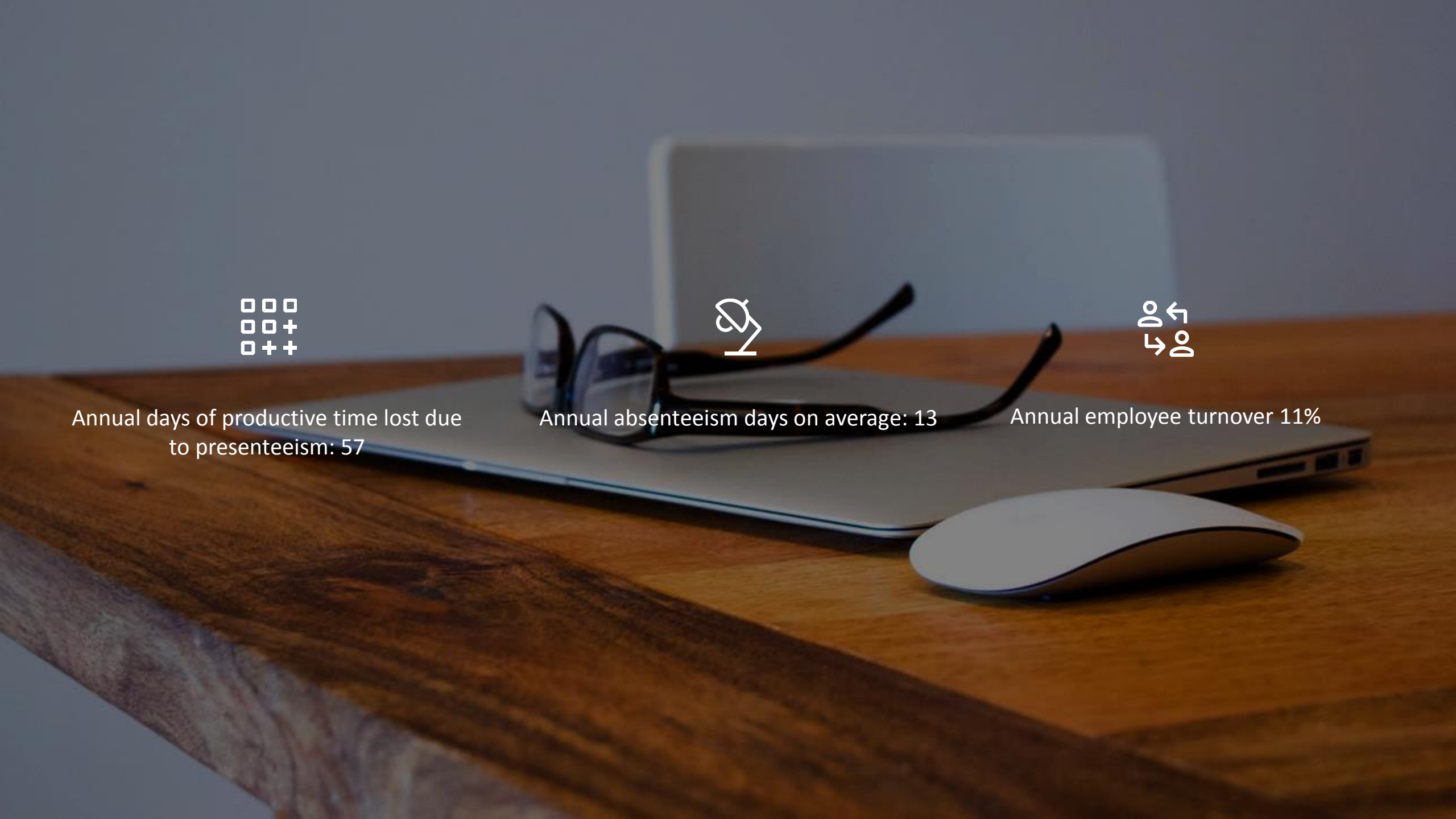
Disengaged employees

Counter productivity

Lack of awareness for health

Misaligned work / life balance

Results in high costs (high illness rates & employee turnover)



Annual days of productive time lost due to presenteeism: 57

Annual absenteeism days on average: 13

Annual employee turnover 11%

Visionarity

Who we are

Corporations

- Vitalized & energized employees
- Reduced costs and absenteeism
- Foster team building
- Employee & talent retention programs
- Increased productivity
- Best-in-class employer

Health Insurances

- More customer touchpoints & communication channels
- Leverage customer relationships
- Create sustainable prevention
- Tangible Corporate Social Responsibility (CSR)
- Deploy disruptive innovation
- Foster risk management

Visionarity

Our 3 USP

Three unique strengths you`ll only get with Visionarity

Gamification, different game engines, success for everyone

Through gamification, participants are motivated to a healthier lifestyle.

- Challenges for teams and individuals
- Different game environments
- Targeted activation of individuals with a low level of motivation

Individual user experience (User DNA)

Addressing personal needs and interests of participants.

- Increasing participants engagement with regard to their social, personal and local needs (interest, socio-demographics, geography)
- Targeted delivery of content according to defined filters (customer and user specific)
- Inclusion of third party offers, on- and offline experiences

Bonus- and loyalty programs for health management and prevention

Customer specific loyalty programs based on health and well-being.

- Participants' behavior is measured and evaluated
- Health-compliant activities are rewarded
- Wide range of benefits, from virtual points to monetary rewards

Visionarity

swisscom

Telecom, IoT, Health data center
Turnover: 11 billions €
Employees: 15’000
3 languages (FR, GER, IT)

«The Visionarity solution gives us the opportunity to coordinate all our offers and insights from one single point and the generic content can easily be enriched with our own corporate health offers & services.
Thanks to the unique user DNA, participant receives personalized content and have an individual experience .»

Martina Novo
Head of Corporate Health
Swisscom

Visionarity

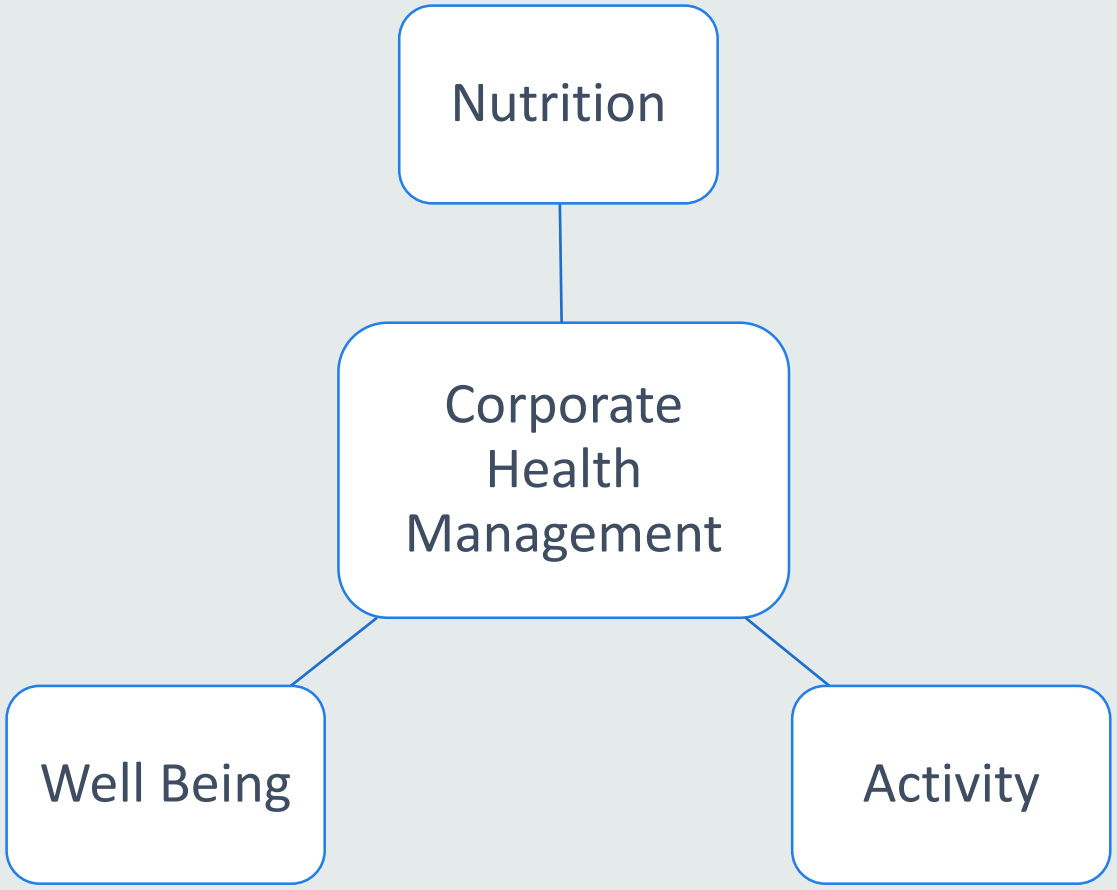
Case study by Swisscom - Strategy

Corporate Health Management

Safety & Protection	Promotion & Prevention	Absence & Talent retention

Visionarity

Case study by Swisscom – CHM at every stage



Global concept

Working hours, flexible & home office

Internal workshop

Surveys

Social council

→ Back to work meeting

Ergonomics at workplace

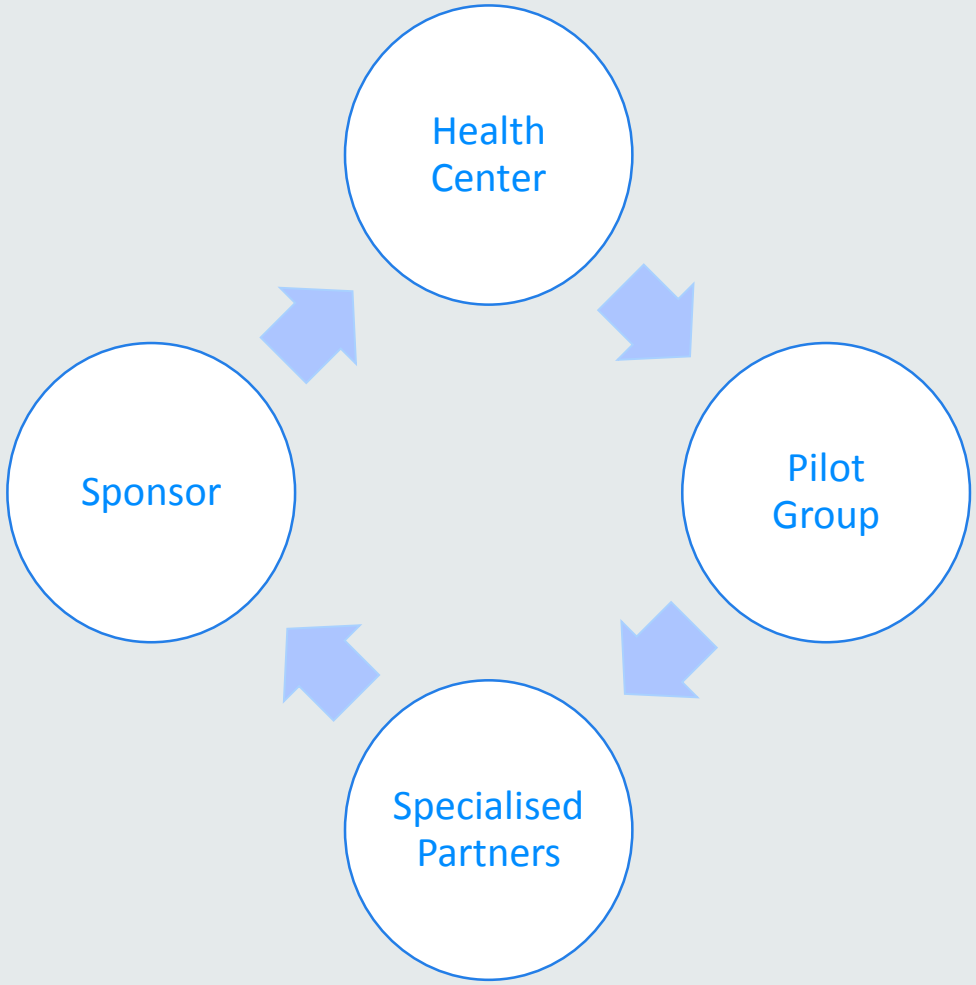
Staff restaurant with choice of healthy dishes

Infrastructure

…

Visionarity

Best case – Organization charts – Situation by Swisscom



Health Center:
Define Strategy & next topics
(Employee, CHM specialist, Manager)
Meeting : 2-4 times a year

Pilot Group:
Activate actions & execute controls on targets & costs
(HR Manager, Health & Safety, CHM owner)
Meeting: Every 2 weeks

Specialised partners:
Services to execute the actions
(e.g. Visionarity, coaches…)
Meeting by Visionarity: every 2 weeks

Sponsor:
Cost subsidiser
(CFO, CEO, Non profit organisation...)
Meeting: 1-2 time(s) a year

Visionarity

Case study by Swisscom – Communication strategy

What the employee needs to know?

- Visionarity is your portal / your platform for your well-being (Integration of existing services: e.g. Move! – Training).
- You'll find all the essential information on exercise, nutrition, workplace ergonomics.
- You can find great deals and products around the theme of health, whether you want to participate in a stress reduction course or looking for a new running shoe.
- You can onboard to steps challenges.
- Data security: data are only provided to the employer with an aggregated view.

Visionarity

Case study by Swisscom – Company branding

External Agency to work on:

Defining the communication plan

Insure corporate values are part of CHM

Shaping customer journey

→ Working on Visionarity product development

Swisscom values:

Always on the move

Quality rather than quantity

Committed to Switzerland

Visionarity

Case study by Swisscom – Communication example

Visionarity

Case study by Swisscom – Communication example

Das bietet **Healthi** für Ihr Unternehmen

Einfach, intuitiv und anpassbar

Unsere Leistungen	Ihre Vorteile
> Webbasierte Plattform für digitales Gesundheitsmanagement > Unterstützung auf Desktop, Tablet und Smartphone	> Kulturbildung und Positionierung > Unternehmenseigenes Look & Feel > Keine zusätzliche Infrastruktur notwendig

Umfrage- und Analysewerkzeuge

> Umfragewerkzeuge > Analysemöglichkeiten auf aggregierten Daten > Tool für zielgerichtete Kampagnen	> Umfragen und Auswertungen zu Gesundheitsthemen > Aufnahme des Befindens in Ihrem Unternehmen > Vermittlung von Wertschätzung

Nutzer im Zentrum

> Personalisierter Inhalt > Wettbewerbe und Nutzer-Community > Zahlreiche Sensorschnittstellen (z.B. Fitbit)	> Kommunikationskanal mit hoher Nutzerbasis > Nutzer werden angespornt, sich mehr zu bewegen (Wettbewerb, Vergleich, Vernetzung) > Eine Plattform für alle Gesund-heitsthemen

Experten- und Unternehmensinhalte

> Durch Experten validierte Inhalte	> Experten-Inhalte für Mitarbeitende

Visionarity

Case study by Swisscom – Communication example

Healthi

Your personal newsletter

SWISSCOM

Energy drinks: proceed with caution

If you want to stay awake, coffee is a better choice than energy drinks. What Red Bull promises in its advertising slogan apparently became a reality for its American counterpart Rockstar Energy – namely, giving consumers wings (to flee the product). This was ...

Read more

NUTRITION

Is it possible to snack and be healthy at the same time?

The nutritionist's view Charlotte Weidmann To answer this question, we have to establish the difference between a 'snack' and 'snacking'. 'Snack' is a trendy, snappy and short term that we use to describe anything from elevenses to refreshments to afternoon ...

Read more

SWISSCOM

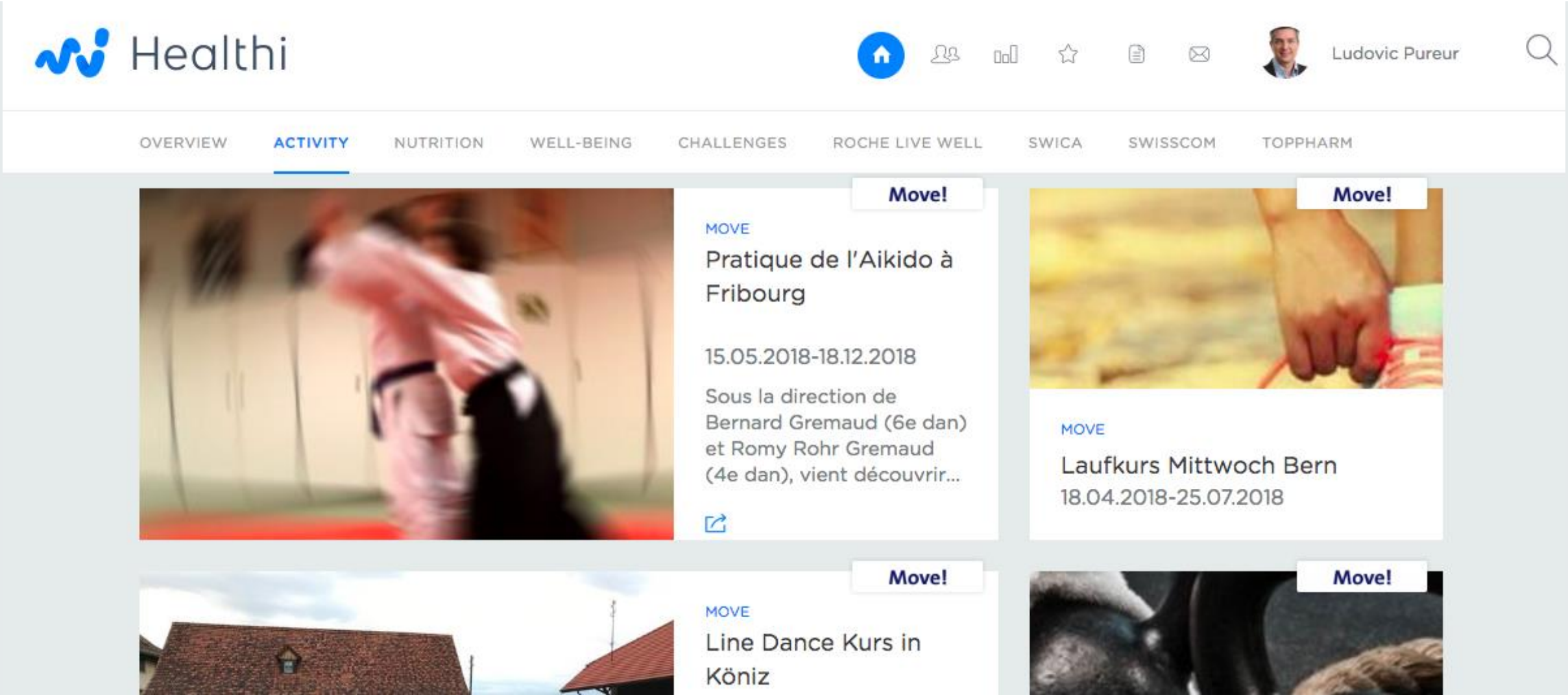
Gewohnheiten ändern – Tipps zur Umsetzung

WELL-BEING

Stress is the spice of life

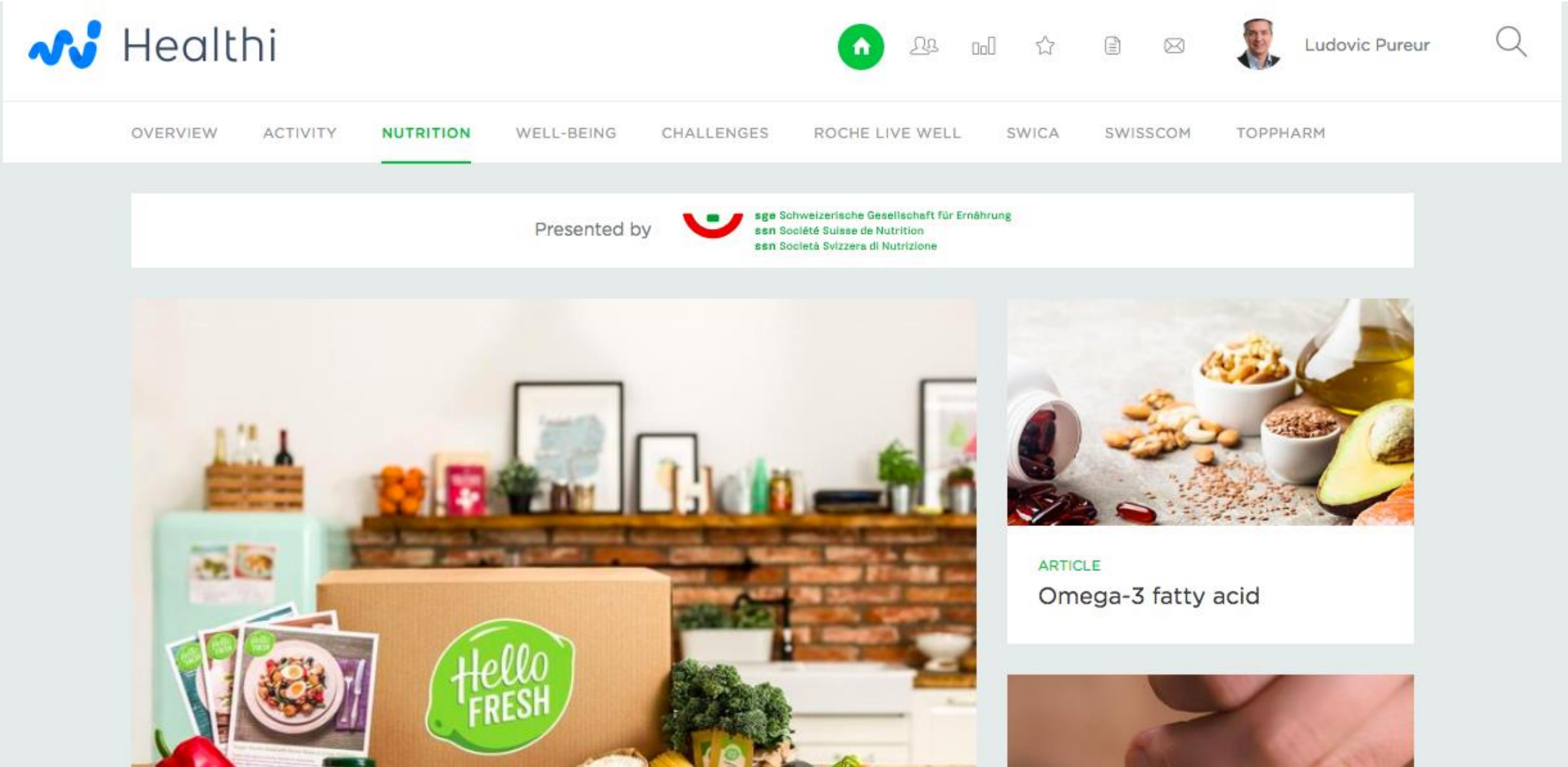
Visionarity

Case study by Swisscom – The web app



Visionarity

Case study by Swisscom – The web app



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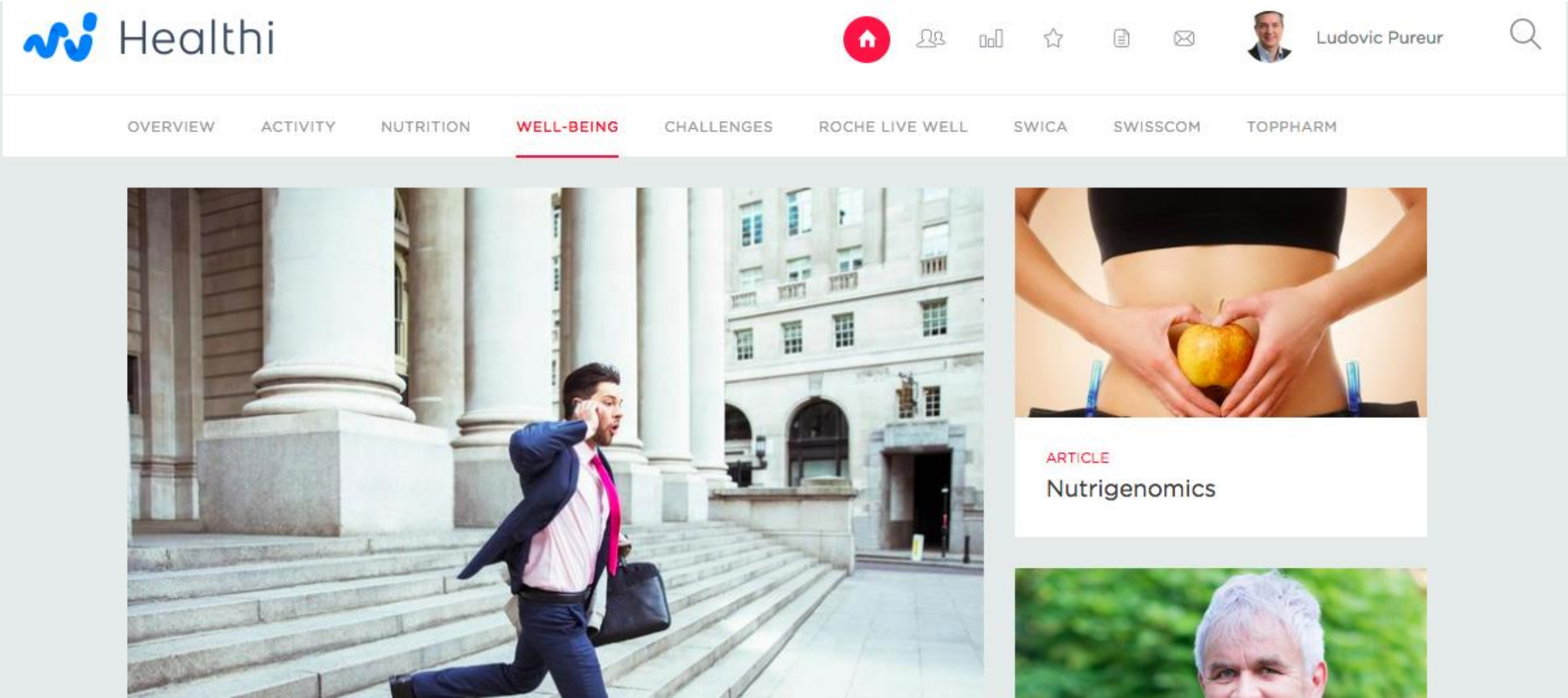

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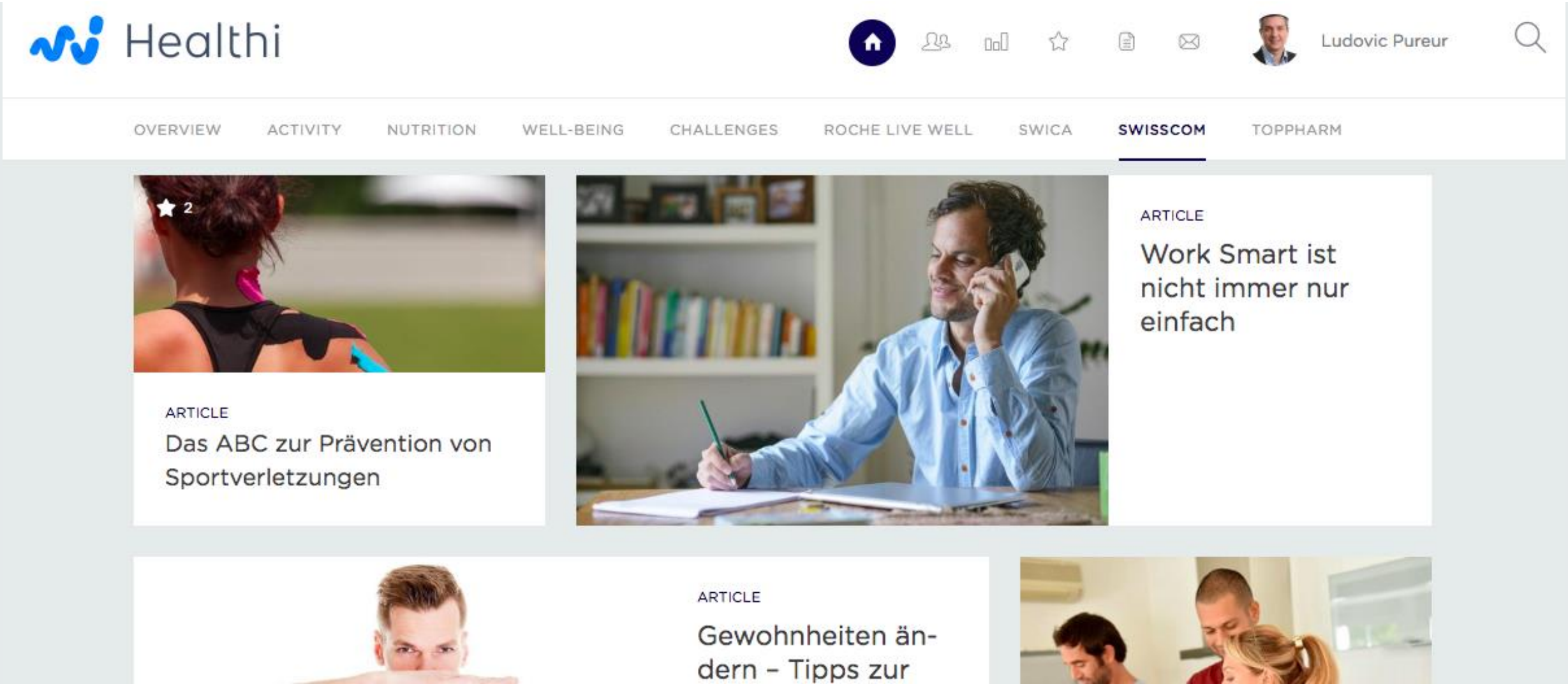

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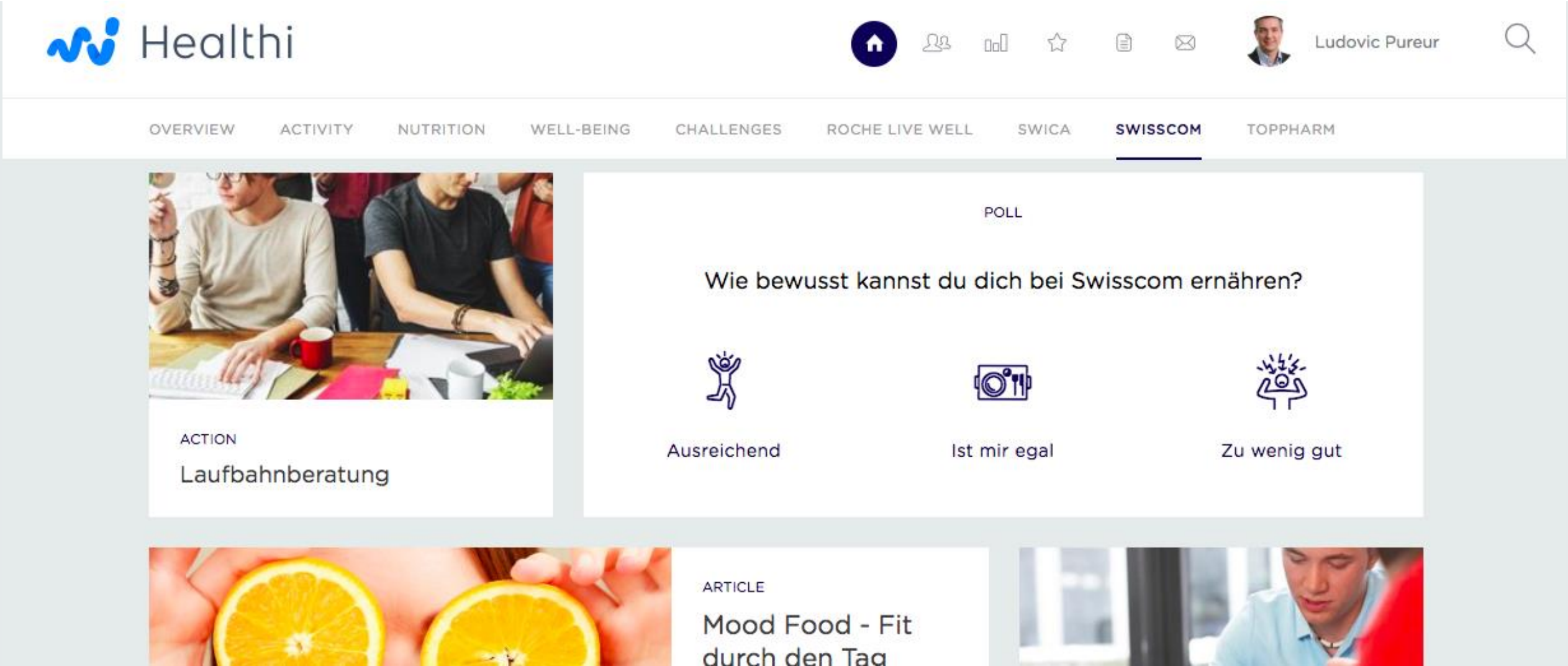
Case study by Swisscom – The web app



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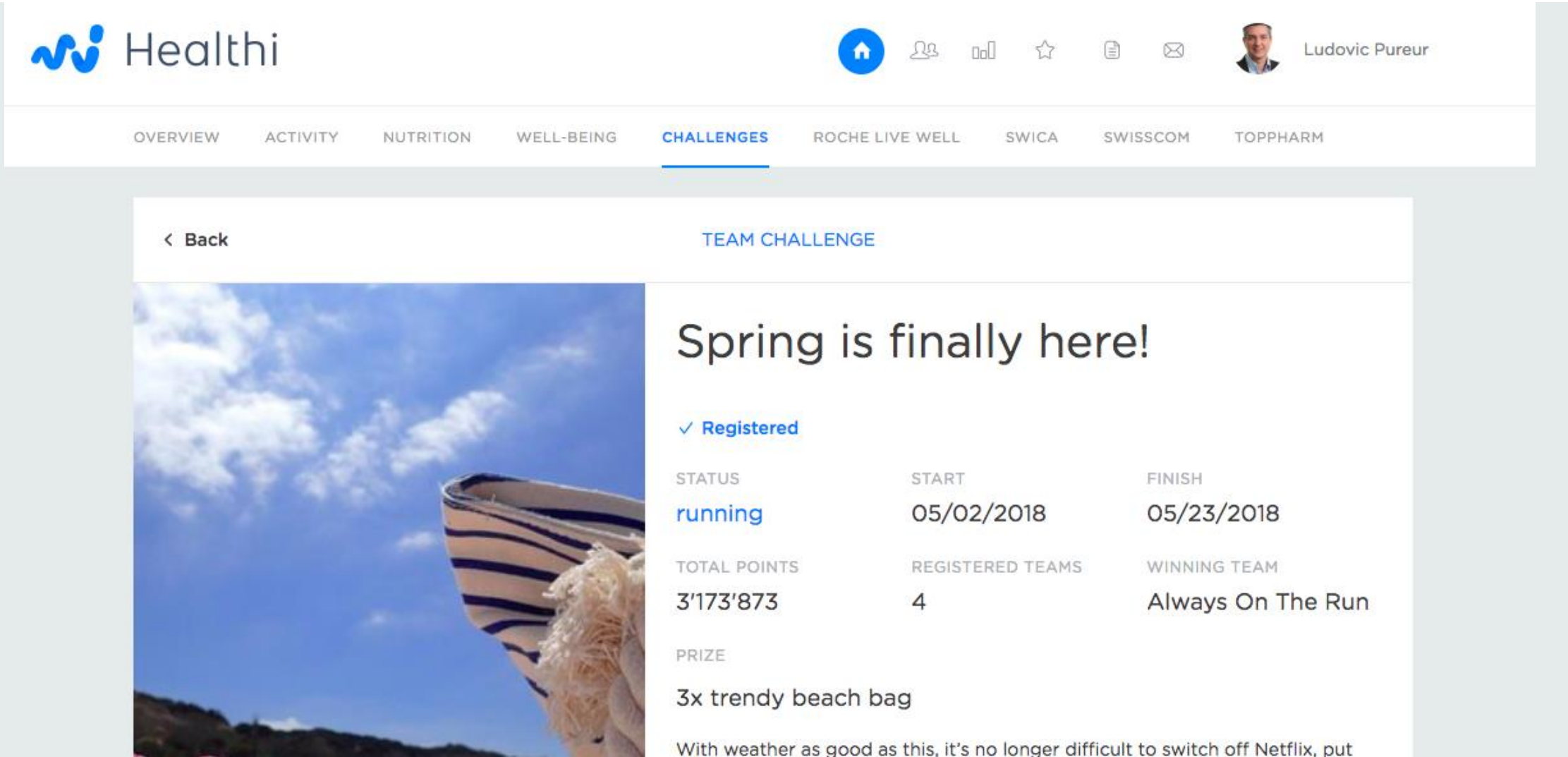
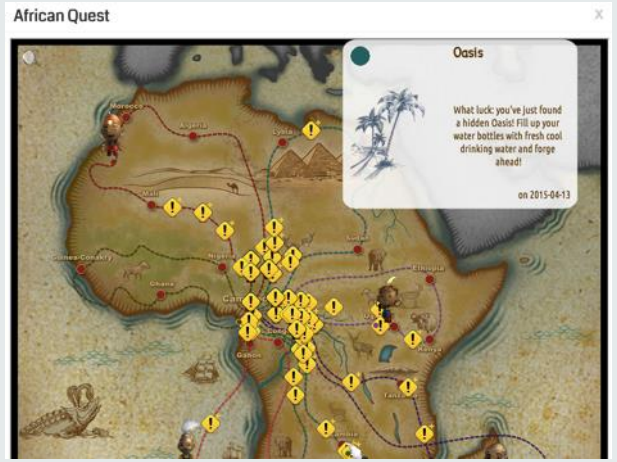
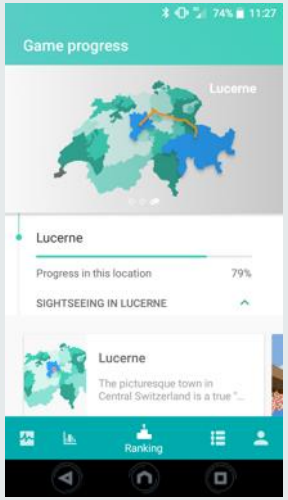
Case study by Swisscom – The challenges



Visionarity

Key to engagement – The challenges





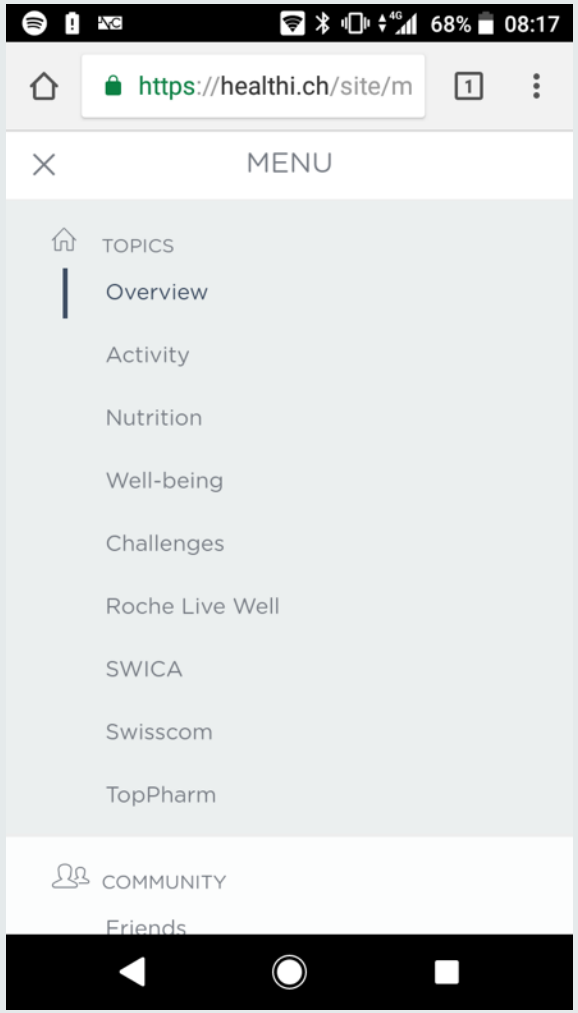
Gamification, different game engines, success for everyone

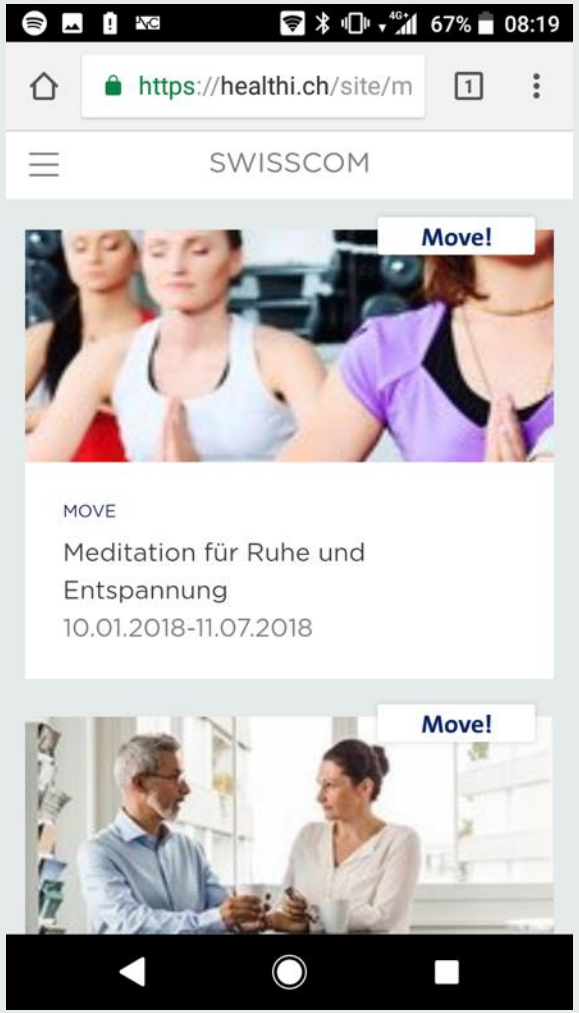
Through gamification, participants are motivated to a healthier lifestyle.

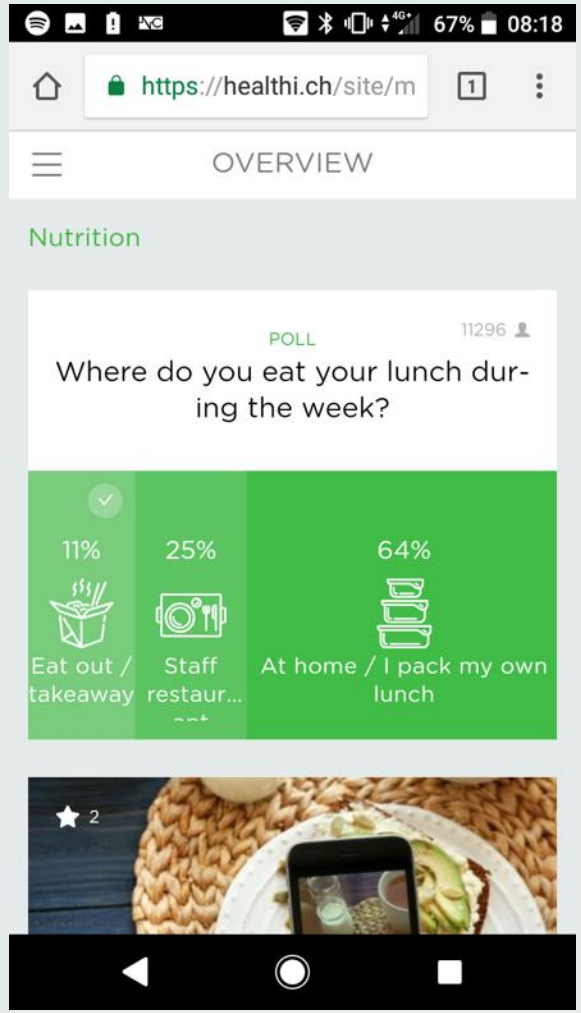
- Challenges for teams and individuals
- Different game environments
- Targeted activation of individuals with a low level of motivation
- Virtual rewards and benefits
- Success is measured with customer specific KPIs

Visionarity

Case study by Swisscom – The mobile App





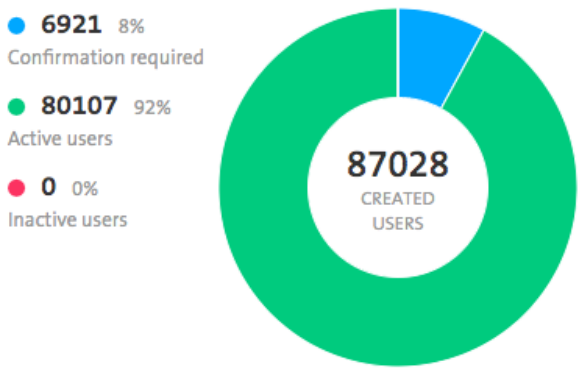


Visionarity

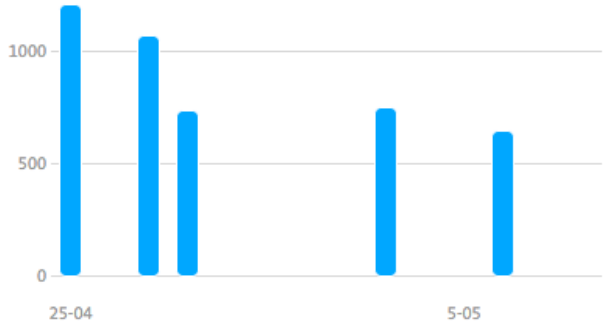
Case study by Swisscom – Big data & the dashboard

Dashboard

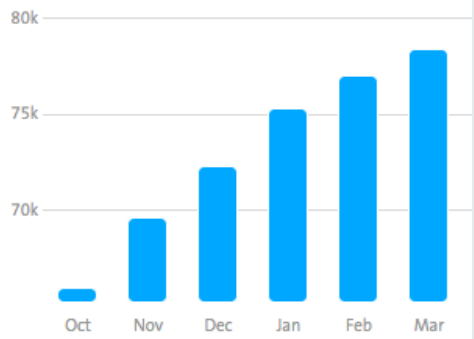
User status



Logins



Active users



Trending content

Would you like to know more about t...	6.0%	+0.0%
Start the day with a run or a trip to th...	3.0%	+3.0%
Would you like to know more about in...	4.0%	-1.0%
Your smartphone is also a pedometer!	1.0%	-2.0%
(Wo)Man in the mirror	1.0%	+0.0%
Coffee for an energy boost – fact vs. fi...	1.0%	+1.0%

Impressions

169,439

-6,694 FROM LAST MONTH

Click-throughs

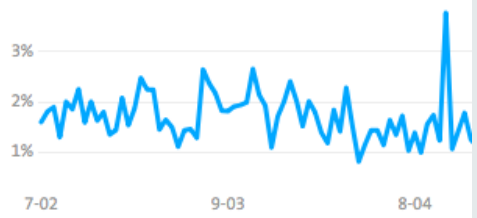
2,461

-103 FROM LAST MONTH

CT-rate

1.5%

+0.7% FROM LAST MONTH



Trending traits

high activity level	15.7%	+1.9%
medium activity level	11.1%	+1.1%
low activity level	6.8%	+0.8%
professional	2.7%	+0.7%
cycling	23.4%	+0.3%
male	37.1%	+0.3%

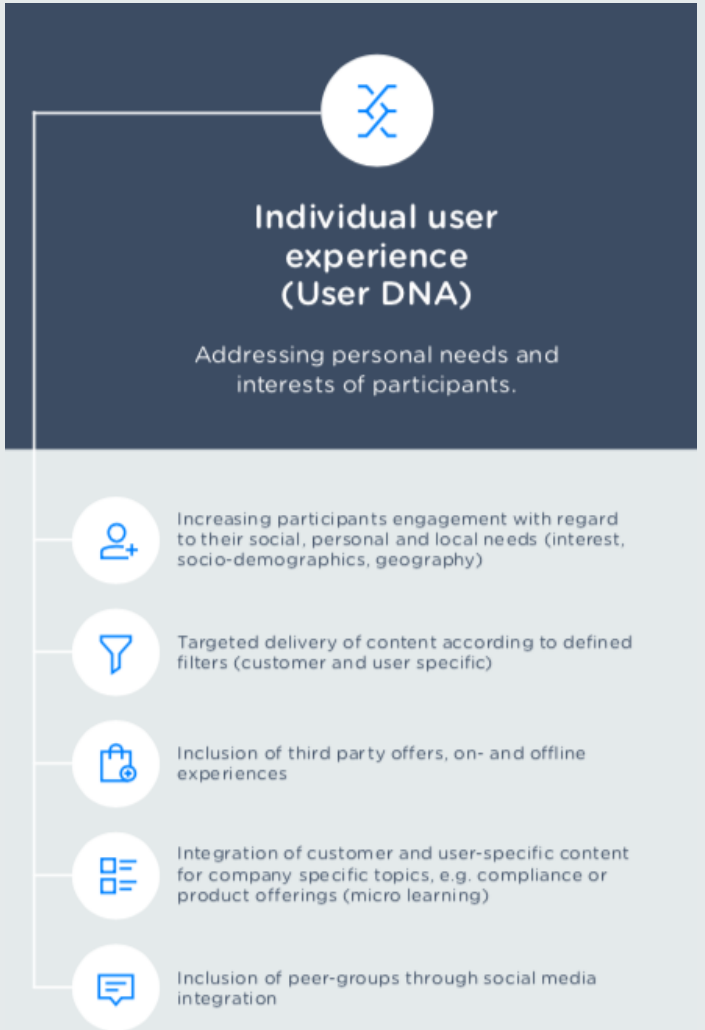
Visionarity

Case study by Swisscom – The User DNA

User DNA

activity

Trait	Unknown	Negative	Positive	Percent
alone (activity.alone)	82376	340	4323	5%
cycling (activity.cycling)	66542	101	20396	23%
group (activity.group)	85923	638	478	1%
high activity level (activity.high)	61667	11739	13633	16%
indoor activities (activity.indoor)	82877	323	3839	4%
jogging (activity.jogging)	86360	276	403	0%
low activity level (activity.low)	62762	18426	5851	7%



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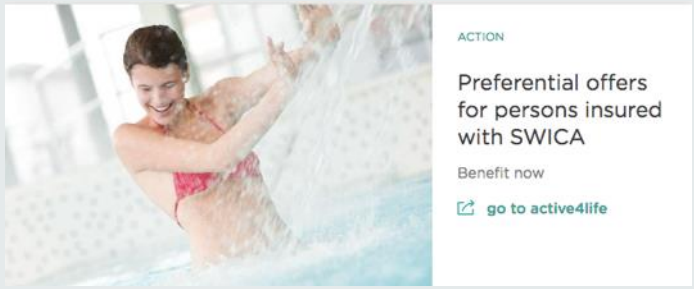
Case study by Swisscom – a framework to leverage existing partners & services



ACTION

Preferential offers for persons insured with SWICA

Benefit now

go to active4life

WEB

Live well. Find your balance.

Sustainably promoting the health culture at work.

Visit

Move!

MOVE

Cours accéléré «Futur père»

24.05.2018-07.06.2018

Tout homme qui devient père pour la première fois se trouve confronté à une multitude d'attentes et d...

ACTION

SWICA's risk test for diabetes

Risk test for diabetes – take it now, online

Go to the test

ARTICLE

Mini-Workshop «cook@work»

Bonus- and loyalty programs for health management and prevention

Customer specific loyalty programs based on health and well-being.

- Participants' behavior is measured and evaluated
- Health-compliant activities are rewarded
- Wide range of benefits, from virtual points to monetary rewards
- Unique eco-system combinable with systems of different customers and partners
- eHealth Bonus Card (White-Label)

Visionarity

Case study by Swisscom – The KPIs

Create positive awareness

Average number of sessions per user

Number of minutes average duration

Number of returning users

Active users

Behavior change (quantitative)

Activity.low, Medium, High

Sleep, Stress, BMI

Challenge Participation

Partner uses

Behavior change (qualitative)

Content, Partner & User DNA traits

Users satisfaction (survey by quick polls)

Absenteeism rate (below 3%)

Visionarity

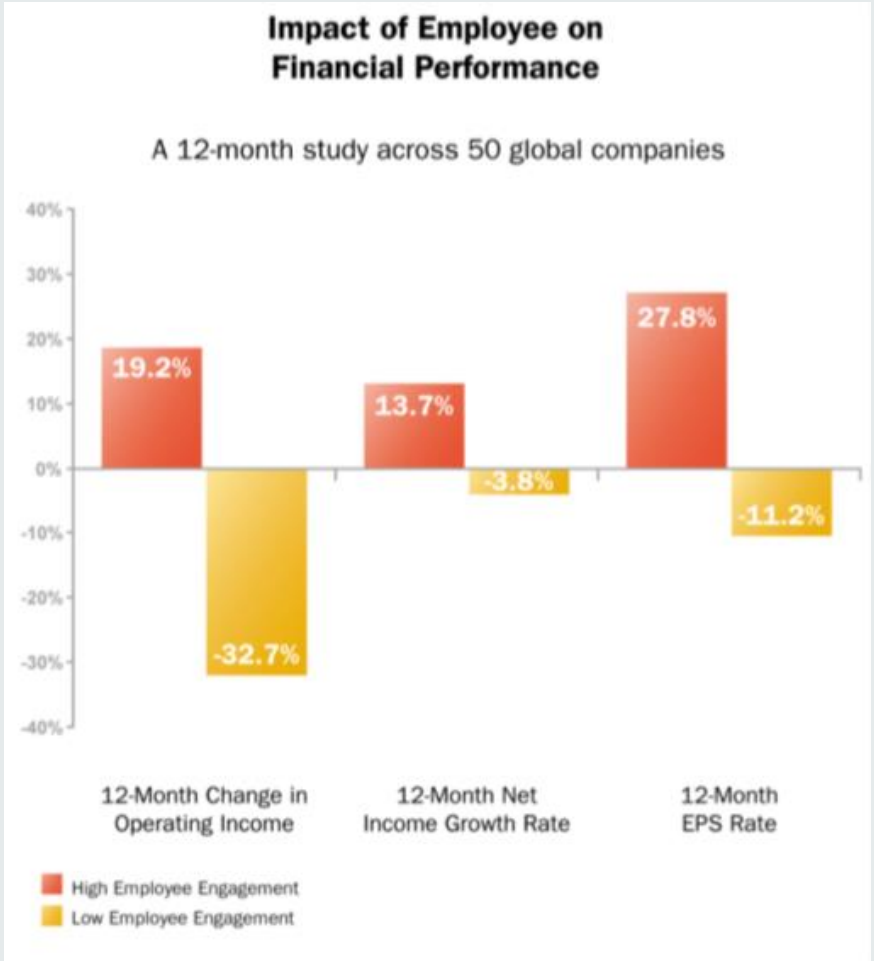
Case study by Swisscom – Budget

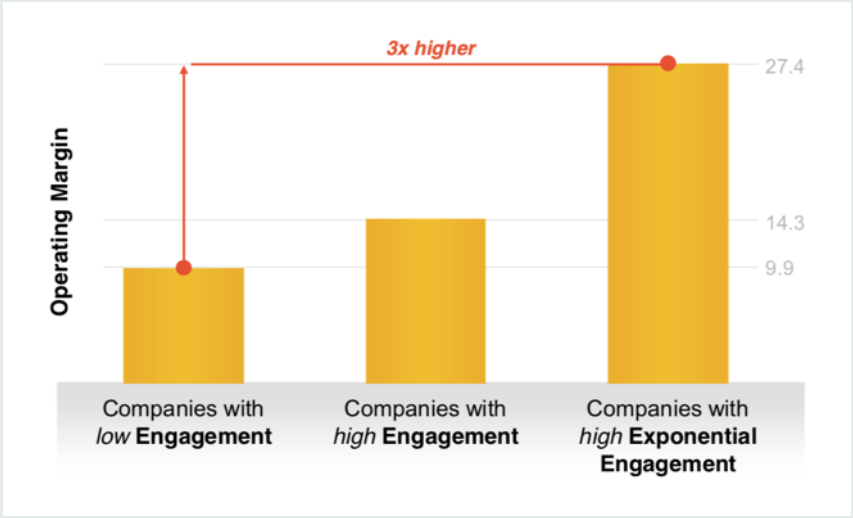
Visionarity Platform	Depends on active users (roof value fixed at:)	300 000€	
Strategy & plan	External branding agency		10 000€
Communication	Newsletters		4 000€
Events			10 000€
Print materials			10 000€
Cooperation	Move! (partner example)		10 000€
Rewards & Gift			10 000€
Ecosystem subsidies	Depends on annual negotiation	Paid by users	
	Total Max	354 000€	

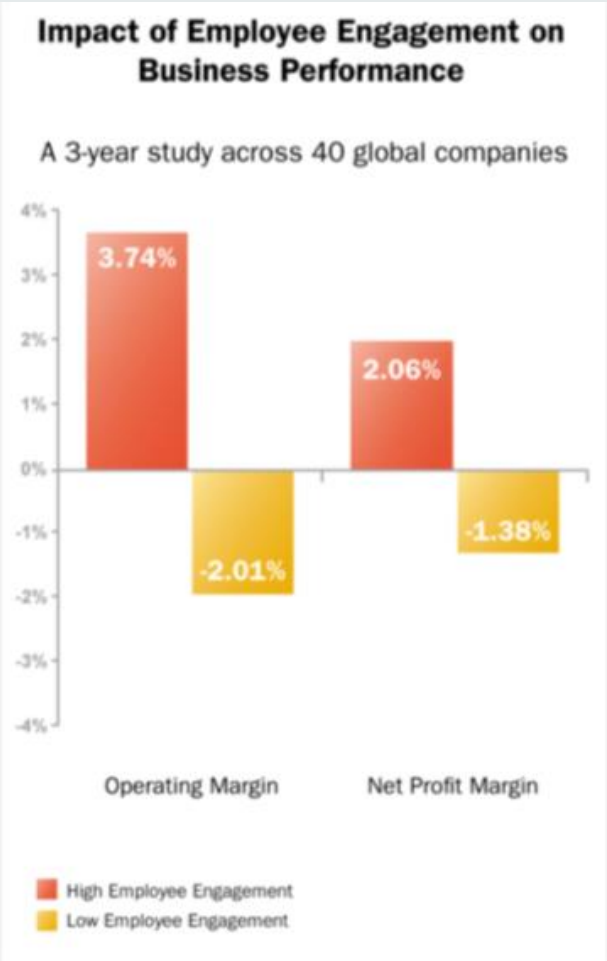
Depending on penetration results: Costs are from 2€ to 8€ per employee per month

Visionarity

How to generate a positive ROI







Calculating your ROI!

Employee Productivity

Motivated employees are about 20% more productive

LINK

Reduced absenteeism

Companies with high employee engagement saw 41% lower absenteeism

LINK

Employee Turnover

There is a 40% correlation between engagement levels and turnover

LINK

Data required:

- Number of employees
- Average salary per employee
- Revenue per employee
- Absenteeism rate
- Turnover Rate
- Average cost to replace an employee

Visionarity

Case study by Swisscom – A strategical journey

Keys to a successful Corporate Health Management programme

Define a strategy

Get a support from C-Level people

Initiate a ROI plan over 3 years with your CFO & measure KPIs

Define a project manager and a dedicated team from different departements (e.g. marketing, safety, legal, HR…)

Define ambassadors to promote the programme down the organisation

Use the features to improve your content to targeted audience

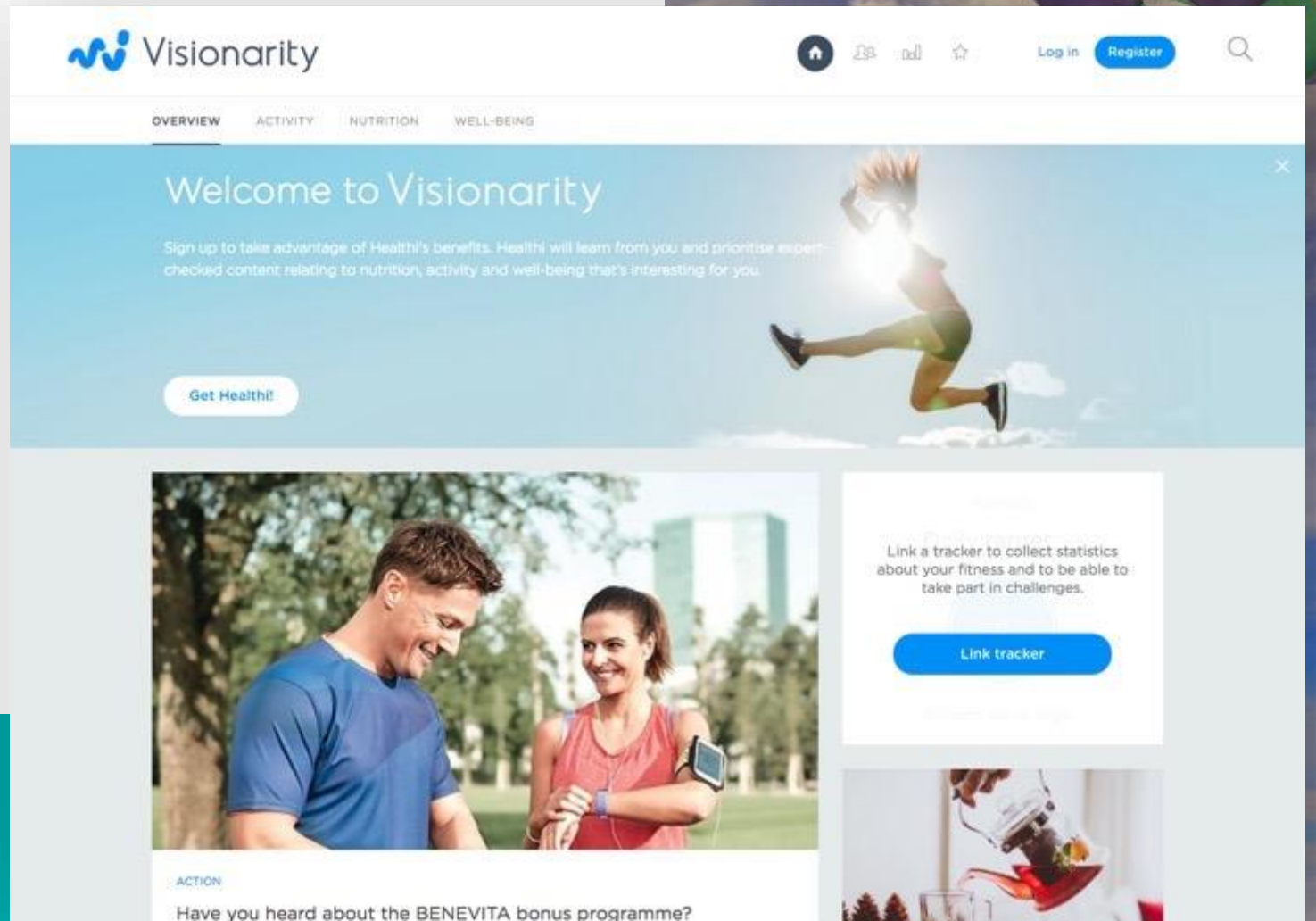
Leverage your existing services and partners

Special Amsterdam Offer with GARMIN

Details

- 3 months pilot free
- 25% discount on New Garmin devices (Vivofit 4)

Visit us on booth 25 for details!



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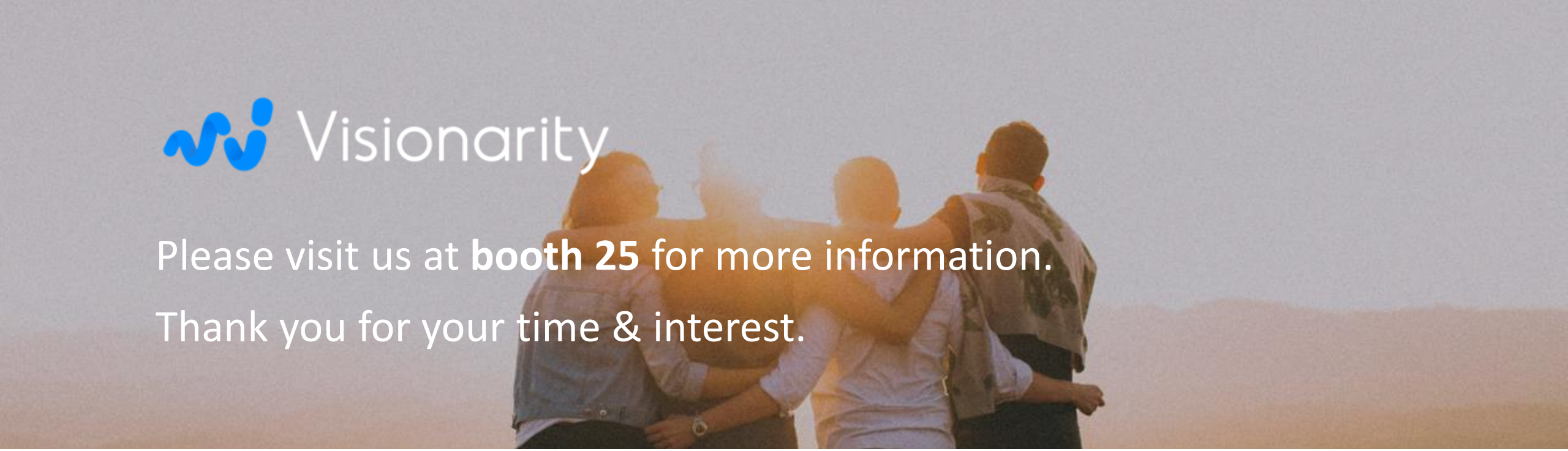

Please visit us at **booth 25** for more information.

Thank you for your time & interest.

Ludovic Pureur

CRO

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HIPAA COMPLIANCE
Health Insurance Portability and Accountability Act

GDPR
EU General Data Protection Regulation
25 May 2018