

## How on-demand courses drove a 336% lift in program utilization for a major health and wellness services company.

*“Our members wanted self-directed options, but to still have access to live coaches when they need it. The Big Know’s high level of engagement gave me confidence it would translate to our programs.”*

*- Wellness Coaching Product Leader*

### Engaging Members with On-Demand Courses

With phone, secure email and chat, a major health and wellness services company had built a great wellness coaching product for their client organizations’ employees who wanted guidance and accountability from a real coach.

The Big Know’s challenge was to integrate our digital courses and platform solutions to help make the wellness product’s coaching services more scalable.

“Our employers’ #1 issue is employee engagement in wellness programs,” said a leader of the wellness coaching product.

Through integration with our client’s technology, The Big Know’s series of powerful wellness courses now coach members at personalized moments and provide an on-demand way to reach their personal goals.

# Results Summary

## Challenge

- » Lift employee utilization with wellness coaching programs
- » Provide members with self-directed, on-demand learning they want

## Solution

- » Partner with world-class experts on key wellness topics
- » Add courses on sleep, stress, nutrition, exercise and mindfulness
- » Integrate courses at strategic moments within wellness coaching program

## Why The Big Know?

- » Proven ability to drive deep engagement through learning
- » Broadcast quality content
- » Fast and experienced product team to solve tech integrations

## Engagement Results

- » Seeing 336% lift for on-demand courses vs personal coaching
- » Hit monthly adoption goal 3 days after launch
- » Over 1 hour spent learning per employee with multiple average visits
- » Clear signal from employees that the courses help them

## Business Results

- » 62% drop in coaching program costs
- » 570% lift in program profitability
- » Won industry award with The Big Know for excellence in healthcare programs

## Comments from employees taking on-demand courses:

*“I loved this course. I’ve never meditated, but this is something I’m looking forward to using on a regular basis.”*

- Debra - Mindfulness course taker

*“I’m starting to reflect on my life, who I’ve become and who I want to be. I want to be a happier, more optimistic person. So here I am...”*

- Matthew - Stress course taker

*“I appreciate how easy this course was to use, as well as the resources for additional learning. I have new tricks up my sleeve to get better rest and feel better.”*

- Ashley - Sleep course taker

*“I am excited to apply the plan to my everyday life.”*

- Kelly - Nutrition course taker