

A group of people, including a woman in the foreground, are in a plank position on a gym floor, smiling and looking forward. The background shows a brick wall and other people in the background. A large blue circular graphic is in the bottom right corner.

SWÖRKIT
HEALTH

SWORKIT
CASE
STUDIES

University Employees Get Active through Diversity & Inclusion-Friendly Movement App*

An inclusive physical activity philosophy supports all individuals receiving the necessary support and accommodations to achieve personal participation goals, regardless of label or setting. (1) We can make fitness and wellness spaces less about performative goals and milestones and more about unification. (2)

CLIENT CHALLENGE

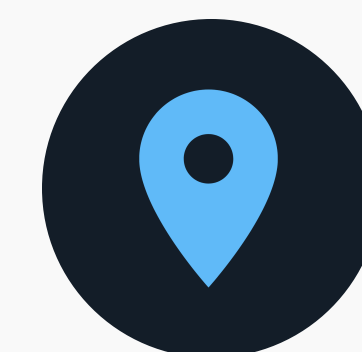
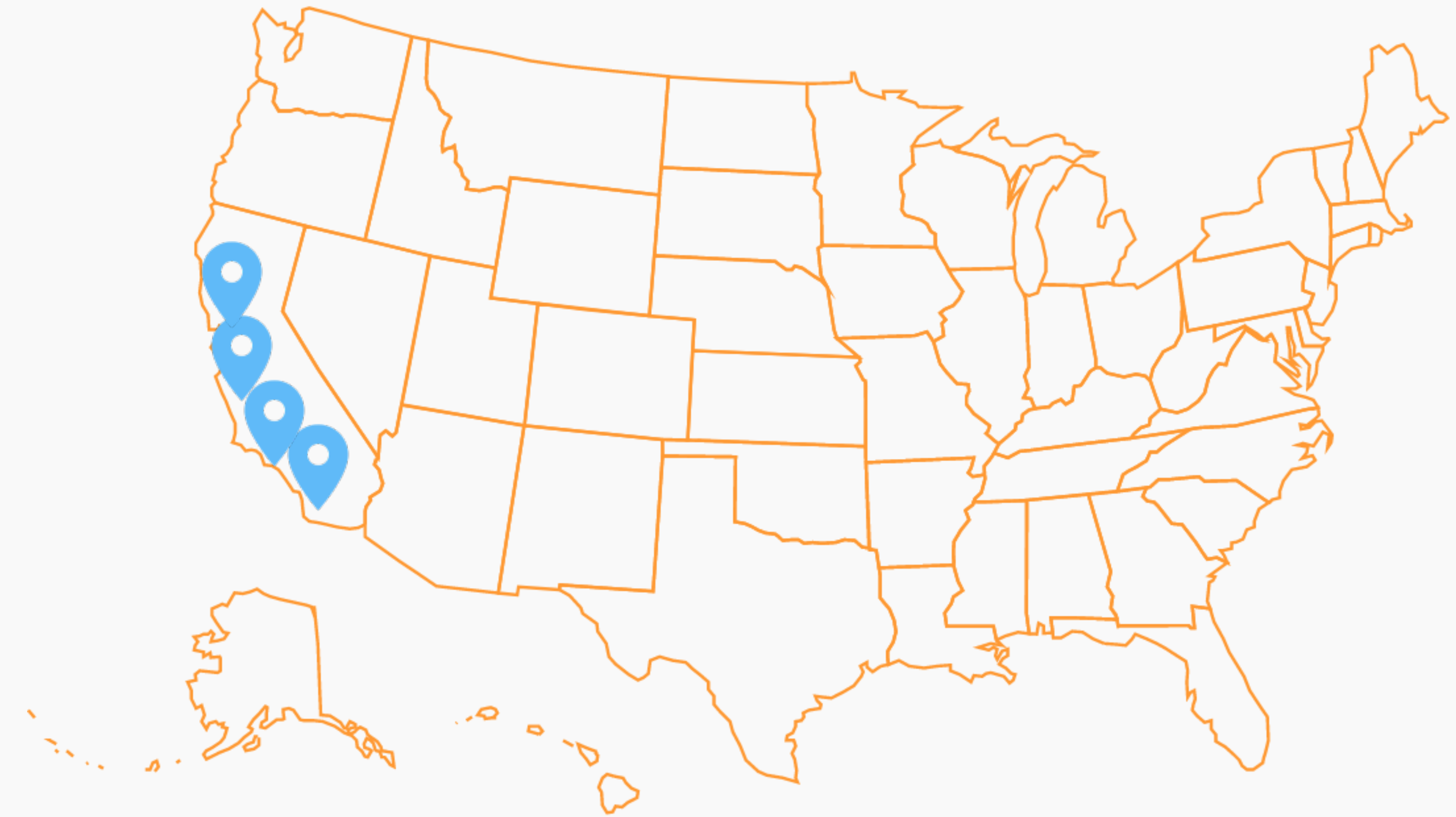
National University (NU) has a largely remote, and diverse, employee population. The University views employee well-being as a top priority in their Whole Human Employee strategy. As part of their well-being strategy, The Wellness Loop was created to provide programs and resources to employees, integrating 4 pillars of wellness – physical, financial, emotional, and purpose. NU needed a solution to provide purposeful tools and resources that met the needs of a remote workforce for each wellness pillar.

SWORKIT HEALTH APPROACH

Sworkit partnered with National University to create customized challenges and communications that incorporated the Physical Well-Being pillar. This included promotion of challenges through The Wellness Loop monthly newsletter, their internal SharePoint site, Microsoft Teams, and at each New Employee Orientation. Sworkit also provides participation data and other metrics to meet the assessment needs of National University.

RESULTS

Sworkit created a custom challenge for NU's Human Resources Department, which focused on minutes of physical activity. Each participant was able to exercise anywhere, at any time, but most importantly, choose any form of physical activity that met their needs. Results were impressive – each participant logged an average of 50 minutes of daily activity – more than the national daily recommendation of 30 minutes. The challenge also encouraged team bonding, connection, and engagement in a remote work environment by creating teams of employees that normally do not interface on a daily basis.



LOCATION: CALIFORNIA AND U.S. REMOTE



COMPANY SIZE: 3,000+ EMPLOYEES



INDUSTRY: EDUCATION

BACKGROUND



As the largest non-profit university in San Diego, National University is breaking barriers in education. As a growing network of non-profit educational institutions, they are united in their mission to build a better future for 41,000+ students and more than 3,300 employees.



***This case study was created in partnership with National University.**

1. <https://us.humankinetics.com/blogs/excerpt/essential-points-for-adopting-an-inclusive-physical-activity-philosophy>
2. <https://blog.afaa.com/diversity-in-fitness>

Global Company Finds Inclusive Fitness Solution to Support Diversity in Employee Needs

A study from Korn/Ferry International surveyed over 12,500 executives and found that 64% speak two or more languages. (1) Also, a 2022 study from Deloitte that surveyed 175 CEO's in 15+ industries, confirmed that inclusion, equity, and diversity are a top focus in wellbeing moving forward. (2)

CLIENT CHALLENGE

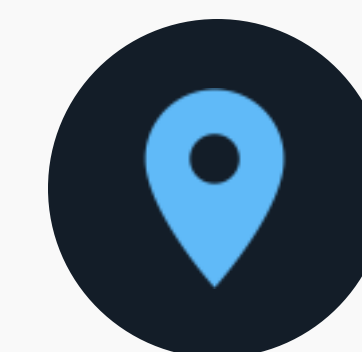
Endava wanted to provide an inclusive fitness benefit to support their global diversity: different languages, cultures, locations, and lifestyles.

SWORKIT HEALTH APPROACH

The Endava Wellbeing initiative is a four-pillar program organized around Mind, Body, Home, and Community. Sworkit is the exclusive offering for their Body pillar and is being paid for by funds previously used for in-person gym memberships. Endava has worked with Sworkit to provide masterclasses that each drive engagement and adoption of the platform. Endava announced Sworkit membership for employees alongside Sworkit's keystone webinar on The Science of Exercise.

RESULTS

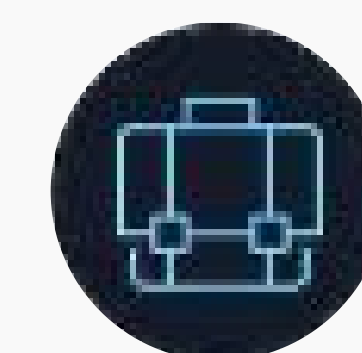
As of May 2021, over 7,000 participants have joined Endava's workshops and masterclasses led by renowned experts. More than 2,500 people signed up for their different Wellbeing Apps and communities, and accessed the content from their broad digital library over 4,000 times. Satisfaction levels are high, with 97% of participants recommending Endava Wellbeing to a colleague.



LOCATION: THE UK, USA, GERMANY, & THE NETHERLANDS



COMPANY SIZE: 8000+ EMPLOYEES



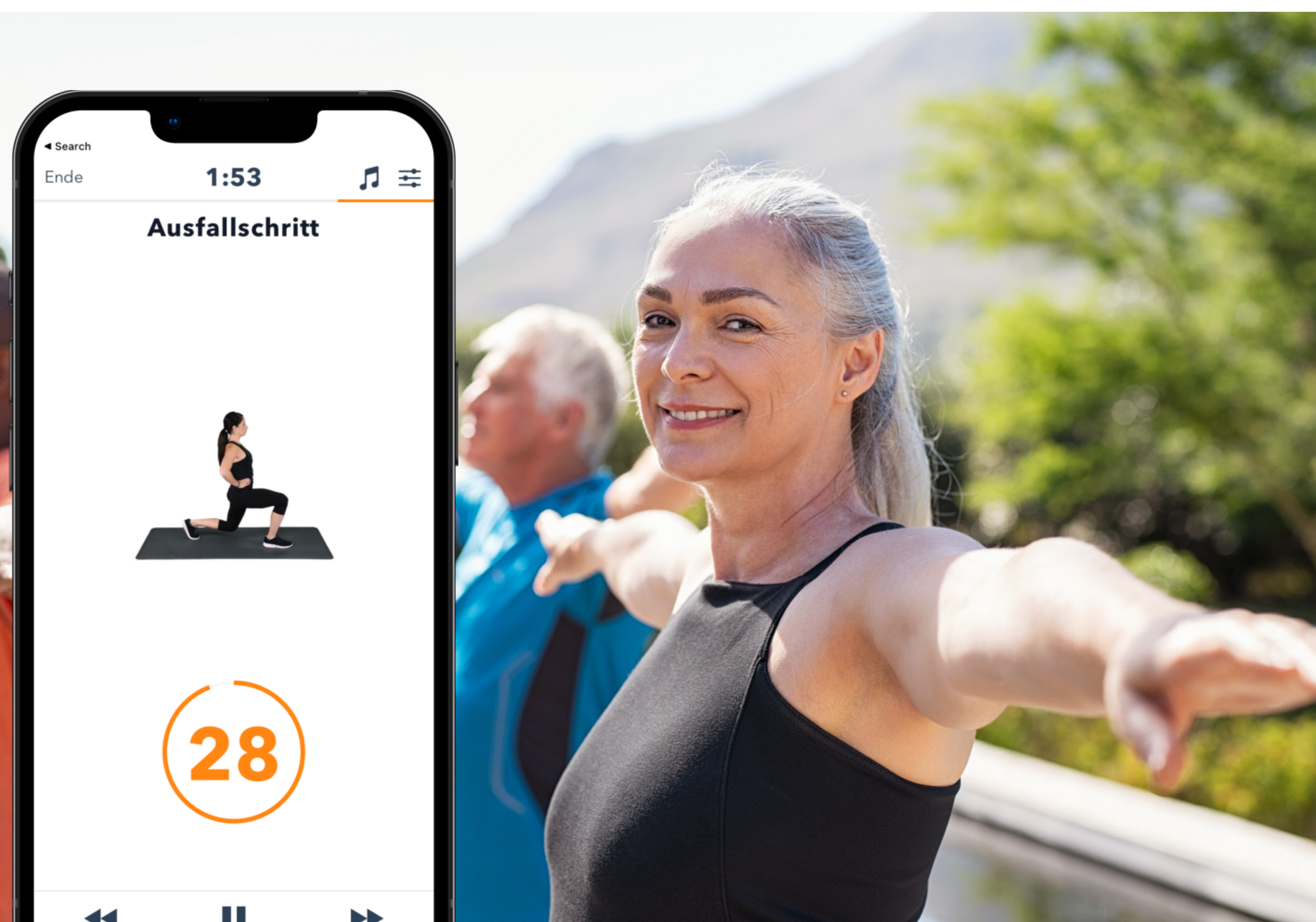
INDUSTRY: SOFTWARE & TECHNOLOGY

BACKGROUND

- ✓ Endava is a multi-national software and technology services company headquartered in the UK, USA, Germany, and Netherlands with more than 8000 employees in over 18 countries.

HEAR IT FROM THE PROFESSIONALS

- ✓ "Sworkit offered us a more flexible fitness and inclusive benefit than local gym reimbursements."
— Simon, Group Digital Learning Manager, USA





Effectively Leveraging Wellness Dollars Contributes to Award-Winning Healthy Workforce

CLIENT CHALLENGE

With about 16% of employee population at health risk due to not getting enough physical activity, a municipality wanted to find an effective way to promote physical well-being among their employees.

The previously existing self-administered walking program proved to be administratively burdensome, relying on participants to submit walking logs through email to receive incentives. Moreover, the program's exclusive focus on walking failed to accommodate diverse physical activity preferences and lacked expert guidance beyond this singular activity.

The implementation of Sworkit Health aimed to address these challenges and revolutionize the approach to wellness for all employees.

SWORKIT HEALTH APPROACH

Sworkit Health emerged as the leading solution due to its ability to provide diverse challenges, real-time data syncing, and comprehensive fitness guidance to better support employees.

Strategies used to enhance the program included:

- A Monthly Rewards and Ongoing Milestone Program to incentivize physical activity through the Sworkit platform using real-time reports and data
- Direct messaging supported through the Sworkit app to promote continued engagement

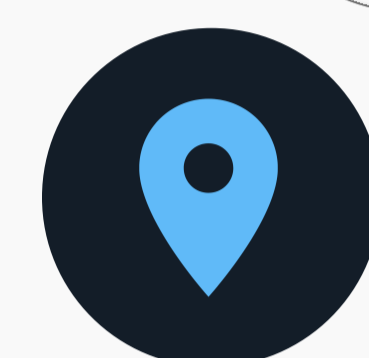
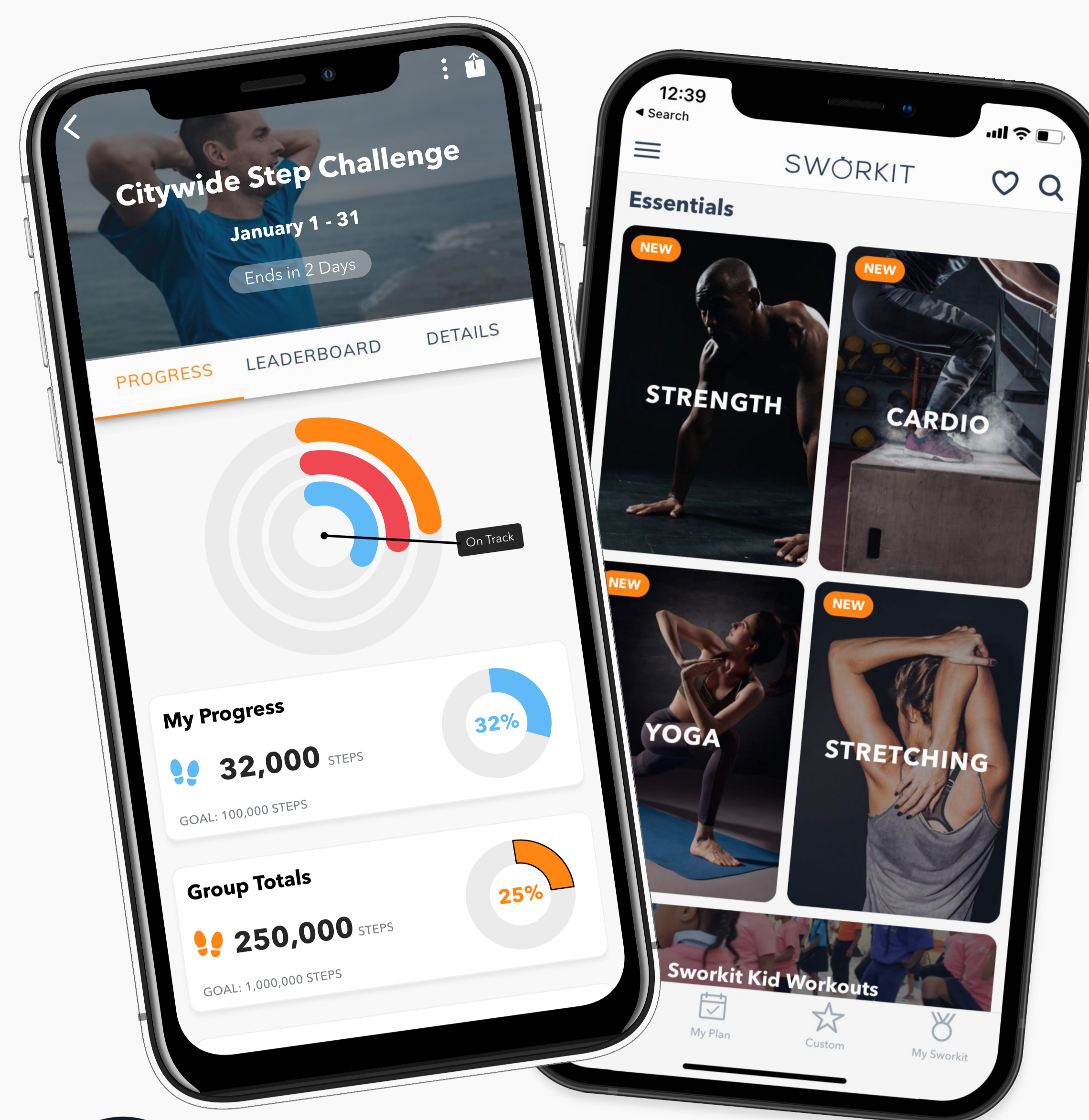
RESULTS

Since implementation, there has been positive employee feedback, as well as increased engagement in the physical activity program compared to the previous walking club.

This client achieved two workplace well-being awards in 2023, both of which take into consideration physical well-being. They were recognized as a 2023 Cigna Healthy Workforce Designation™ Gold level recipient and met American Heart Association criteria for Silver recognition in the Association's 2023 Workforce Well-being Scorecard™.

About 20% of their employee population is enrolled in Sworkit, with 83% of those enrolled being consistently engaged in Sworkit for exercise guidance. This compares to retention rates for other health and fitness apps being around 37% on the first day, and dropping to 9% by day 28. (1, 2)

1. <https://www.businessofapps.com/data/health-fitness-app-report/>
2. <https://www.exercise.com/grow/fitness-app-statistics/#fitness-app-usage-statistics>



LOCATION: Florida



COMPANY SIZE: 1,000 Employees



INDUSTRY: Government

BACKGROUND

- ✓ The employee population is characterized by a median age of 45.7 years, recognized for its award-winning wellness program.

HEAR IT FROM THE TEAM

- ✓ *"We met with several fitness apps before landing on Sworkit. Sworkit offered the best overall package – it is both admin and user-friendly, offers access to a wide variety of video-guided workouts and live class options, the ability to sync with many devices and wearables, and the pricing structure is straightforward. All these items were important to us since our goal was to incentivize physical activity to our employees through the app."*

-Benefits Manager

Trial Fitness Challenge Brings Remote Employees Together & Boosts Company Morale

Too much time sitting down has been linked to higher rates of heart disease, type 2 diabetes, colon cancer, lung cancer, and premature death.(1)

Plus, out of nearly 2,500 remote workers surveyed in 2019, some of the biggest challenges associated with remote work are loneliness (19%), and communication / collaboration (17%).(2)

CLIENT CHALLENGE

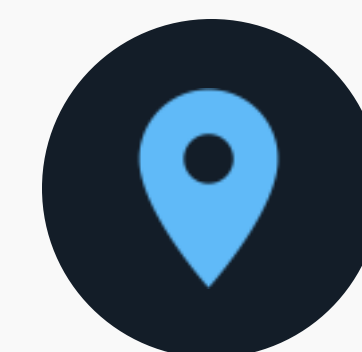
As a global employer, Incorta needed a virtual solution that would support all employees, regardless of location, age, language, and experience. A “must-have” for the team overseeing health and wellness included easy-to-manage tools, including the ability to create and launch fitness challenges. Incorta recognizes and understands the importance of regular physical movement throughout the day, acknowledging studies that show the long-term, damaging effects of sitting for extended periods of time and workplace-related stress.

SWORKIT HEALTH APPROACH

Incorta simultaneously introduced Sworkit as an employee wellness benefit and launched a 10-day fitness challenge. Incorta employees participated in the Active Days fitness challenge, during which they could choose from hundreds of Sworkit workouts, an inclusive solution to meeting a variety of varying fitness levels.

RESULTS

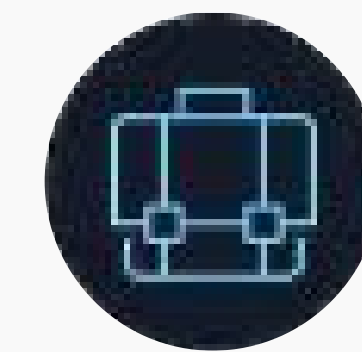
After 100% employee enrollment and participation at Incorta's Egypt location, Incorta leadership added Sworkit Health access for all Incorta employees.



LOCATION: UK, EGYPT, SAUDI ARABIA, & USA



COMPANY SIZE: 400-500



INDUSTRY: DATA ANALYTICS

BACKGROUND

- ✓ Incorta's diverse and globally dispersed workforce includes employees in United States, Saudi Arabia, the UK, and Egypt.



County Park & Recreation Agency Meets Staff's Needs to Move Safely and Stay Active in On-the-Go Jobs

According to OSHA, every employer should have an overall injury and illness prevention program. Prevention programs improve health and safety conditions, reduce workplace injuries and illnesses, improve compliance with laws and regulations, and reduce workers' compensation premiums. (1)

CLIENT CHALLENGE

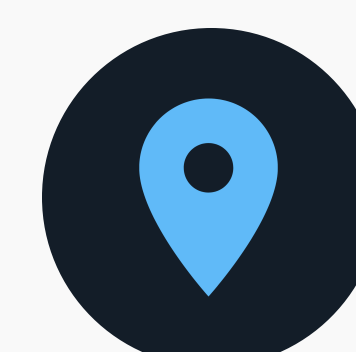
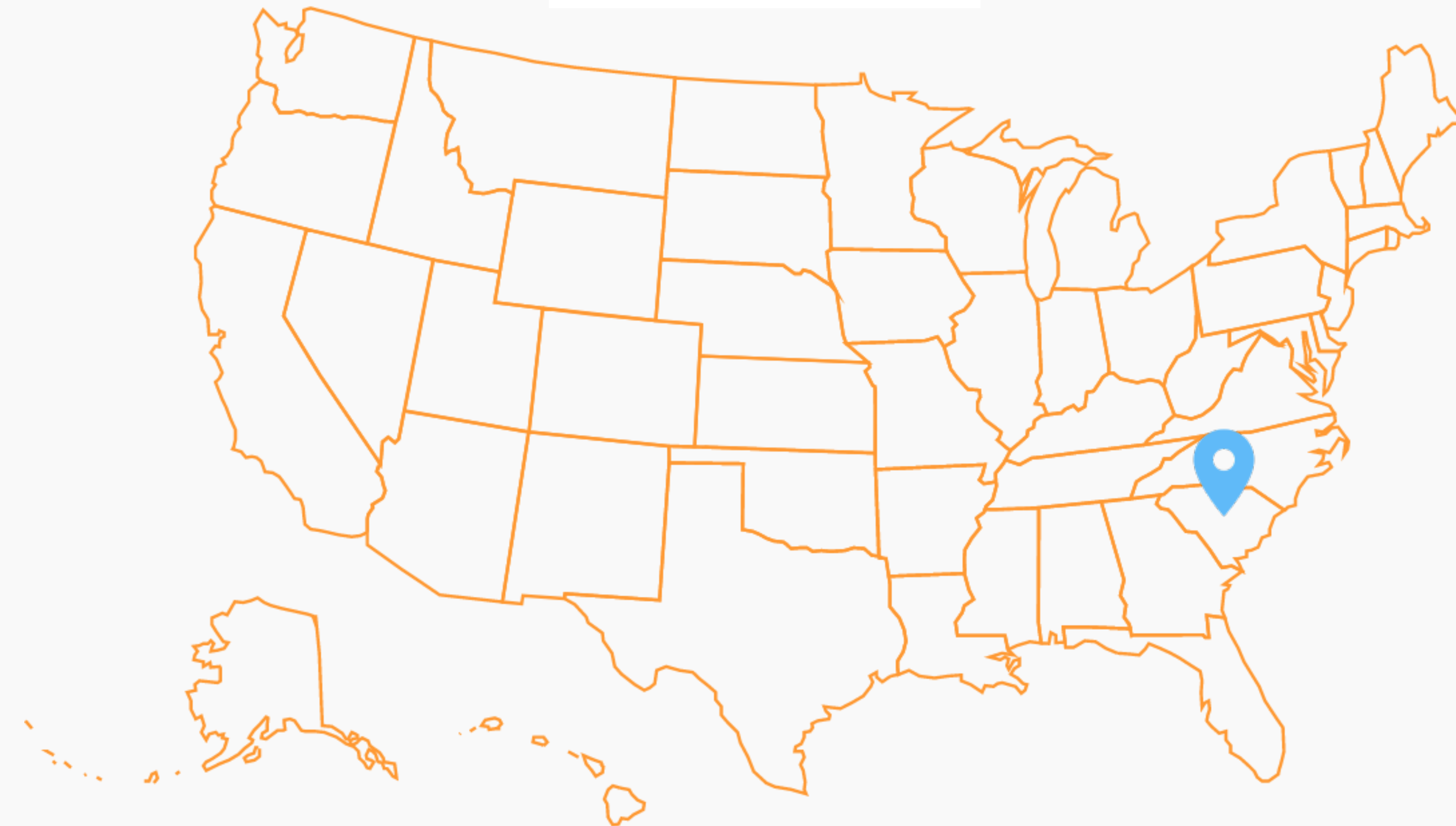
Charleston County Park & Recreation Commission was looking to provide an on-the-go, simple, and accessible fitness solution to their employees who actively spend their time patrolling and caring for Charleston County's parks in vehicles, on foot, or in the office. They also needed a fitness solution that could help people move safely and prevent injury while working.

SWORKIT HEALTH APPROACH

In 2021, Sworkit Health became a solution that allowed employees to keep active on the job and on the go in the park system. They also wanted a flexible option that offered company-wide challenges to bring the team together without having to exercise at set times of the day for a set length of time.

RESULTS

Now, two years later in 2023, an average of 50% of employees with a Sworkit account consistently participate in their company-wide challenges. Some of the most popular Sworkit workouts amongst CCPRC employees include Core Strength for Runners, Full Body Stretch, Yoga for Endurance, and Fit in 5 Minutes - all of which are workouts that can be completed anywhere, anytime!



LOCATION: Charleston, SC



COMPANY SIZE: 75-100 EMPLOYEES



INDUSTRY: COUNTY PARK & RECREATION AGENCY

BACKGROUND

- ✓ Based in Charleston, South Carolina, Charleston County Park & Recreation Commission is an agency that sets out to improve the quality of life in Charleston County by offering a diverse system of park facilities, programs, and services.

HEAR IT FROM THE PROFESSIONALS

- ✓ "Our team has really enjoyed using Sworkit. With a wide variety of exercises, it's easy for Charleston County Parks' employees to find a workout that fits their schedule and fitness goals." Karen, Benefits Coordinator

1. https://www.osha.gov/sites/default/files/2018-11/fy12_sh-23529-12_IntroPrevProgramsManual.pdf

Gamifying Wellness Through Fitness Challenges Increases Employee Engagement & Connection

90% of employees say gamification makes them more productive at work. Also, companies see an average of 60% engagement increase with a gamified work experience, and are seven times more profitable than those that do not use gamified elements at work.(1)

CLIENT CHALLENGE

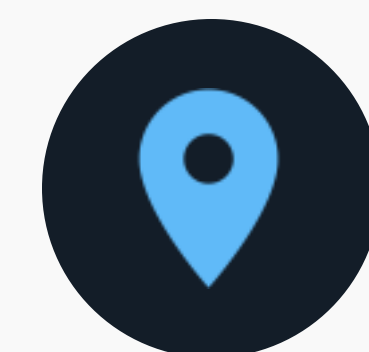
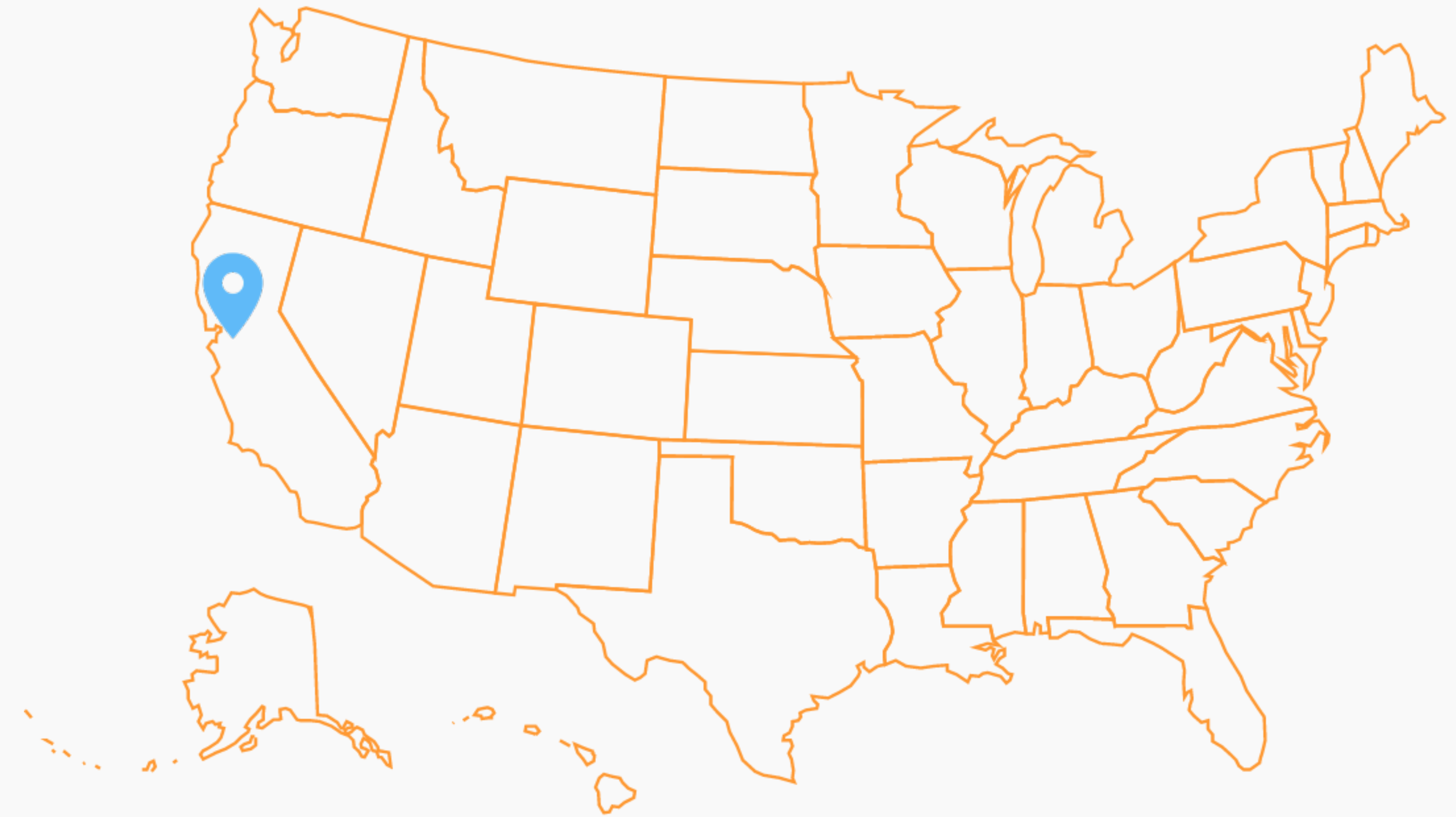
With access to real-time data on employee usage and exercise preference, HR team members are no longer wasting time with manual tracking.

SWORKIT HEALTH APPROACH

B-Stock Solutions empowered an intern to create a 7-day challenge with a social game-like feel. For their first challenge, they rewarded participants for sharing workout stats and photos, for commenting on and liking each other's photos, as well as those who simply took the time to participate in the challenge.

RESULTS

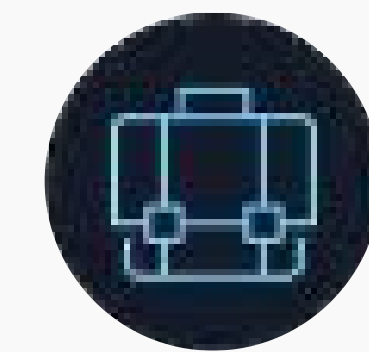
After the 7-day challenge, 75% of employees enrolled in the app which led to an increase of 475% app usage since onboarding.



LOCATION: BELMONT, CA



COMPANY SIZE: 150 EMPLOYEES



INDUSTRY: COMMERICAL SUPPORT SERVICES

BACKGROUND

- Based in Belmont, California, B-Stock Sourcing Network has become the largest secondary market ecosystem of such B2B marketplaces and qualified business buyers in the world with an average 150 employees.

HEAR IT FROM THEIR TEAM

7-DAY CHALLENGE FEEDBACK

- "There were more participants than I expected. It was nice to see that a lot of my coworkers are into fitness."
- "It's important to move for both physical and mental wellbeing—I'll use the app more often!"
- "I know that B-Stock values the wellness of their employees, and it's so great that they provide this service/membership to help us all achieve work-life balance."
- "Anything is possible! And I found out that I work with several like-minded people."

1. <https://www.zippia.com/advice/gamification-statistics/>



Mental Health Webinars & Flexible Fitness Solutions to Support Employee Wellbeing

Around 20% of the world's children and adolescents have a mental health condition.(1)

During COVID-19, more than 40% of those surveyed reported at least one adverse mental or behavioral health condition related to the pandemic.(2)

CLIENT CHALLENGE

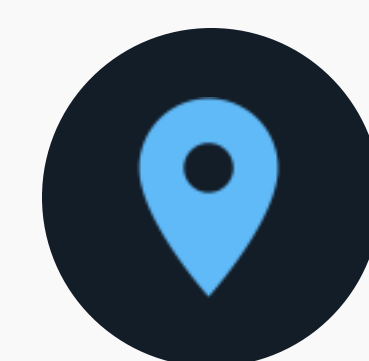
Almirall wanted a wellness partner who could deliver accessible fitness and mental health solutions, that could accommodate their diverse employee group across multiple geographic locations with different languages.

SWORKIT HEALTH APPROACH

SworKit Health and Almirall began working together in 2020 to deliver digital workouts to all employees across multiple countries. In 2021, Almirall added custom monthly health and wellness webinars, as well as live workouts in both Spanish and English. In addition, SworKit Health provides Almirall employees with monthly team-building fitness challenges and trending wellness content in multiple languages. Almirall utilizes a multichannel engagement approach to reach and encourage participation in ongoing wellbeing offerings.

RESULTS

Since launching in 2020, Almirall's wellness program participation has increased by 420% — providing valuable, new expert-led discussion around timely health-centric topics and supporting employees in a meaningful, ongoing manner.



LOCATION: BARCELONA, SPAIN + GLOBALLY REMOTE



COMPANY SIZE: 1500-2000 EMPLOYEES



INDUSTRY: PHARMACEUTICAL

BACKGROUND

- ✓ Almirall is a multi-national pharmaceutical company headquartered in Barcelona, Spain, with over 1600 employees. Almirall's leadership believes that by allowing employees to prioritize their self-care, they will show up even better for patients and customers.

HEAR IT FROM THE PROFESSIONALS

- ✓ “(We) launch wellness projects which help them exercise and take care of themselves together. We see the SworKit team as part of our team, and they are always there to help us improve and make progress.”
— Laia, Corporate Human Relations, Spain



1. https://www.who.int/health-topics/mental-health#tab=tab_2
2. <https://www.cdc.gov/mentalhealth/index.htm>

CEO-led Fitness Challenge Engages Employees and Normalizes Physical Movement

A staggering 80% of US adults and children still aren't getting enough exercise for optimal health and over 50% of Americans suffer from MSK conditions (a \$600B price tag). (1,2) Jet It CEO sought to change that statistic at his company.

CLIENT CHALLENGE

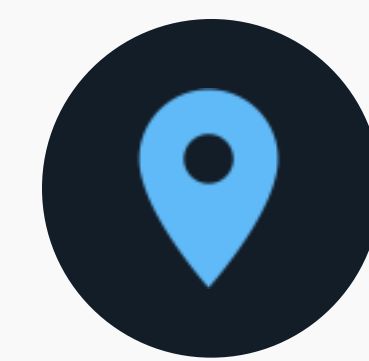
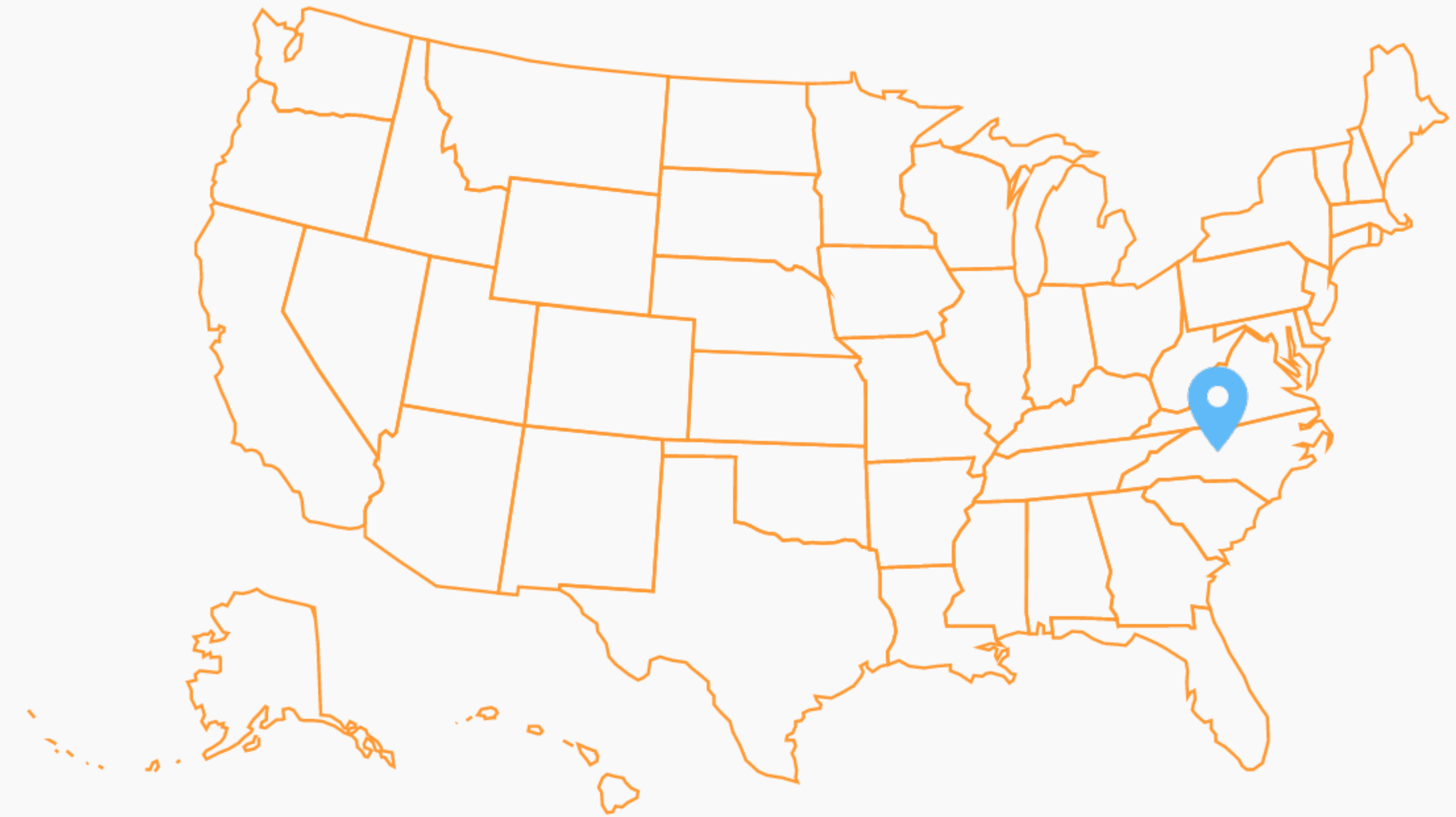
Jet It employees are constantly on the go, flying from one location to the next. Like many organizations, Jet It seeks to support their employees' different work environments (remote, in-office, or traveling) in meaningful ways that fit their schedules and lifestyles.

SWORKIT HEALTH APPROACH

In an effort to fully support employees, Jet It launched Sworkit Health in April 2021. Jet It's CEO, a pilot himself, offered a "Beat the CEO" fitness challenge to model how simple it can be to incorporate daily physical activity and movement. Leading by example, employees were able to see how Sworkit's wide-variety of fitness plans and workout collections, along with customizable timing, promotes the adoption of daily movement as a normal, healthy habit.

RESULTS

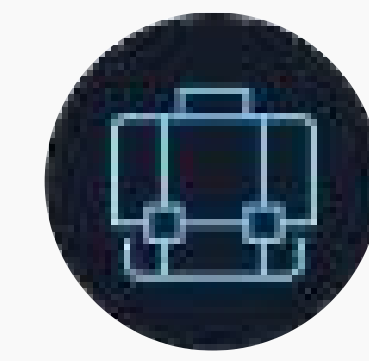
This company-wide 60-day fitness challenge led to a 50% increase in active users. Since launching, Jet It retains a 100% employee activation rate.



LOCATION: GREENSBORO, NC



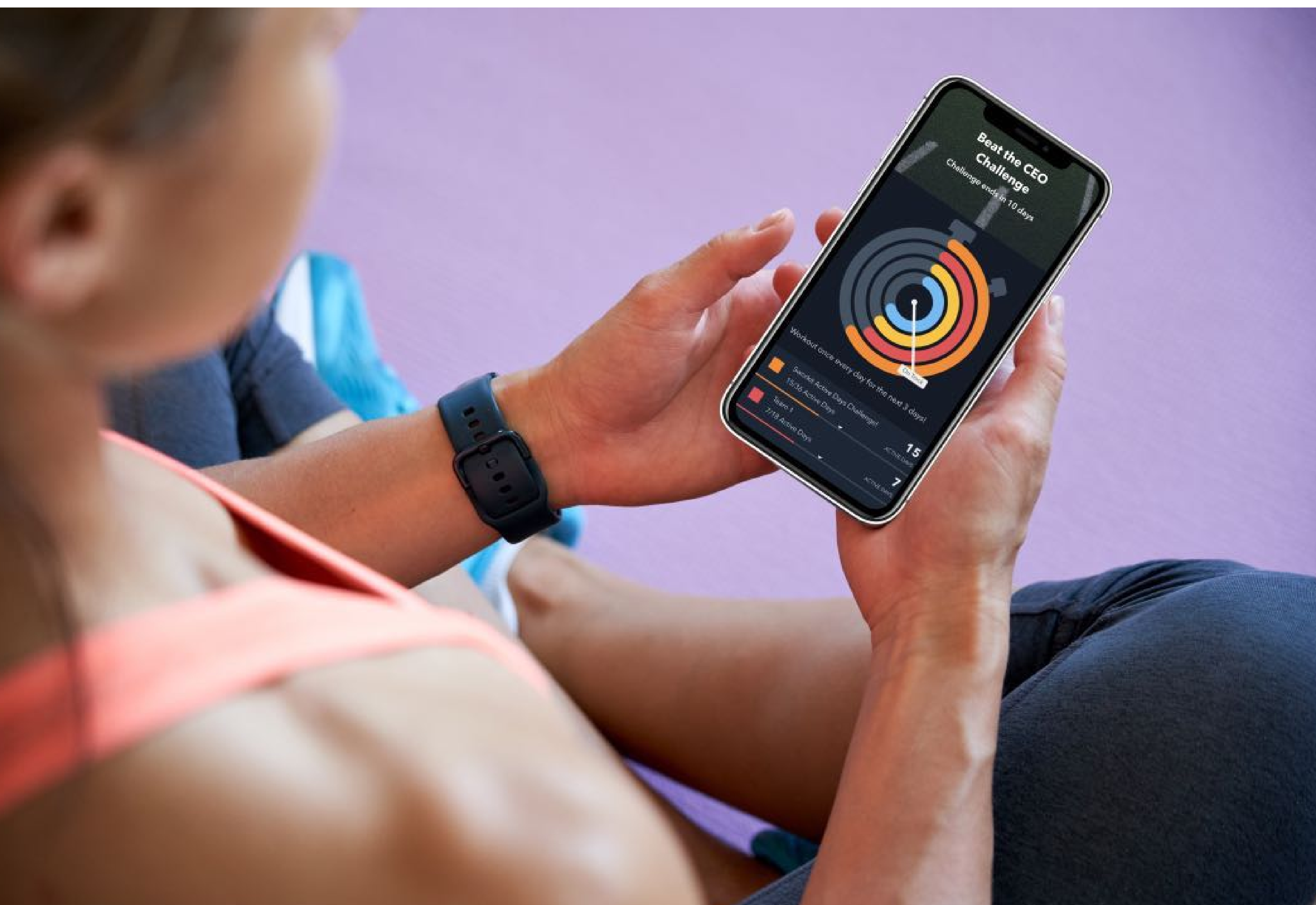
COMPANY SIZE: 150 EMPLOYEES



INDUSTRY: TRANSPORTATION

BACKGROUND

- ✓ Based in North Carolina, Jet It flight operations are focused in the continental U.S. and Canada with operational capability to reach most destinations in North America, South America, and the Caribbean.
- ✓ Jet It utilizes a hybrid-fractional ownership model based on days – not hours, which provides owners with the freedom to use the fleet freely for private travel on jets.



1. <https://www.hingehealth.com/state-of-msk-2021-report/>
2. <https://www.bls.gov/iif/oshwc/case/msds.htm>