

Fortune 100 Company Sees Record Engagement

To strengthen its food-first health strategy, a Fortune 100 company with 160,000 employees partnered with Launch to deliver scalable nutrition courses, build lasting personal habits, improve health outcomes, and drive high engagement.

The Challenge

Despite offering wellness resources, the company historically saw low engagement in nutrition solutions. Employees were interested in improving their health but often felt overwhelmed by conflicting information and programs that were difficult to sustain. Leadership wanted a new approach. The goal: to create a nutrition program that employees would actually use.

The Solution

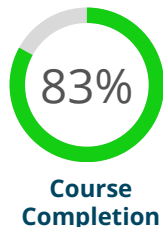
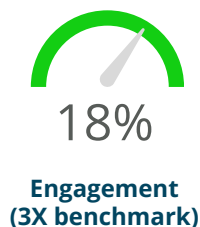
Launch My Health implemented a digital-first nutrition platform designed for scale, accessibility, and real-world impact:

- **On-demand** digital courses with broad appeal
- **Practical education** that builds skills and confidence
- **Root cause** courses for chronic disease and prevention
- **Women's health** and hormonal wellbeing content
- **Single Sign-On** for instant employee access, no extra forms

Employees could participate anytime, anywhere, choosing the level of engagement that fit their goals - from foundational cooking skills to targeted health support.

The Results

Launch My Health significantly outperformed typical industry engagement benchmarks.



“

Working with this team has been a great experience. They're incredibly collaborative, responsive, and always willing to problem-solve together. Every interaction has been timely and thoughtful, and they consistently go above and beyond to support our goals. Highly recommend.



Brenna V.
Sr. Director, Benefits