Case Study:
CUSTOM WELLNESS CHALLENGE KEEPS UT SYSTEM ACTIVE
Background
University of Texas System Office of Employee Benefits partnered with HES in 2016, looking to move beyond traditional wellness tools and implement engaging campaigns for their population. Declining participation and participants tiring of the same old thing drove University of Texas System to break the mold with several unique, custom programs since then, including their most recent, Keep UT System Active.

Creating a Buzz
To generate excitement months before program kickoff, the benefits team asked wellness coordinators across the university’s 15 institutions for custom trail attractions and locales. Coordinators were delighted to see their individual contributions come to life. Benefits staff also teamed up with HES at a UT Living Well Summit to demo Keep UT System Active for the coordinators and deepen their understanding of the campaign.

Spreading the Word
HES provided each coordinator cards with registration details to give eligible employees. In addition, HES held Keep UT System Active demos at University of Texas Dallas, University of Texas System Administration, and University of Texas MD Anderson. Increasing awareness and understanding of the program encouraged participants across the university to opt into this custom wellness campaign.

University of Texas System Quick Stats
Number of institutions: 15
Benefit-eligible population size: ~172,000
RESULTS

57% of participants completed *Keep UT System Active* (9% increase from previous campaign)

1.1 billion total steps recorded

2.5 million total exercise minutes recorded

At least **847,440** 8-ounce glasses of water consumed

At least **961,744** hours of sleep recorded
872 total teams
(45% increase from previous campaign)

75% of team members completed Keep UT System Active
(31% higher than those not on teams)

On average, those on teams exceeded the program goal of 100 by 25 points, while those who participated individually missed the program goal by 25 points.

Team participants logged an average of 24 out of the campaign’s 28 days; those who participated alone averaged 15 days of logging.
UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER
ACTIVITIES FOSTER HIGH COMPLETION RATES

Promotional strategies helped this site achieve 64% program completion:

- Started promoting at their March 2 nutrition fair
- Sent weekly emails with updates
- Introduced a weekly 30-minute cross-campus walking club at 4 locations (241 participants)
- Offered a University of Texas Southwestern Medical Center backpack for completion

“My favorite part about Keep UT System Active was the institution focus. We got to see what was special to all of the other institutions!”

Cristina Perry
University of Texas Southwestern Medical Center

© 2018 Health Enhancement Systems | Keep UT System Active Case Study | 5
LESSONS, TIPS, & TAKEAWAYS

Customize it.
Participants like knowing their wellness program is designed with them in mind. By using this custom approach, the University of Texas System experienced progress in a unique way that increased program participation by 12% and kept participants coming back day after day.

Team up.
Stats don’t lie, and they say accountability is a driving motivator. On average, participants who joined a team in Keep UT System Active logged 21% more, had 40% higher average points, and were 31% more likely to complete the program.

"Being on a team held me accountable. I hit my 10,000 steps a day, which I wasn’t able to do prior to this challenge."

Promote early and often.
University of Texas Southwestern Medical Center had one of the highest completion rates at 64%. By taking advantage of the university’s nutrition fair, starting a cross-campus walking club, and sending weekly emails, they were able to keep participants engaged and active.

“I liked the events UT held on campus. It allowed us to get up from our desks and walk a little. I also liked the ability to create teams. It was a great way to motivate each other and hold each other accountable.”

Make them want to come back for more.
Custom content and features kept participants on their toes, wondering what familiar location they might see next or if their site was the next stop. Science shows that elements of surprise contribute to increased attention and enhanced learning.

“I liked the adventure and learning about the different UT Systems with Keep UT System Active. I read about many facts, monuments, and places I was not aware of.”

Stay connected.
A successful wellness program requires time invested in promotion. Keep UT System Active coordinators regularly communicated with participants about campaign statistics, related health promotion events, and walking schedules. The result: University of Texas System saw a 9% increase in completion compared to their previous campaign.
LIKED MOST

“I liked connecting with colleagues from other departments and campuses for a common goal; sharing and celebrating milestones.”

“Very well structured and always giving suggestions and proactive points to continue with the program. I have enjoyed it and learned skills to continue!”

“I like that the program was challenging and competitive. It gave me the opportunity to learn about other UT locations while promoting healthy habits. I am looking forward to the next challenge.”

“It helped me to be consciously consistent with what I needed to do on a daily basis to be active. It initiated a lot of conversation with coworkers and family members about being active.”
“The challenge always inspires me to gather a team together and find new inspiring ways to motivate everyone to reach their individual goals and succeed individually and as a team. As the team leader, I feel inspired and motivated to lead by example. Thank you for helping to keep us all active.”

TRACY HATFIELD

“This challenge helped me gain confidence in myself while increasing my energy and losing weight. I now feel healthier and happier which, in the end, makes me more productive throughout the day. Let’s keep moving!”

ANA PEREZ

“I love how these challenges get me moving and forming healthy habits. I was amazed at how much better I felt with 7+ hours of sleep. My goal is to sleep more knowing that it’s better for me, and I feel and perform better when I get enough.”

WILLIAM HILLIER

“A team really helps me stay motivated, and knowing I’m doing good for my health is even more encouraging. I enjoyed keeping a tally of how many steps I was getting and pushing myself to do more than the day before.”

LUCILLE WOODS-RANGE

“It made me and my coworkers more aware of how sedentary we were being throughout the day and motivated us to get up and walk almost every hour. I even lost a little weight.”

GENEVA WILLIAMS

“I enjoyed being a part of our UT System Family and working alongside everyone wanting to make our lives a little healthier.”

SYLVIA TORRES
WHAT’S NEXT

Looking ahead, the University of Texas System plans to leverage what they’ve learned from *Keep UT System Active* to make their next campaign better than ever. *Yo Ho Ho*, HES’s action-packed pirate-themed wellness program, is on deck for fall 2018.

To learn more about how to create a custom wellness campaign for your organization, contact HES at 800.326.2317 or visit [HESonline.com](http://HESonline.com).