

Client Experience:

O'REILLY
AUTO PARTS
WELL-BEING PROGRAM
GOES SOCIAL, MOBILE, CUSTOM

BACKGROUND



Upgrading from In-House Challenges to Robust Campaigns

After years of trying to build and maintain wellness challenges in-house, O'Reilly Auto Parts made the strategic choice to move beyond the traditional approach. Since collaborating with HES in 2017 through a partnership with Cigna, they've implemented 4 immersive campaigns targeting a variety of well-being behaviors, including *Keep O'Reilly Active*, the most recent program. Now, their web- and mobile-based offerings boast engaging social features, mobile access, rich custom content, and challenging participant experiences.



Benefit-eligible population:

50,000



Locations:

5,000+ across the US



Migrating to Mobile

Taking their business model into consideration, O'Reilly's well-being team knew mobile accessibility would play a key role in their program's future. With locations throughout the US — many with few workers having easy access to computers — past challenges had shown inconsistent, difficult-to-verify results. Introducing HES well-being campaigns with full-featured mobile apps has made the services much more attractive for employees, leading to major improvements in goal completion and more.

FROM THE COORDINATOR



Mobile accessibility has made a huge difference for our population. The HES apps have been well received... we've seen a spike in engagement and accountability as a result. Before, we'd have challenges within districts, but the social capabilities of HES well-being programs allow individuals to communicate with others across the country.



Jane Daniels
HR Benefits Manager

BACKGROUND CONTINUED



Powering Success With Social Components

HES campaigns brought all-new social features — such as buddies, teams, leaderboards, social wall, and messaging — to strengthen participant involvement and commitment. The wall was flooded with positive conversations about individual well-being journeys, as well as motivation and encouragement from other participants across the country.



Breaking the Mold With Custom Campaigns

“O’Reilly-izing”... the word that led the charge in creating the company’s first custom well-being campaign. Because O’Reilly pride exudes from their population, the well-being team knew that a campaign with themes, trivia, and images aligned to company values would increase participation and engagement. And it did.

FROM THE COORDINATOR



Overall, it was very easy to implement a custom wellness challenge. The HES account management team was great and helped us through the whole process. Our participants loved the off-the-shelf HES programs because they had features we’d never offered before, but the custom campaign was even better.

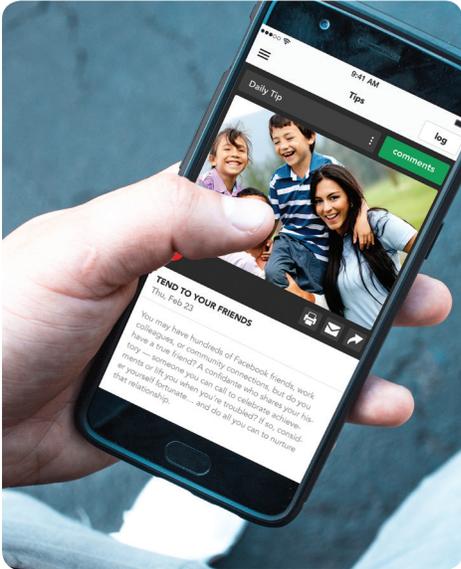


Jane Daniels
HR Benefits Manager

RESULTS

MOBILE MATTERS

Keep O'Reilly Active showed positive results for participants who downloaded the mobile app.
The average mobile user:



Exceeded the program goal



Was **18% more likely** to complete the program than those participating on web alone



Logged an average of **13 more days.**

TEAM UP

Those who participated on a team in *Keep O'Reilly Active*:



Logged an average of **15 more days**



Earned 66% more points



Were **24% more likely** to achieve the program goal.

RESULTS CONTINUED

BUDDY UP

Those who added 1 or more buddy in *Keep O'Reilly Active*:



Logged an average of
21 more days



Were **30% more likely**
to achieve the program goal



Earned 81% more points.

CUSTOM COUNTS

Implementing a custom well-being campaign proved to be a success.



Registration rates for
Keep O'Reilly Active
nearly doubled
that of their previous campaign.



Completion rates were
12% higher
for custom campaign
implementations.

LESSONS, TIPS, AND TAKEAWAYS



Emphasize social features.

Having others cheering you on makes the hard work of behavior change easier. Research underscores the importance of meaningful social connections to physical and emotional health — as well as longevity. The addition of social features like buddies, teams, moderated message boards, and more not only inspired more participants to achieve their well-being goals, but also encouraged camaraderie and collaboration among employees from various locations.

“I liked how interactive it was; the ability to view the wall posts by team members across the country was so encouraging.”



Mobile matters.

Mobile technology offers endless opportunities for supporting health improvement, especially for organizations with employees working in a store or factory environment, with little access to online resources. With the option to take their wellness program on the go, more O'Reilly participants met and exceeded the program goal, and those who downloaded the mobile app logged more consistently than those who didn't.

“The convenience of using the mobile app was my favorite part of the program.”



Mix it up.

Participants want something new, different. What's more unique than a program tailored to their culture, needs, and interests? *Keep O'Reilly Active* was a chance for employees to have fun and practice healthy habits; testimonials were flooded with rave reviews about the program and company. Because positive emotions like enjoyment are linked to successful adult learning and perceived boosts in well-being, the custom approach was a hit.

“Learning new things in exciting ways helped encourage our team and keep morale high.”



LIKED MOST



*"I liked having team members to keep me **motivated**. I forgot how much fun I have when I stay active."*

*"I am very grateful to work for O'Reilly, and that they took the time to institute a phenomenal program such as this. I cannot tell you what I liked the "most," because **everything was awesome!**"*



*"It really **meant a lot to me** that the company that I work for would take time to help ensure physical fitness for its team members."*



*"I liked the **collaborative team element** coupled with the daily check in. The company trivia was a nice side feature to help educate team members on O'Reilly's past achievements."*



*"I loved how it brought a lot of employees together so we could **share our stories** and our accomplishments as well as make friends from other stores."*





TESTIMONIALS



“My confidence was low, and this program **motivated me to push forward!** I added stairs to my exercise too. I’ve lost 30 pounds since joining the company this year. Thank you for the opportunity to share my experience with others and allowing me to see my fellow companions’ growth and success!”

Jenny Baxter



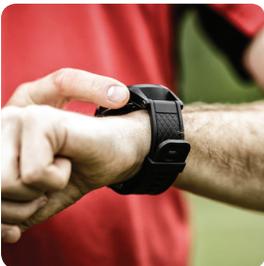
“Thanks to *Keep O’Reilly Active*, my team and I stayed focused and helped each other **remain motivated and push toward new goals** every day. I hope to see more programs like this in the future!”

Zachary Mulherin



“About 4 out of the 5 days I worked, I’d walk instead of taking my car. By the time I got to work, I was already **warmed up** and ready to go.”

Cesar Anguiano



“I’m a recent amputee, and it’s sometimes difficult to keep up with the everyday task of being active. The program made me do this and **build a routine.**”

Marty Kobetic

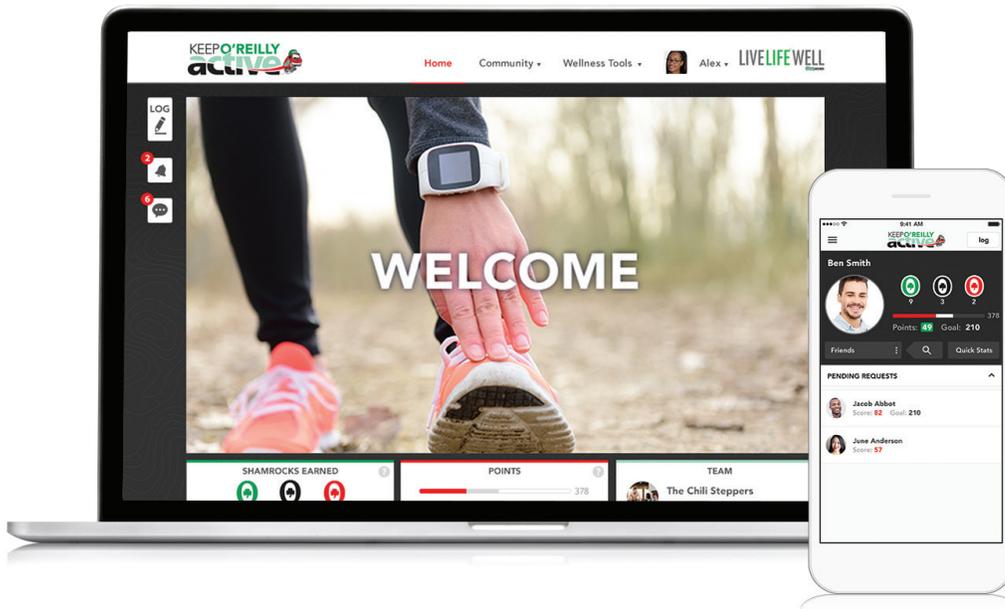


“With this program, I was able to have the **extra push** I needed to get back in shape, and I am feeling better than ever!”

Charles Parks

canvas™

To learn more about how to implement a custom wellness campaign for your organization, contact HES at **800.326.2317** or visit HEScanvas.com.



Offer your participants a full suite of award-winning campaigns.
To learn more, go to HESonline.com.

