



CLIENT SPOTLIGHT

How Kohler Co. Evolved Their Well-Being Program to Get **Even Better Results**

KOHLER. Choose Well...Live Well

WebMD
health services

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About Kohler

As a global manufacturer, Kohler Co. supports over 38,000 associates across 50 manufacturing facilities on 6 continents. While their well-being program began as a homegrown, internal solution, they recognized the need to expand their offerings, incorporate other Kohler programs, and focus on holistic well-being solutions.

Kohler Co. and WebMD Health Services

Kohler Co. became a client in 2014. Since then, we've worked together to find strategic ways to modify and evolve their well-being program to best support their employees. Today, they see higher engagement, streamlined processes, and more interaction between previously siloed teams to ensure that their associates can access all the resources they need in one easy-to-use platform.

Here's how they've updated their well-being program this year to bring even more value to their associates.

ENTER WEBMD ONE

In 2020, Kohler launched WebMD ONE, an evolution of our platform, to bring all their solutions into one streamlined place. Most of the solutions already existed, but Kohler was able to repackage them more strategically to better connect their associates with these resources.

Kohler's 4 Pillars of Well-Being

Kohler aligned their 4 Pillars of Well-Being with WebMD ONE to streamline their employee experience, making it easier for them to access the resources they need.



PHYSICAL HEALTH.

Includes an onsite health center, safety and ergonomics program, onsite health screenings, flu shot services, WebMD Health Coaching, disease management, and more.



MENTAL AND EMOTIONAL HEALTH.

Includes vacation time, flexible working environments, Employee Assistance Programs, recognition and rewards programs, education, training, and certifications, and more.



MEANING AND PURPOSE.

Includes stewardship, sustainability, diversity and inclusion, engagement, Business Resource Groups, and more.



FINANCIAL HEALTH.

Includes life insurance, pay protection, voluntary benefits, pensions and 401(k)s, and more.

Kohler's Experience with WebMD ONE's Personalization Capabilities

Kohler uses our **Card display logic** to target specific segments of their audience. For example, they can target by associate or spouse, location, or even which medical plan someone is enrolled in. That way, only those who are enrolled in a specific benefit will see Cards that are relevant to them.

They use Cards to promote their wellness calendar of events, upcoming wellness challenges, benefits and other resources they'd like to promote.

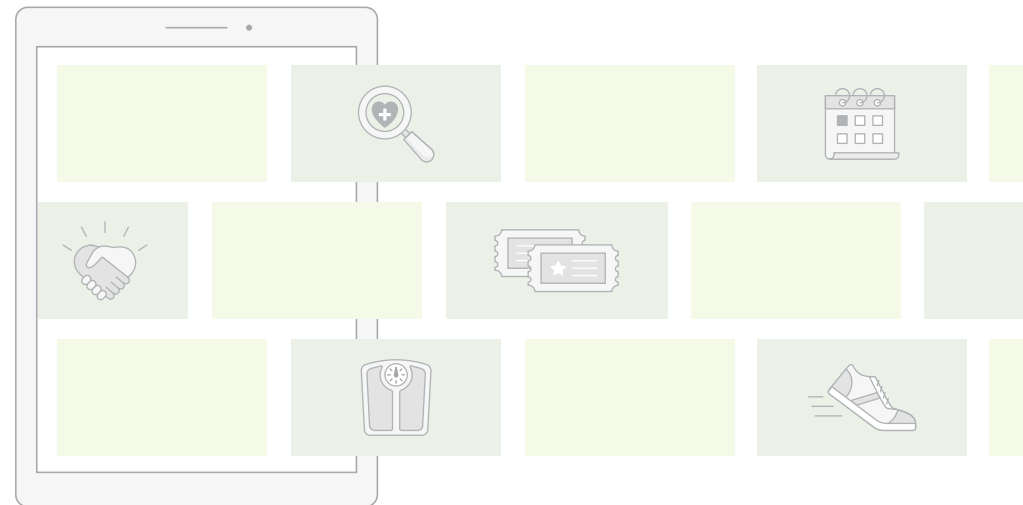
Their Wellness Manager, Julie Lyons, says that she also creates the Cards to link to relevant documents, websites, videos, Google forms and more.

“

They're super easy to set up, and it's just a great way to push information out to our associates.”

JULIE LYONS

Wellness Manager, Kohler



Kohler's Experience with WebMD ONE's Personalization Capabilities

Rewards lobby.

Kohler took customization to the next level. They've broken out their incentives program to match their 4 Pillars of Well-Being, and listed a variety of activities under each pillar that people can choose to participate in. This setup allows associates to choose a path that's meaningful and relevant to them.

For example, some of the activities people can complete under their "**Meaning and Purpose**" pillar include:

- Join a Business Resource Group.
- Actively participate on a Kohler Committee, Group or Club.
- Attend an onsite wellness wisdom presentation or listen to a recording.
- Complete 12 volunteer hours and reflect on your experience.

When an associate clicks into one of the activities, they can read more details, click on links that take them to related documents, and find out more about specific company-wide initiatives.

The great thing about these rewardable activities? People may know that these groups or clubs exist, but aren't always sure how they can get more information about them or how to sign up. Now, Kohler can connect more employees to these opportunities and give them points for participating.

Kohler's Experience with WebMD ONE's Personalization Capabilities

Self-reporting incentives work for them.

Many of Kohler's rewardable activities are self-reported, as they wanted to provide a gracious, trusting experience. They didn't want to overcomplicate the system or make it too troubling for participants to complete, but they also weren't sure if this was the best approach to get associates to engage with the activities.

In the first quarter of the year, we did a blinded report to see if associates were actually going through these rewardable activities and getting out of it what Kohler hoped they would.

The result? We found that associates were finding value in learning about some of these benefits that they may not have been familiar with otherwise, and still interacting with the platform.

In the blinded report, several comments indicated that participants who went through the activity learned that they were falling short of their retirement goals.

ABOUT

20% of participants adjusted their contributions to set themselves up for retirement as planned.

By having participants report activities themselves rather than being validated, participants are showing that they're still completing activities that are relevant to them and having the positive experiences that Kohler wanted them to.

Kohler's Experience with WebMD ONE's Personalization Capabilities

The benefits portal.

Kohler uses our benefits stream to create a benefits navigation hub where associates can access all the resources they need in one easy place.



We all have a lot of great benefits and offerings available to our associates, but it can be a struggle to know where to go to find it when you need it. It was great for us to have a place that we can link our solutions, and associates know exactly where they need to go to find this information. It's been a really great resource for us."

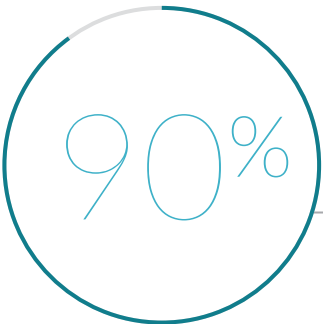
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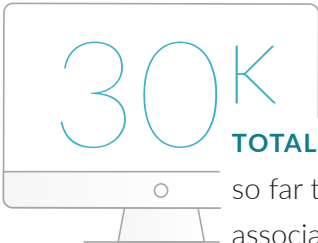
Kohler's Initial WebMD ONE Experience Results and Feedback

Since Kohler just launched the new WebMD ONE platform this year, they wanted to know if their populations truly found value in the new well-being experience.

THE RESULTS:



said they found value in the new well-being experience.



TOTAL CLICKS

so far this year indicate that associates are spending more time clicking through and navigating the site than they had previously.



THEIR

Top 5 Cards

visited included several WebMD offerings, indicating that associates are taking advantage of the well-being solutions Kohler invests in.





Plus, Kohler was just awarded platinum status for
WELCOA's 2020 Well Workplace Award.

We couldn't be prouder!

Key Takeaways Kohler Suggests for Your Well-Being Program

Kohler is proud of their results, and they want you to succeed, too. Here are their takeaways for your well-being program:

1

Know what your employees actually want.

If you haven't already done so, Julie recommends asking audiences directly what they want, what their interests and needs are, and what their barriers or struggles might be. That way, you can position yourself to best support them.

2

Break down silos between departments.

"If you have siloed programs, I strongly encourage you to try and think of your well-being program more broadly, and try to incorporate some of those other programs into your well-being program." For example, Kohler now holds quarterly collaborations between wellness, stewardship, sustainability, diversity and inclusion, engagement, learning, and other departments to discuss opportunities where they can connect and cross-promote offerings throughout the organization.

3

Use multiple communication modes.

"At Kohler, we have a very diverse company, so we're always looking at what communications we're deploying and making sure we're reaching the target audiences that we want to." TV slides, posters, emails, and even developing a company-wide social media platform with an associate well-being channel helps them get messages out there frequently.

Key Takeaways Kohler Suggests for Your Well-Being Program

4

Find well-being champions.

“If you don’t already have a champion network, start getting the word out there. You will find people who are passionate and interested in supporting a well-being program.” At Kohler, they used an application process to indicate the expectations upfront, ask associates to answer a few questions, and receive leadership support. That way, those who are part of a committee can include this in their growth and development conversations with their direct supervisors.

5

Look for enhancements and leverage vendors.

Julie recommends continually looking ahead and knowing where you want your program to go. She also suggests speaking to your vendors to ensure that your offerings are working for your evolving program. “WebMD has been very supportive—we’ve been having conversations for years of our vision for the future and what capabilities we need, and they’ve been really good about listening to us and building things into their roadmap that can help our program continue to evolve.” And, if you’re looking to add new partnerships to your program, do your research. “I know there’s a lot of vendors out there, and it can be overwhelming, but it’s important to know where you want your program to go and what vendors you’ll need to help you get there.”

Well-Being Is a **Journey**

At WebMD Health Services, we know that well-being doesn't just happen in a day. **It's an ongoing journey.** And just like we teach daily habits to participants, we also work toward small, actionable goals to help our clients evolve their programs over time.

Why?

Typically, employees aren't immediately on board—reducing risks and living healthier lifestyles—just because their employer implemented a well-being program and let them know about it. It takes time to get them to engage.

For the last six years, we've helped Kohler establish, innovate and evolve their program to engage their associates and inspire well-being. **We're proud to be part of Kohler's story and excited to continue providing value to their employees through data-driven well-being initiatives.**





To make the most of your well-being program, [visit **webmdhealthservices.com**](https://www.webmdhealthservices.com).