
CHALLENGES CHANGE LIVES

Well-Being Lifestyle
Client Success Story

For Summa Health, The Invitational Team Steps Challenge strengthened workplace culture.

For Mary Jo, it helped her lose weight after a heart attack.

After A Heart Attack, Mary Jo Found Her Motivation With The Invitational

On a Tuesday night in September 2018, Mary Jo was at home after work, making dinner for her family, when she suffered a heart attack. One of her arteries was 100% blocked, requiring an emergency catheterization to insert a stent.

“

My heart attack was not what I thought a heart attack would be,” she says. “I just had a heavy feeling in my chest, no real pain. I was very lucky that my husband thought to call the paramedics. If he had not, I would not be here.

MARY JO

Summa Health
Akron, OH



Mary Jo has lost 15 pounds since she started The Invitational.

A few months later, Mary Jo had just finished her cardiac rehab and listened as her cardiologist advised her to take at least 5,000 steps a day when an email popped up in her inbox. It was an invitation from Jen Yates, the health promotion coordinator at SummaCare, to join The Invitational Team Steps Challenge. The timing was perfect.

She joined a team with four of her coworkers, who held each other accountable during the five-week challenge, a common experience for many people who participate in The Invitational.



I had one teammate, Dawne, who consistently checked on the entire team every day, asking if we entered our steps, keeping us informed of where we were with our competitors and just encouraging us every day.

Mary Jo didn't stop when The Invitational ended. She rescued a puppy to be her walking partner at home, changed her eating habits to eliminate red meat and fried foods and made a renewed commitment to Weight Watchers. The hard work has paid off: she's lost 15 pounds since the challenge began.

“

I am very motivated to make life changes so I can stay on this earth for a few more years,” she says. “I am much more conscious now about my eating habits, exercise and overall health.”

She credits The Invitational with helping her to make healthy long-term changes to her lifestyle. “Exercise has to be a part of my daily routine.”

Her words of advice about heart disease? “Listen to your body!” Mary Jo says she ignored some warning signs, like fatigue and shortness of breath, prior to her heart attack. “The reality was my body was telling me something was wrong. Talk to your doctor, tell him or her all of your symptoms and take care of your body.”

The Invitational helped build a sense of camaraderie throughout Summa Health, strengthened the company culture and gave Mary Jo and her coworkers a chance to hold each other accountable to their goals.

CAMARADERIE
CULTURE
GOALS



Our members personally take control of their health through
awareness, education, resources, and fun engagement.

JEN YATES

Health Promotion Coordinator, SummaCare
Akron, OH

Bringing Everyone Together

Summa Health offers wellness challenges because it recognizes that regular physical activity reduces health risks – and The Invitational is a fun and engaging way to promote exercise. That's extra important because the company operates multiple facilities, and looks for ways to bring all of its employees together. The Invitational was able to do that, with more than 50 teams participating.

Summa Health and The Invitational

The typical participant at Summa Health walked nearly five miles per day during The Invitational!



52

NUMBER OF TEAMS



325,069

STEPS PER PARTICIPANT (AVERAGE)



10,434

STEPS PER PARTICIPANT PER DAY (AVERAGE)

Challenges Work Best As Part of a Larger Well-Being Program

When Summa Health conducted The Invitational Team Steps Challenge in 2018, it was just the right motivation for an employee, Mary Jo. The challenge experience helped her make vital lifestyle changes after a heart attack. (It also led her to adopt a puppy as a walking partner.)

We know that well-being is personal. As a result, well-being programs need to be flexible, to give individuals the opportunity to choose what's important to them and engage in ways they find most meaningful.

We also know that people who lose weight typically sleep better, have more energy and feel happier than people who remain overweight. These positive changes lead to real improvements at work, at home and everywhere in between.

The Invitational, as part of Summa Health's overall program, gave Mary Jo the necessary structure for her to create a healthier lifestyle and lose some extra weight, something she had struggled to do previously.

Led by The Invitational,
our challenges are gaining
in popularity.

Since The Invitational was introduced
in 2017, overall challenge participation
has skyrocketed. In 2018:



90,456

UNIQUE USERS IN WEBMD HEALTH
SERVICES CHALLENGES



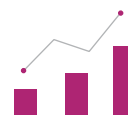
266%

INCREASE SINCE 2013



1.8^M

TOTAL CHALLENGE
INTERACTIONS



114%

INCREASE SINCE 2017



19.4

AVERAGE NUMBER OF TIMES
A PARTICIPANT ENGAGED WITH
A CHALLENGE

Source: WebMD Health Services Product Data

THE TAKEAWAY

The key to success – for Mary Jo, for Summa Health and for all well-being programs – is to connect events like challenges to your other offerings to give people more support to reach their goals. Encourage individuals to connect with a health coach, take a health assessment and use your well-being resources to learn more. Then, watch engagement with your entire program grow.

What do you value most about
your partnership with WebMD
Health Services?



As the individual who promotes and implements all of our WebMD licensed services, I value the support WebMD provides, from review of rewards programs and challenges to communication support with messaging. Our account manager helps us take full advantage of the tools and services offered and is always available to answer questions, provide training and research issues.

JEN YATES

Health Promotion Coordinator, SummaCare
Akron, OH

SummaCare and WebMD Health Services

Headquartered in Akron, Ohio, SummaCare is one of the region's only provider-owned health insurance companies. SummaCare was formed in the early 1990s as a product offering for large, self-funded employers in Akron. Since then, we have grown regionally and nationally to meet the needs of employers of all sizes and individuals, including Medicare beneficiaries.

SummaCare is part of Summa Health, an integrated healthcare delivery system that includes Summa Health System hospitals, its community-based health centers and dedicated clinicians.

WebMD Health Services has been a well-being partner of SummaCare for the past eight years and our strong, strategic partnership has grown over time to meet its needs. We are tremendously thankful for the trust and confidence SummaCare has placed with us.

SUMMACARE AT A GLANCE



**SUMMACARE
PLANS**



64,000⁺
LIVES



11,000⁺
PROVIDERS



64
HOSPITALS

WEBMD PRODUCTS OFFERED BY SUMMACARE

| | |
|--------------------------|---------------------|
| Creative Shop Collateral | Wellness Challenges |
| WebMD Health Manager | Rewards |
| Health Assessment | |

WELL-BEING TOOLS SUMMACARE OFFERS MEMBERS

| | |
|-----------------------|--------------------------------|
| Health Assessment | Diabetes education program |
| Rewards | Weight management |
| Messaging | SummaCare health plan services |
| Reporting | EAP services |
| Customization options | |



To make the most out of your well-being program, go to webmdhealthservices.com