



Creating virtual engagement programming to reach employees during COVID-19

Challenge

Bill Coors Wellness Center (BCWC) at Molson Coors made the necessary decision to abruptly close its doors due to COVID-19, but wanted to make sure its members did not feel shut out. The HealthFitness wellness program manager and her staff quickly began to launch innovative ways to keep current members engaged from their homes.

HealthFitness also recognized a need to reach a broader audience by expanding services to all Molson Coors employees. To do this, HealthFitness needed to quickly pivot all activities and resources into accessible, online formats.

Solution

HealthFitness created a virtual engagement plan to cover all aspects of wellness to employees across different regions. Within this plan, HealthFitness had to come up with new ways to continue providing services that members were used to receiving, such as exercise prescriptions, workouts, consultations and regular interactive communications.

The goal was to make it as easy as possible for members to continue their wellness pursuits from home and to reach and support non-members of BCWC as well.

The BCWC virtual program overview includes:

- **Health education:** Weekly wellness calls for all employees as well as continued consultations and exercise prescriptions via phone call or Skype
- **Group exercise:** At home Work Out of the Day (WOD) and daily stretch breaks
- **Motivational programs:** BINGO, Spring Madness and Healthy W8
- **Communications:** New BCWC website, Yammer daily tips and a weekly newsletter

Results

One month after moving to a virtual program, HealthFitness has successfully implemented several programs included in their virtual engagement plan.

BCWC's new website launched successfully just two weeks after the center closed. Created by the HealthFitness staff, the website is available to all Molson Coors employees and BCWC members and is a one-stop shop for all things wellness.

The website has pages dedicated to virtual fitness, including at home workouts, stretches, and mobility routines. There are also trainer tips, articles, ergonomic tips, as well as a motivational page with recommendations.

In order to measure virtual participation, HealthFitness created a weekly summary report to track what services participants are using and are most interested in.

Highlights from Monday, April 13 to Friday, April 17, 2020

38	website followers (+6 from previous week)
24	unique views of full length group exercise classes

Since the BCWC closed (March 17, 2020) through April 17, 2020

1,503	individuals reached with over 32 activities offered
44	YouTube subscribers
120	exercise prescriptions created
596	unique views of WOD videos

Bill Coors Wellness Center at Molson Coors

The HealthFitness team at Bill Coors Wellness Center launched an innovative plan to deliver virtual health and fitness to keep employees engaged in their health.



Just before we as a society committed to social distancing to stop the spread of COVID-19, I had hit my stride in the gym. I was utilizing personal training, group classes and using what I learned there to improve working out on my own. I was disappointed to not be able to hit the gym. However, using a variety of platforms, the team at the Bill Coors Wellness Center has kept me motivated by providing personalized training for me to do while at home. I am happy to be able to continue to see progress in my fitness journey – in mind, body and spirit.

- Bill Coors Wellness Center member



About HealthFitness

HealthFitness, a Trustmark company, delivers a complete and personalized wellbeing solution designed to make people healthier with the best of fitness and recreation, wellness and injury prevention and treatment services. HealthFitness is a proven leader and partner for enhancing wellbeing programs and transforming lives for the better. Parent company Trustmark provides a full spectrum of employee benefits to improve wellbeing through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.



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