



CASE STUDY



# Sartori Cheese Engages Diverse Workforce to Step Up Healthy Activities With Optimity





# Overview

Sartori Cheese has partnered with Optimity since January 2019 to deliver an employee engagement program focused on holistic health that works for their diverse workforce. Sartori Cheese aims to promote the development of healthy habits amongst their team members. They also seek to interact digitally and better engage employees using various personalized content, challenges, activities, and rewards.

## Why Optimity

Sartori Cheese has a diverse workforce consisting of office, factory, and remote workers located in the US. They were interested in finding a wellness engagement solution that could not only unite a variety of employees, but offer personalized content, challenges, in-app notifications, and activities suitable for employees within different workplace settings. Sartori Cheese was also particularly keen on running various challenges to promote healthy activities, such as step goals, activity-based goals, recipe sharing, and gratitude challenges. Optimity's mobile-first app checked all these boxes.

## The Solution

Optimity provided a white-labeled version of their digital, mobile-first app offering health and wealth modules that cover holistic aspects of well-being, including physical, nutrition, mental, social connectedness, and financial health.

Employees were given free access to a private in-app group sponsored by Sartori Cheese. Sartori Cheese program managers are provided access to the Optimity administrator portal where they can customize and launch challenges, track key metrics, and send in-app notifications to users. Users can receive gift card rewards and special discounts, recognition, and encouragement through the app, increasing engagement and supporting the health of the team.

The Optimity solution also offers challenge customization. Administrators can personalize the challenge header photo, title, subtitle, and description, and enable photo sharing via the Feed to be in line with a company's unique branding and culture. To capitalize on this, Sartori Cheese launched their custom Cheeseboard Challenge on July 25, National Wine and Cheese Day, which challenged their employees to submit photos of cheeseboards highlighting Sartori's cheese. At the end, one winner was selected to receive a Sartori Cheese swag package.



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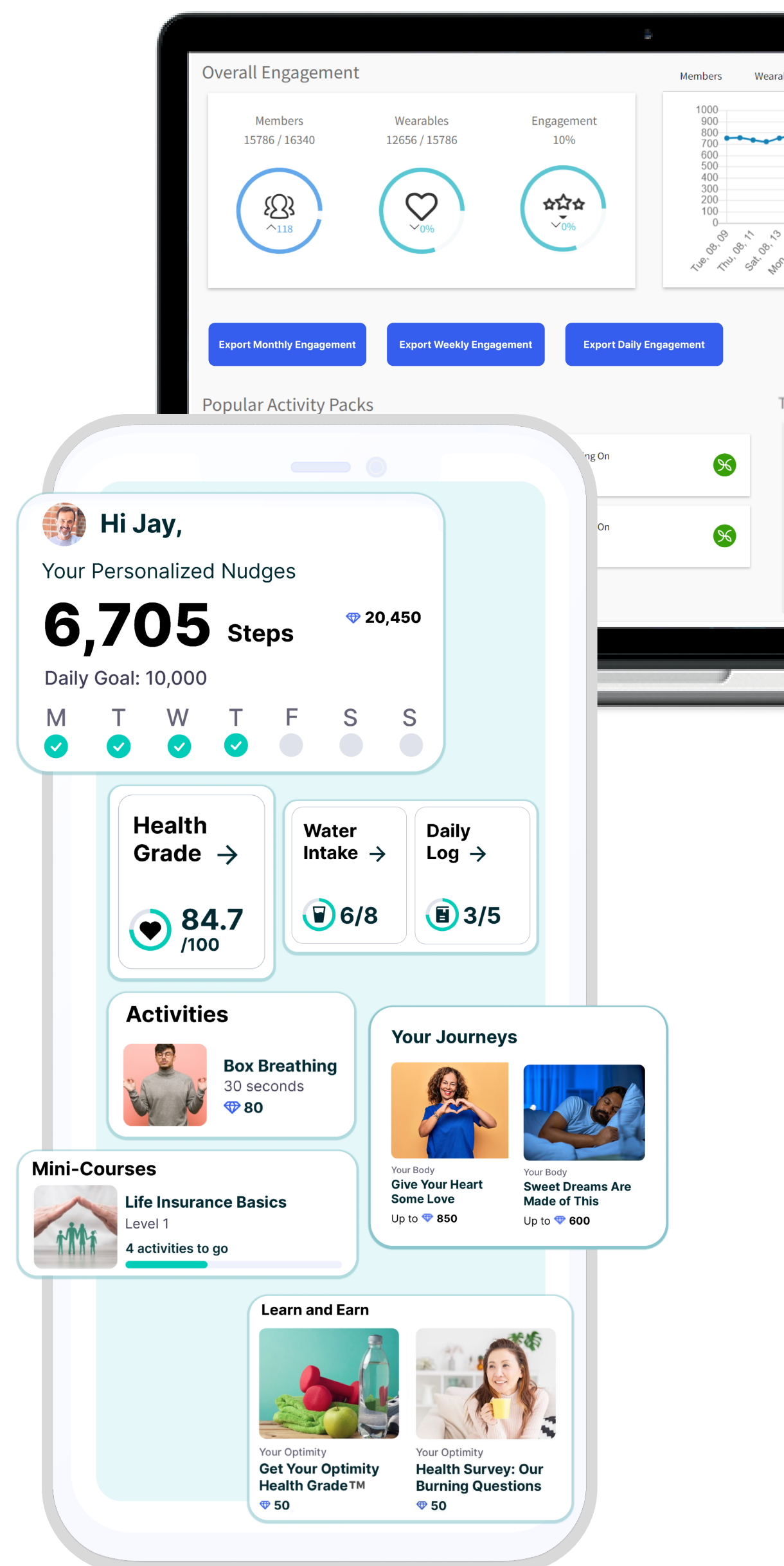


## Project Requirements

The project entailed the following steps to successfully implement the Optimity solution:

- Setting up and deploying an enterprise group exclusively for Sartori Cheese employees
- Establishing a budget for gift card rewards
- Working to invite and onboard employees onto the app
- Developing and deploying a series of email communications to support the new user experience
- Administering educational quiz content and micro-activities
- Training Sartori Cheese on how to utilize the admin portal, including running challenges, gathering real-time data, generating segments of users based on demographics, and sending in-app notifications

**A unique challenge Sartori Cheese faces is the level of access** to their factory workers who don't necessarily have company emails or assigned mobile devices. The solution was designed to accommodate this by allowing them to sign up with personal emails and be accessible to all full-time and hybrid staff (shift workers, part-time staff, etc.). Also, Optimity's wide-ranging activities appeal to Sartori Cheese's diverse workforce, such as stretching exercises that encourage desk workers to keep active throughout the day.







## The Results

Since one of Sartori Cheese's main objectives is to strengthen its relationship with and better engage employees, monitoring in-app engagement rate, including participation in challenges, is important. The goal is to see greater than or equal to 20% monthly active users (MAU).

Over a 12-month period, Sartori Cheese achieved **35% average monthly active users (MAU)** and **step goal challenges have attracted 40+ participants out of 190 total users.**



## About Optimity

Optimity is an award-winning insurtech company on a mission to improve holistic health, wealth and longevity for millions through the science of micro-learning, gamification, incentivization, and rewards.

Their mobile-first app and digital engagement platform were developed by leading technologists, health and medical researchers, and wealth experts and are backed by more than 30 years of behavioral science research. Optimity's enterprise solution includes white-labeled apps as well as add-on products such as Optimity Health Grade(™) and Sub-Scores, Optimity Micro-Learning(™), Optimity Nudges(™), and Optimity Journeys(™), all of which serve to better engage large populations of policyholders, members, employees, and customers so they can improve holistic health outcomes and live longer lives.

With a reach of over 2.6 million North Americans and growing in other countries, Optimity is one of the most popular and trusted health rewards programs in the world.

For more information, visit [www.optimity.life](https://www.optimity.life) or email [connect@optimity.life](mailto:connect@optimity.life).