

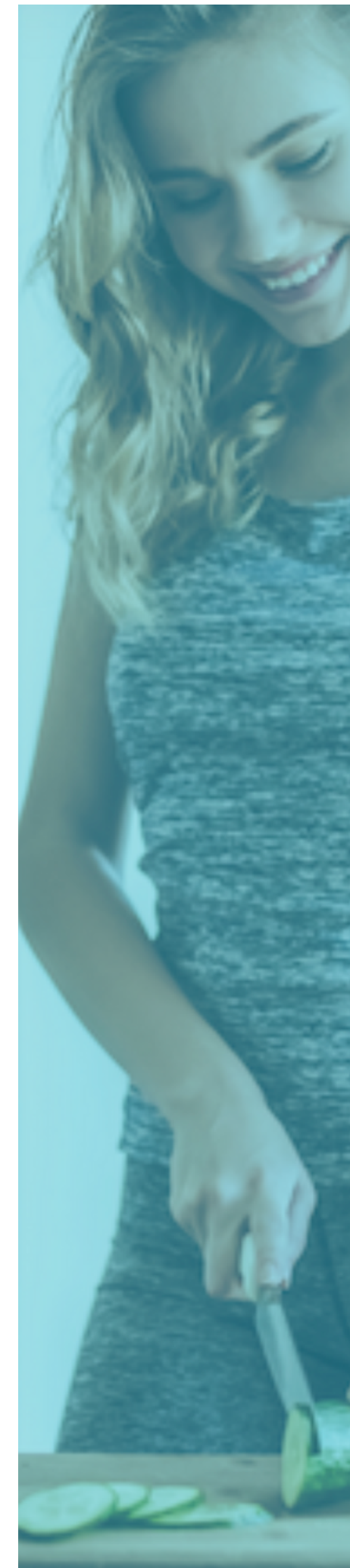


IMPLEMENTING AN ENGAGING WELLNESS PROGRAM WITH A REMOTE TEAM

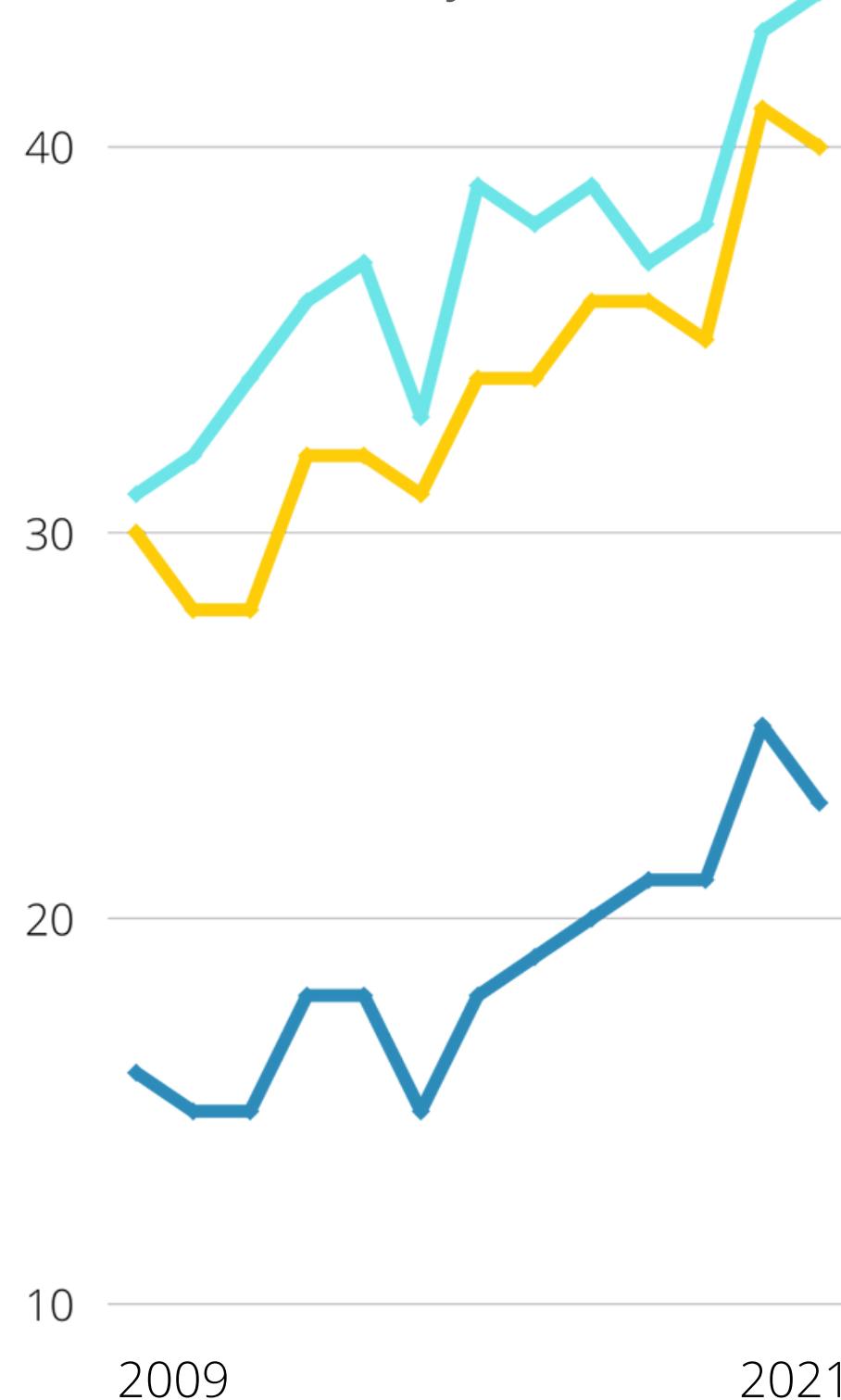
A Case Study of LEUKEMIA & LYMPHOMA SOCIETY OF CANADA

Since this shift to remote/hybrid work, companies everywhere have struggled to improve one key performance metric, engagement. Wellness and employee engagement depend on each other, working together to create truly happy people. Job satisfaction positively impacts their health and feeling well encourages them to be happier in the workplace. However, planning wellness initiatives to encourage this behaviour takes up a lot of an HR team's time and is difficult to get the desired participation.

This case study will show the positive impacts that a comprehensive Employee Wellness Plan (EWP) can have on your employees' health, engagement, and overall satisfaction. We found that the three keys to implementing a successful wellness program are: ***having something for everyone, engaging with wellness together, and buy in from the top.***



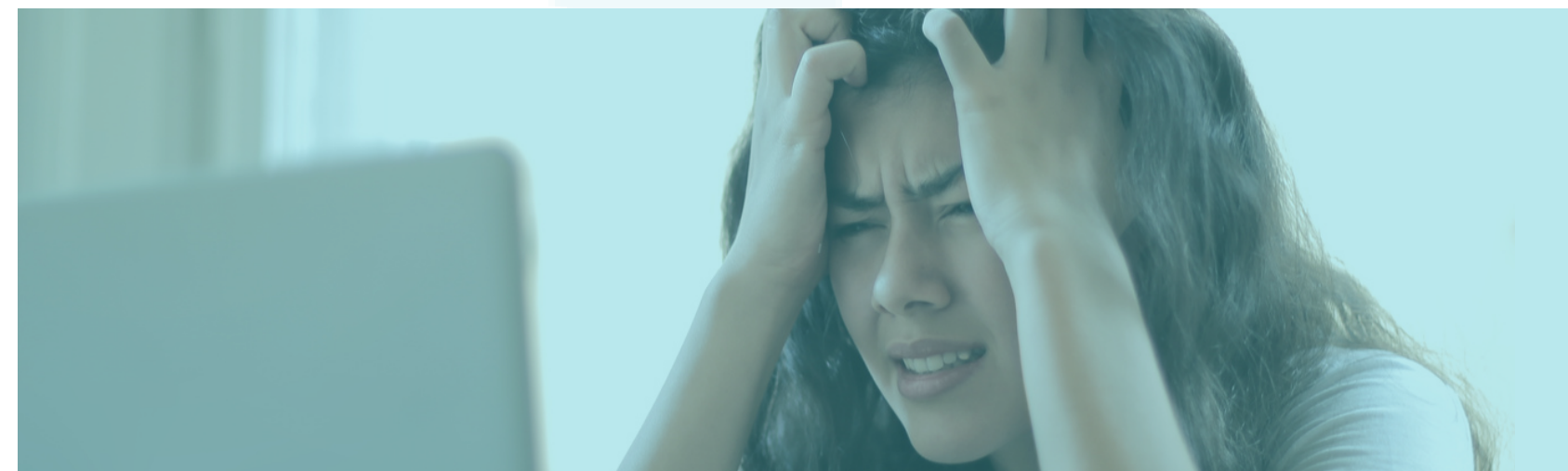
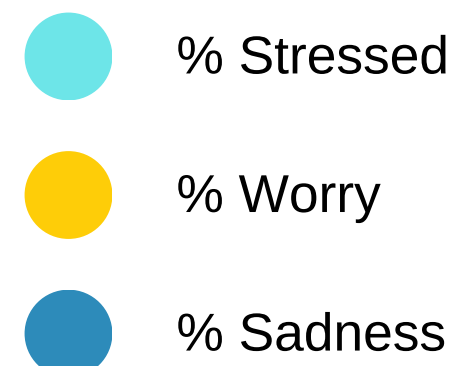
Did you experience the following feelings during ***a lot of the day*** yesterday?
(stress, worry, sadness)



Since the start of the pandemic, Gallup, a global analytics and consulting firm, has kept a close eye on the impact this new working environment has had on employee wellbeing. When surveyed, a staggering **44% of employees said that they had experienced stress a lot of the previous day**, both at work and outside of it. Their findings illustrate the importance of providing holistic support to employees so that they can get help for anything that may be impacting them at work or at home.

“Most large organizations have physical wellness programs. But those programs don't always take mental health and social relationships -- important influencers of physical health -- into account. In addition, physical wellness fails to capture the broader dimensions of overall wellbeing: social, financial, career and community wellbeing.” - Ryan Pendell, Gallup

They also explain that the percentage of people who feel that their employer cares about their wellbeing has plummeted, resulting in lower engagement, higher burnout and more employees looking for new job opportunities elsewhere. This proves a need for companies to practice what they preach and truly invest in their most valuable asset, their people.



The Challenge

Companies have started tasking their HR teams with increasing engagement rates for wellness programs but finding something to cater to everyone's different needs and shifting calendars seems impossible.

Throughout the pandemic LLSC had been focused on their employees' mental health and looking for ways to support them in a meaningful way. They had a therapist running group sessions with employees attending and sharing struggles, but were only able to reach about 25% of their employees with this initiative. LLSC wanted to add programs like yoga and exercise classes but, because they are a small HR team, they knew it would be too difficult to manage different providers while organizing times that would work for all their staff.



The Solution

LLSC decided to offer their people an Employee Wellness Plan (EWP) with Cyno. This gave their employees access to everything wellness in one place and enabled them to easily book their own wellness sessions of any kind to attend on their own or with a friend.

“ONCE WE FOUND CYNO, VOILA, EVERYTHING WE WERE LOOKING TO OFFER OUR AMAZING EMPLOYEES ON ONE PLATFORM”

- Lisa Robb, Director, Talent & Culture

Cyno is increasing the accessibility and convenience of healthcare. The EWP supports corporations who wish to extend virtual wellness services to their employees. Through the EWP, corporations gain access to the Cyno platform to book live one-on-one or group health & wellness services with a wide range of providers.

The Solution

Traditional corporate benefits are the same for every employee and not nearly enough attention is paid to the individual. Cyno prides itself on the vast array of choice we offer to employees searching for an individualized path to their wellness. We give people the ability to build their own team of wellness experts to meet with as much as they need.

“CYNO WAS THE ONE TURNKEY PLATFORM WE FOUND WHERE EVERYTHING IS AVAILABLE”

- Sofia Guay, Business Unit Director, Revenue

Mental Wellness

Meditation

Life Coaching

Ergonomics

Personal Training

Yoga

Pilates

Nutrition

Financial Wellness

Cooking Classes

Art Instruction

Music Lessons

Veterinarian Technician

Social Events

and more!



Implementing an Engaging Wellness Program with a Remote Team



The Implementation

In partnership with LLSC, we used several strategies to teach their people about the Cyno platform and get them excited for the new variety of benefits they would have access to. We take these steps with every new client to ensure a successful launch and encourage engagement with the program from the very start.

- Live onboarding presentation to all LLSC employees
 - Covering what Cyno is, all the services we offer and what access employees have
 - A live walkthrough of the Cyno platform and how to access available services
 - Q & A to go through any other questions staff might have
- Email campaign
 - Onboarding email campaign welcoming employees to Cyno in the days following the onboarding presentation. It shows them how to sign up, security & anonymity information, and recommended services over the course of their first week of access
- Cyno Concierge
 - All employees are encouraged to book a call with our concierge if they are having any trouble assembling their wellness team. A one-on-one chat with one of our support staff can help identify needs and pair you with a provider
- Cyno Expert Demonstration
 - During a townhall meeting, an LLSC employee demonstrated how they access the Cyno platform, followed by an interactive demonstration of a group service by a Cyno expert



The Implementation

In addition to these strategies we provided LLSC with custom marketing material to distribute to their team through internal channels and presentation material to help inform new hires during their onboarding.

As stated at the beginning, the three keys to implementing a successful wellness program are: ***having something for everyone, engaging with wellness together, and buy in from the top.***

This onboarding process ensures that employees know everything they have access to, how to access it and are encouraged to not only use it on their own but with each other. However, to have your people truly embrace a culture of wellness it needs to come from the top down, and LLSC did exactly that.

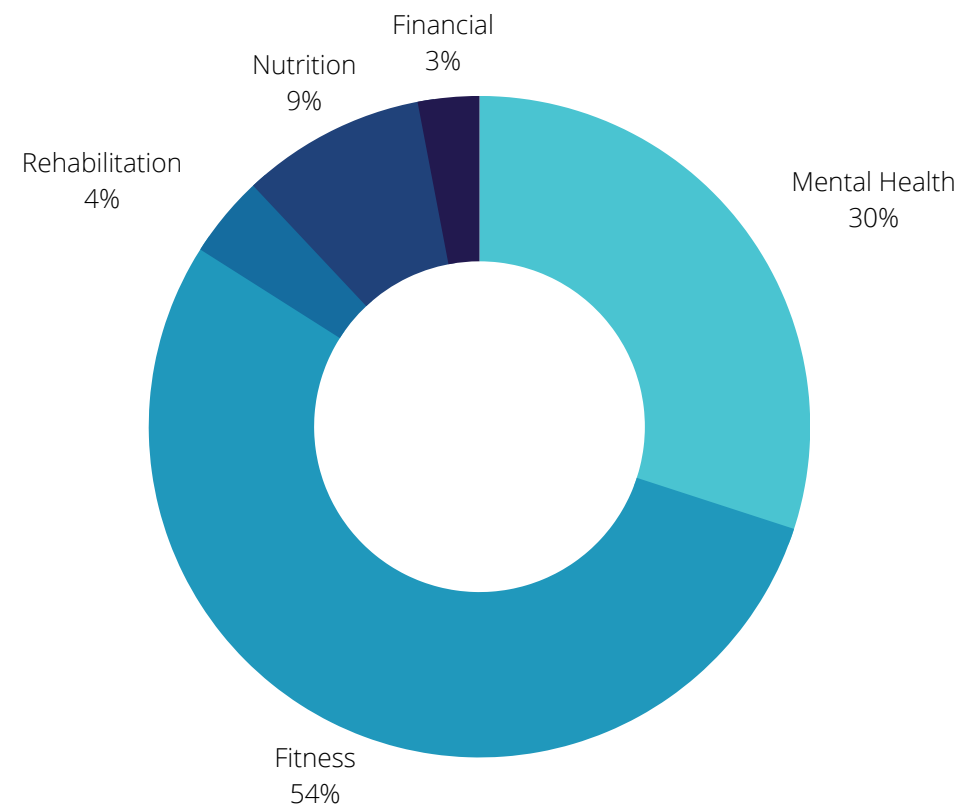
LLSC management were fantastic at communicating with employees to make sure they were aware of this initiative and excited for the launch. They encouraged everyone to attend onboarding presentations and continue to advocate for employees to use the platform while being active on Cyno themselves.

The Result

LLSC employee count: 79

Within the first 3 months after launch day, 60% of their company had used Cyno. LLSC employees booked 329 appointments on the Cyno platform, 150 of these bookings were for group classes and 179 were for 1-on-1 sessions. It is worth noting the types of services that employees were drawn to book: Fitness services constituted 54% of all bookings, Mental health services 30%, Nutrition services at 9%, rehabilitation at 4% and Financial wellness 3%.

Distribution of Classes by Category



Group vs. 1-on-1



The Impact: HR Team

“It has been so gratifying as an HR Team to have introduced Cyno to our staff and hear the positive feedback knowing we are offering our employees a tool that literally has something for everyone.”

- Lisa Robb, Director, Talent & Culture

2. Effecting real change

- Immediate shift in employee sentiment
- Alleviate work for HR team

1. One supplier for all their needs

- Offer every employee the chance to build their own wellness plan
- Wide range of support and activities
- Everything wellness in one place

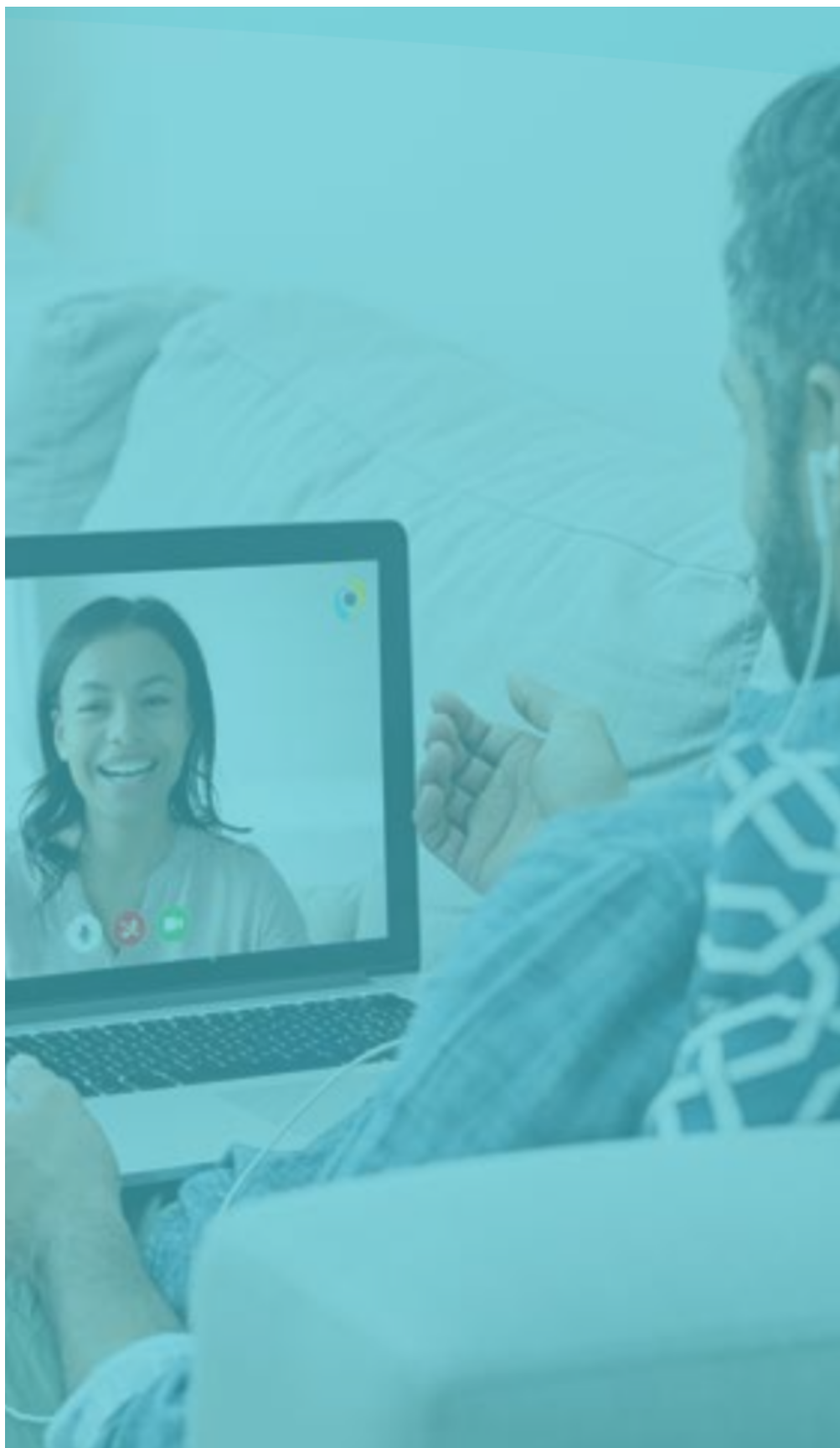
“It is still early days, but based on our wellness surveys, our scores for how employees are feeling are already increasing. It has alleviated all the time that the HR department had been spending researching providers and setting up schedules.”

- Lisa Robb, Director, Talent & Culture

The Impact: Employees

“ I have seen so many posts on our internal channels recommending different classes and providers on Cyno. In addition, many people post about finding others to join them in a class which is building relationships within and between departments. This is something that has been hard to achieve working remotely and we are thrilled with this as an added bonus. I would say our employees are very grateful and excited about the introduction of the Cyno platform to our Wellness package.”

- Lisa Robb, Director, Talent & Culture



The Insights

1) Having something for everyone

“EVERYONE HAS FOUND SOMETHING THAT THEY REALLY CONNECT WITH”

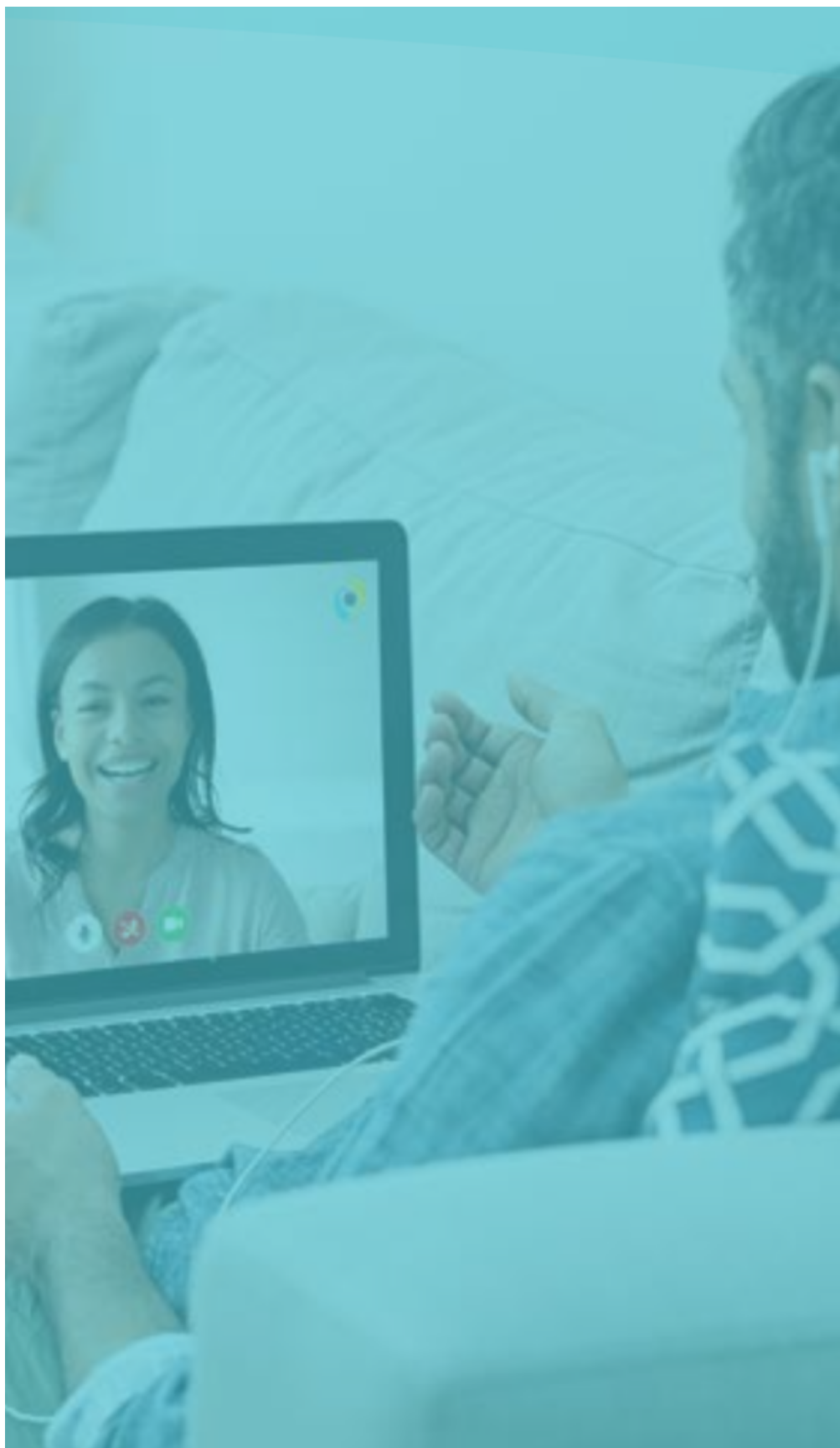
- Sofia Guay, Business Unit Director, Revenue

LLSC's main struggle while trying to organize an in-house wellness solution was a lack of engagement because they didn't have time in the day to consistently schedule all the providers needed to engage more of their work force.

This is a common problem when it comes to supporting wellness. Giving meaningful coverage to one aspect of wellness seems exclusionary but providing everything seems impossible. Wellness spending accounts have been the answer for a lot of companies but these still leave it to the employee to find what they need, where they can get, times it will work and then the added stress of those wellness account dollars running out.

Every employee has different needs, different wants and different schedules, so having something for everyone is essential when trying to implement an engaging wellness program.

Cyno not only allows teams to offer a full catalogue of wellness services but gives employees direct access to those services from home and even helps them figure out which ones they may need.



The Insights

2) Engaging in wellness together

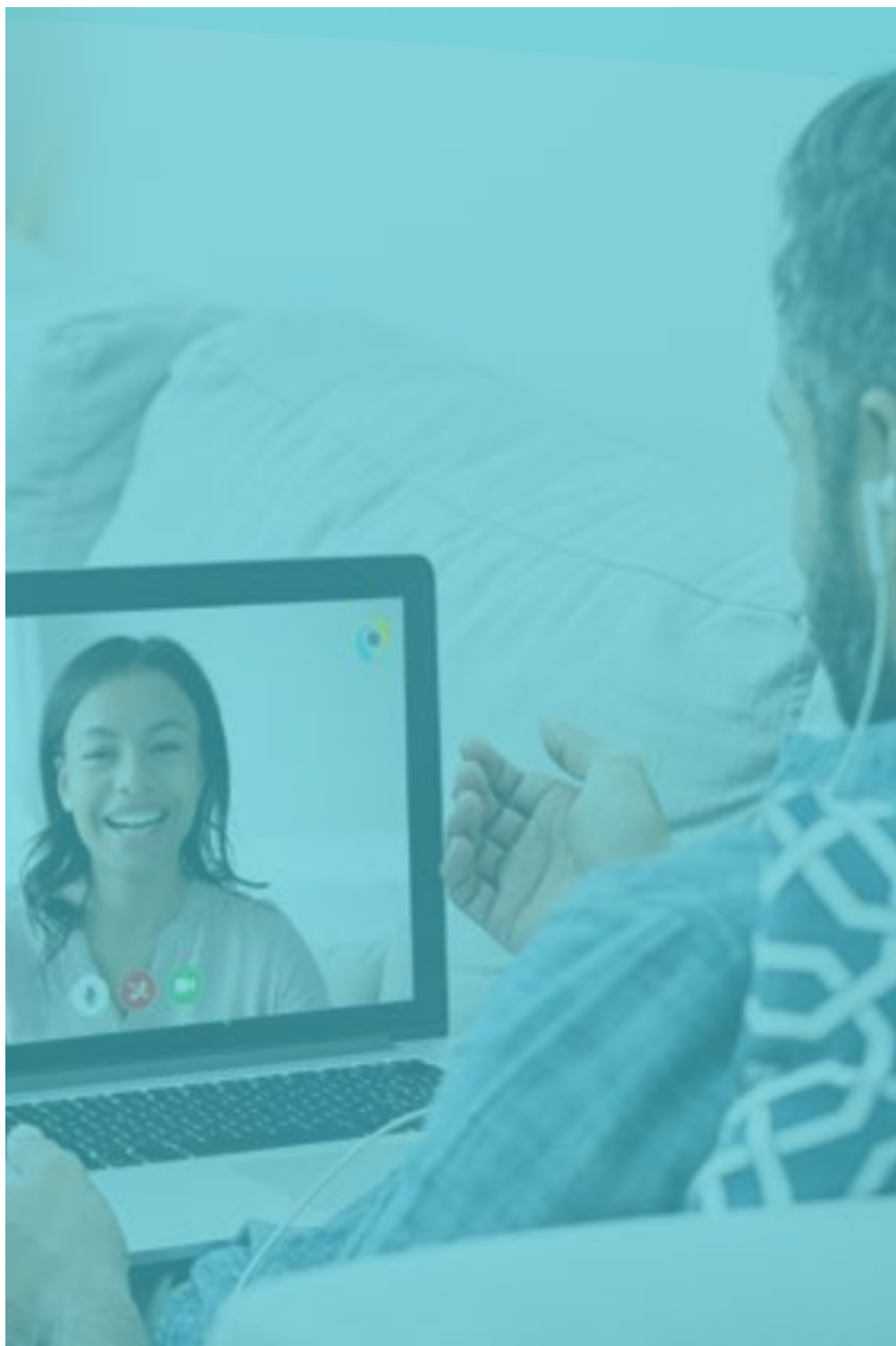
“PEOPLE GO OUT OF THEIR WAY TO SHARE THE BENEFITS OF THE PLATFORM, THEY’RE POSTING ON OUR CHANNELS ABOUT HOW MUCH THEY LOVE IT”

- Sofia Guay, Business Unit Director, Revenue

Another major factor in the successful adoption of a wellness program is engaging with it together. Whether that be going to group classes together, sharing experiences internally or just recommending providers to co-workers. Knowing that others are working to better themselves and having it be known that the company actively encourages this behaviour will, in turn, help those people that need an extra push to start working on their wellness.

LLSC not only organized private trivia events for their team but have actively encouraged the sharing of anecdotes and suggestions on internal channels. They found that people began to actively participate in group classes together and you can see that their healthy split between group and one-on-one classes resulted in very high overall usage for their company.

Engaging in wellness together lets employees know that this isn't just a program being offered, it is a part of who you are as an organization and that the health of every employee is valued.



The Insights

3) Buy in from the top

“ WE WANT HAPPY EMPLOYEES THAT ARE ENGAGED AND MOTIVATED TO DO THEIR BEST WORK ”

- Sofia Guay, Business Unit Director, Revenue

It's no secret that buy in from the top will help anything disseminate throughout an organization, but with wellness especially, it is important for your people to see higher ups making time for these initiatives too.

It can be hard to get management to really embrace wellness and even harder to get them to share their experiences with it, but showing this really lets people know that its not only okay but encouraged to take time to work on yourself.

LLSC's management did a fantastic job with this, actively using the platform, discussing it and promoting it on internal channels. Their excitement about the platform helped imbue so much of their organization with the same attitude and has resulted in fantastic uptake over the course of their first couple of months.

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For more information on Cyno's corporate wellness platform, please contact nick@cyno.ca or visit www.cyno.ca