

Wearable Devices – One Employer’s Experience



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McKesson’s Wellness and “Device” Rollout



Launched
McKesson’s
Wellness
Program, in
partnership with
Vitality in 2010



Distributed
pedometer to every
employee who
requested one
initially over 11,000
– current
engagement at
over 70%



Employees earn
points by
engaging healthy
actions including
workouts and
online courses;
Points earn status
and status earns
discounts

Simple Pedometer Wasn't Enough

- Vitality program requires validated activities
- Pedometers broke or were easily lost
- Not all of McKesson employees had computer access at work
- Many employees had other devices
- Vitality is “device agnostic”



Device Distress – Employee Complaints

“I’m having difficulty connecting my “Insert Device Name” to my Vitality account.”

“I want to use a device that counts swimming as an activity.”

“I want more information about my workout, my calorie burn, my heart rate, etc.”

“I want my activities to upload wirelessly and connect to my smart phone.”



Incentives Work -

- Premium incentives at Silver and Gold Status changed the game!
- Healthy Challenges significantly increases device usage
- Earning Vitality points is important
- Most everyone at McKesson wears a device
- Our engagement levels are surprising



Where Do We Go From Here?

Device capability is expanding. What biometrics will we as employers measure?

Directly upload sleep metric, blood pressure, quality of daily activities, weight?



How do we encourage healthy lifestyle by those who need it most?

How far do we go to incentivize use of devices? How much are we willing to pay for healthy behaviors?

Questions?