Wearable Devices – One Employer’s Experience

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

Gerri Burruel, McKesson
VP Benefits, Total Rewards
June 17, 2014
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?