



Investment vs. Impact: Employee Engagement & Retention Strategies

Krista Bateman, Director of Sales

September 18, 2024

Care that people love.



START your care with **FMH** first stop health®



Primary Care

A virtual medical home.

Schedule as soon as next day with your virtual doctor for chronic issues, prevention, and referrals.

BUY-UP to ENHANCED VPC

- Access to enhanced navigation from nurses, and a network of diabetes educators and health coaches.
- Add on: Case Management that goes beyond care coordination and onsite biometrics



Urgent Care

The heart of patient engagement.

Connect in minutes via phone, app, or web. 24/7 access to a virtual doctor for minor issues.

- Medical advice and treatment for minor illness and injury. Same day Rx delivery.
- Recommendations for the next step of your healthcare journey.



Whole Mental Health

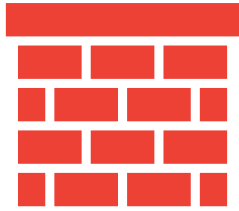
Care for the whole person.

Support within minutes, appointments in days for coaching & counseling to treat stress, anxiety, etc

BUY-UP to WHOLE MH

- Long-term individual & family counseling.
- Access to PCPs for Rx.
- Guidance from mental health coaches for tobacco cessation, wellness goals, vision planning, etc.

Problem



- Disconnect between “investment” and “impact” when it comes to benefits
- Investments include \$, time & resources
- Why does your org make these investments?
- Misperception of employee desires/needs based on data & outcomes

Solution

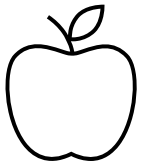
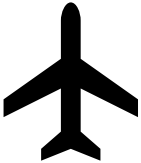


- Enhance perception of company benefits and infrastructure
- Deploy two behavioral frameworks to maximize investment with impact
 - Why We Work
 - Theory of Gift Giving
- Implement solutions that are high-value (maximum impact while minimizing costs)


Framework 1: Why We Work *(determines how well we work)*

**Harvard
Business
Review**

Culture
encompasses all
4



Joy & Performance Enabler



PLAY
ENJOYMENT
CREATIVITY
CURIOSITY

Joy & Performance Enabler

PURPOSE
IMPACT
MISSION
VALUES



PRESSURE
EMOTIONAL
FINANCIAL
EXTERNAL

Joy & Performance Detractor

POTENTIAL
IDENTITY
LEARNING
GROWTH



Joy & Performance Enabler

Think About 2 Personal Gifts



Framework 2: The Theory of Gift Giving (applied to benefits)



Recipient Feels Heard & Seen

Gift represents giver's attention to detail, is personalized, conveys that giver listened to and understood recipient.



- Unique to each employee with a focus on DEIB
- Often centers around family, not just employee
- Stems from employee feedback
- Relevant to company culture and day-to-day need



Exposes Recipient to "New Idea"

Gift helps recipient learn or grow, and introduces them to a creative, useful, or thoughtful new way of living and being.



- Often centers around personal or professional growth
- Teaching vs. Telling: Gift as a conduit to something bigger
- Ongoing in nature; not one time
- Leverages company strengths for unique connections



Bestows "Luxury" on Recipient

Gift is something the recipient may or may not be able to access themselves, is generally unexpected, and represents the highest quality version —something special.



- High dollar for an individual, relatively low dollar for company
- Proactive: Given before it is asked for
- One step further than competitor employer
- Elicits a "Wow" or "Thank You"



Care that people love.



Recipient Feels Heard & Seen

Personalized engagement, patients get more time with doctors, treatment for all dependents, DEIB focused care, customized referrals



Exposes Recipient to “New Idea”

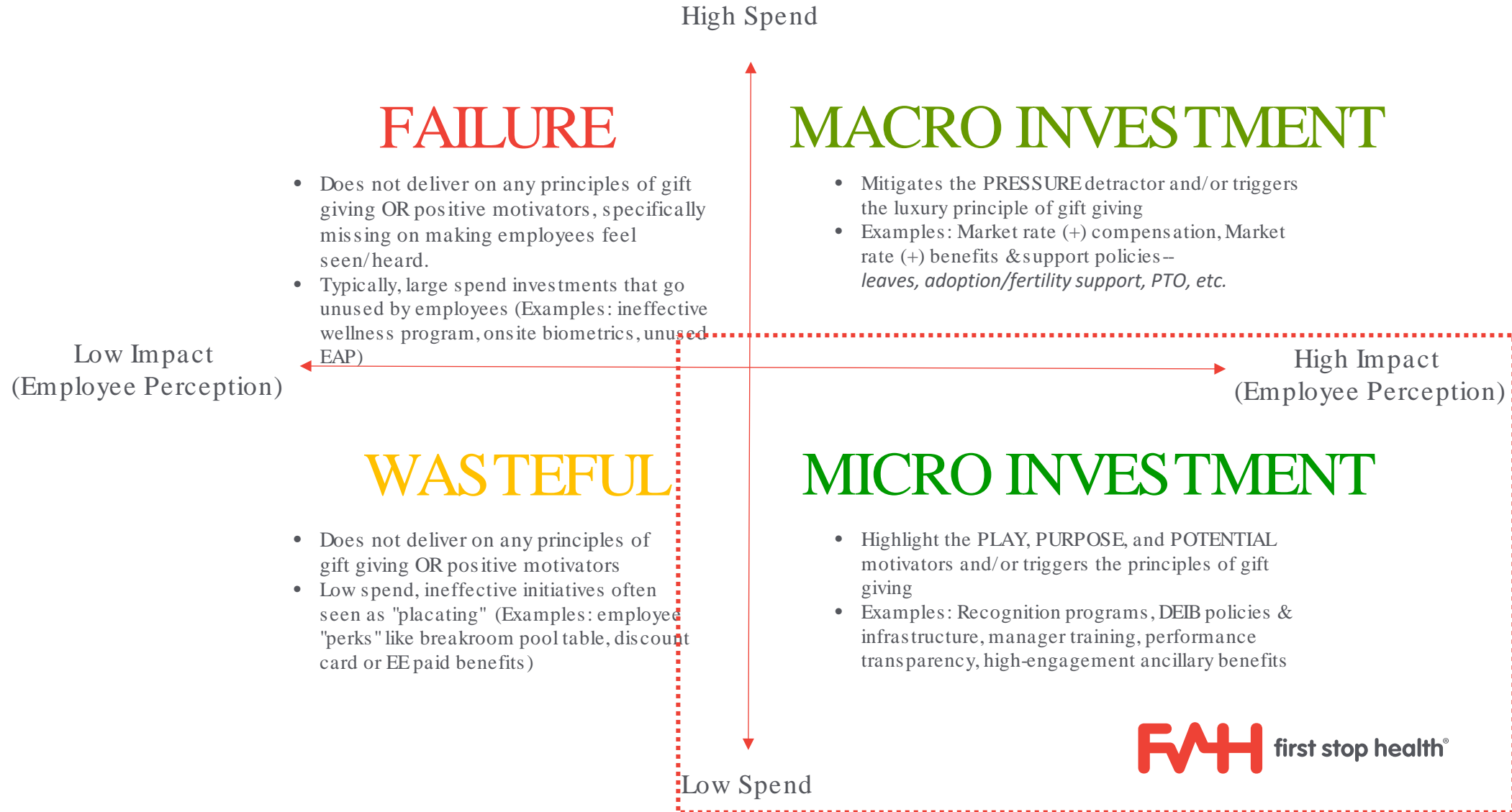
Helping patients create better healthcare behaviors, patient education, ongoing and unlimited access to care, investment in long-term physical and mental health of a patient



Bestows “Luxury” on Recipient

Free to the employee and paid for by employer, concierge-like medicine, on-demand access to highly qualified doctors, and unparalleled care

Spend vs. Impact Grid: Combining the Frameworks



First Stop Health as a High-Impact Retention & Engagement Tool



Concierge Physician for 200 Law Firm

As part of a highly competitive benefits package, employer wanted employees to have free access to dedicated physicians that would spend real time with them and coordinate care.



Free Doctors for Part-Timers at Hotel Chain

For <\$10 per employee per month, employees and family given unlimited access to free doctors and counselors. Equivalent comp would be additional \$0.10 / hour and employer felt employees would see more value in a free doctor for the same investment.



Better Care Access for Manufacturing EEs

Reducing planned and unplanned absenteeism meant providing access to early morning, evening, and weekend appointments for patients living in a HPSA (health professional shortage area)



Gold Standard of Benefits at High End Retail

National cosmetics retailer desired to provide the gold standard of benefits in the industry relative to major competitors. Available to all employees regardless of benefit status.



Response to Feedback at 10K EE Restaurant

Employees asked for better mental health support in response to increasing violence to fast-food workers. Employer is committed to "Taking Care of the People Who Take Care of Our Customers"



Investment in DEIB at 1K EE Nonprofit

Education-focused nonprofit needed a more equitable way to deliver care to patients on the disability spectrum.