



CASE STUDY

# Hillrom Scores Big in March Mindfulness

---



**Hillrom**<sup>TM</sup>

# Prioritizing Holistic Health and Wellness at Hillrom

A leading med tech company, Hillrom and its 10,000+ global employees worldwide proudly work together to continue a legacy of innovation and a mission to enhance outcomes for patients and caregivers in over 100 countries—a mission that also seeks to support the people within their organization.

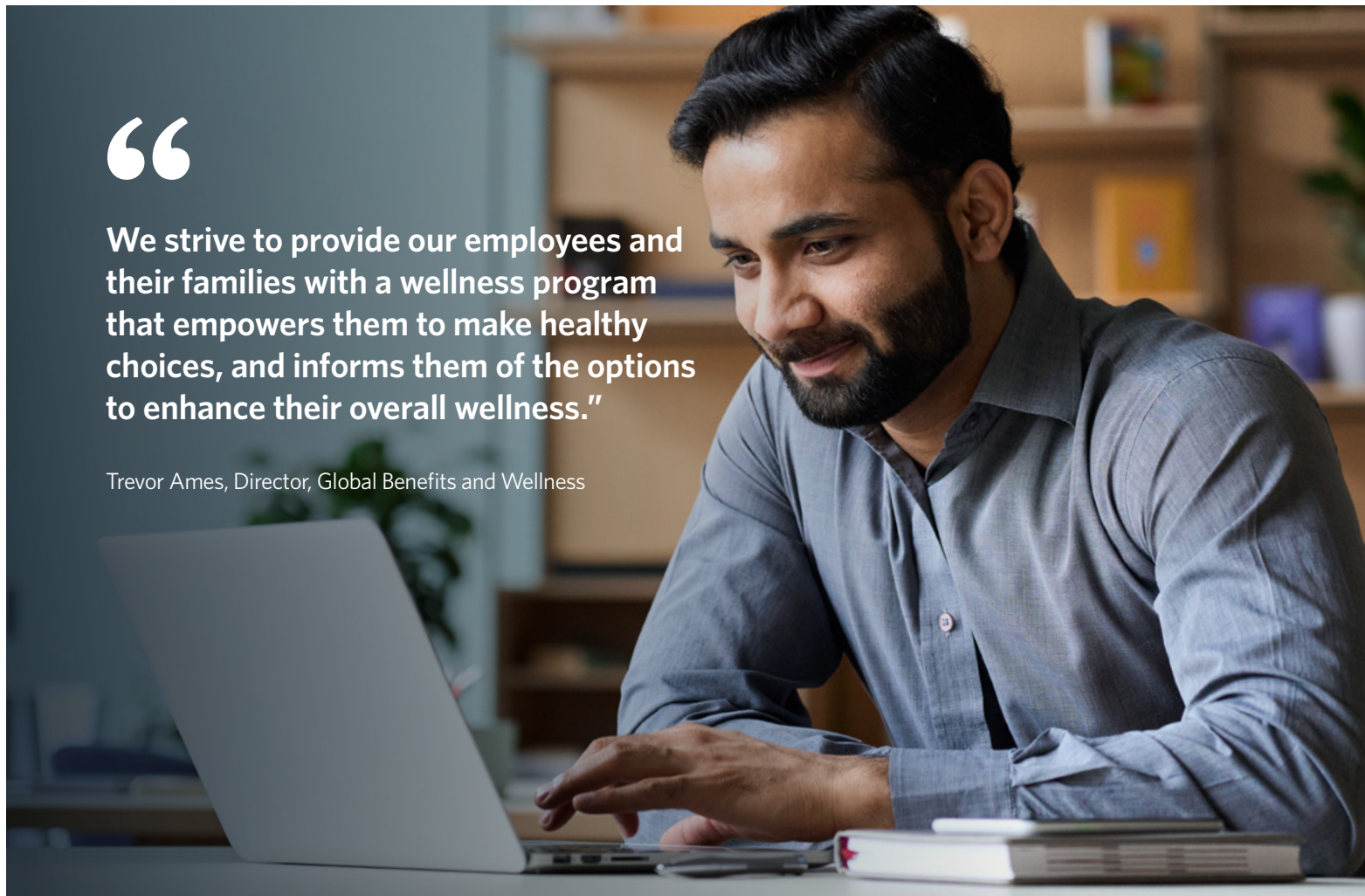
Hillrom's wellness program's mantra, *Eat Better, Move More and Stress Less*, speaks to their vision to enhance overall wellness across their organization. This mantra

has proven to be one of the most effective approaches to engaging the company in their wellness program. In partnership with Virgin Pulse, Hillrom has designed their wellness program around those three pillars— nutrition, mental health and physical activity— and works to continuously improve program utilization and enrollment, especially as 2020 highlighted the need to focus on supporting their employees' mental health.

“

**We strive to provide our employees and their families with a wellness program that empowers them to make healthy choices, and informs them of the options to enhance their overall wellness.”**

Trevor Ames, Director, Global Benefits and Wellness



# Competing for Mindfulness Throughout the Month of March

With nearly 4 in 10 employee members regularly engaging in their mindfulness programs each month, Hillrom's Virgin Pulse Onsite Wellness Program Coordinator and Health Coach recognized that mental health was quickly becoming one of the most popular features of the organization's wellness program. This discovery inspired Hillrom, with guidance from Virgin Pulse, to make relevant mental health resources more readily available to the members of their workforce.

Hillrom has long managed both remote and onsite teams. Even before the pandemic, Hillrom prioritized designing personalized programs that would reach and support all of their employees. As the number

of offsite employees grew, they knew it was more crucial now than ever to offer a variety of mental health programs that can be easily accessed whenever and wherever employees needed them.

Looking for new and fun ways to engage the entire organization in mental health programs, Hillrom jumped at the idea of leveraging the excitement of the popular college basketball tournament, March Madness. Knowing that this fun sporting event would be a great way to gain momentum around their mental health programs throughout the entire month, Hillrom launched their March Mindfulness initiative in March 2021.

**Virtual Wellness**  
March 2021

**Earn Double Points on Mystery Day**  
You won't know when, but it is coming. Maximize your earning potential this month by logging into your Virgin Pulse account every day. Please note, your points will be loaded at the beginning of April when the Mystery Day is revealed.

**March Mindfulness Bracket**  
We're mad about March at Virgin Pulse. Join the Mindfulness Bracket, a month-long competition in which our favorite mindful activities face off for the championship title. Who will be left standing? The ever-popular virtual session? The versatile health coaching conversation? The long overlooked unplugged walk? The best part, you do the picking!

- Download the Mindfulness Bracket
- Email your completed bracket to [hillromwellness@virginpulse.com](mailto:hillromwellness@virginpulse.com) by 3/31 to receive 500 points!

**Healthier Hour: What's What?**  
When: March 9th from 10:30 am – 11:00 am EST  
[Reschedule Here!](#)

**Virgin Pulse Site De**  
When: March 19th from 9:30 am – 11:00 am EST  
[Zoom Link](#) and Meeting ID: 9191

WHI provides training on mindfulness, sleep, yoga and mental wellness. Join this webinar to learn about WHI, how to locate it in Virgin Pulse and experience a guided mindful session!

Learn how to fulfill the 2021 wellness requirements and walk away with 4 healthy activities to do next!

**MARCH MADNESS MINDFULNESS**

- Say no to one thing that doesn't serve you today
- Schedule a preventative care visit before you forget
- Start the Find Your Focus Journey
- Track 5 of 7 days in the healthy habit challenge
- Take an unplugged walk outside
- Schedule time to take a lunch break
- Complete a health coaching conversation
- Do something that brings you joy
- Complete a WHI yoga session

Hillrom. LIVE WELLTHY. Virgin Pulse. Download the 10

# Hillrom at a glance

**"30% of our employees indicated that they were interested in programs around stress management in the Virgin Pulse app. Where we're still working remotely, this insight is invaluable and makes it so much easier for us to understand what our employees need from us to support them professionally and personally."**

Trevor Ames, Director, Global Benefits and Wellness

10,000+

global employees

40%

of eligible employees and spouses are enrolled in Virgin Pulse

82%

of members have completed the Health Risk Assessment

74%

members earning incentives for completing activities within the Virgin Pulse platform

65%

average monthly program engagement



# Nothing but Net: Increased Utilization, Engagement and Outcomes After Bringing Awareness to Hillrom's Mental Health Benefits

In 2021, Hillrom partnered with Virgin Pulse to elevate their current mental health offerings by implementing new programs to further support their organization as the pandemic continued to bring on additional stress and anxiety. These new initiatives quickly gained traction throughout Hillrom, garnering incredible engagement while fueling their culture of wellness and social connectivity.

To ensure that management was set up to successfully support their teams, Hillrom invited a Virgin Pulse Anxiety and Depression Coach to host their March

monthly manager training webinar, Supporting Your Team Through Tough Times, to bring awareness to the effects of grief and COVID-19, the mental health resources available to Hillrom employees and guidance on how managers could best approach and support their employees during these stressful times. This training provided Hillrom's managers with the tools and skills they need to gain the trust of their teams, providing them with an open and safe space to share their struggles and ask for help when they need it.

“

**After it was mentioned, I too started gratitude journal. At bedtime I write down 3 things I was grateful for that day. When having a rough moment, I can look back and get refocused.**

Anonymous, Choose a New Attitude Participant

**“We took a long drive to a familiar beach just to chill and enjoy. We rush around so much with house stuff, car stuff, etc. Thanks for the reminder to slow down.”**

Anonymous, Make Time for Play Participant

In addition, they launched two new custom healthy habits—Choose a New Attitude, where participants learned how to have a positive attitude amid challenging times, and Make Time for Play, where participants were encouraged to take breaks during the workday to do something that brings them joy. These habits were heavily promoted by their wellness champions as well as within the Virgin Pulse platform and company-wide emails, achieving incredible engagement. The Choose a New Attitude habit garnered over 600 participants with 65% of those members achieving their goals and the Make Time for Play habit garnered 476 participants with 72% of those members achieving their goals.

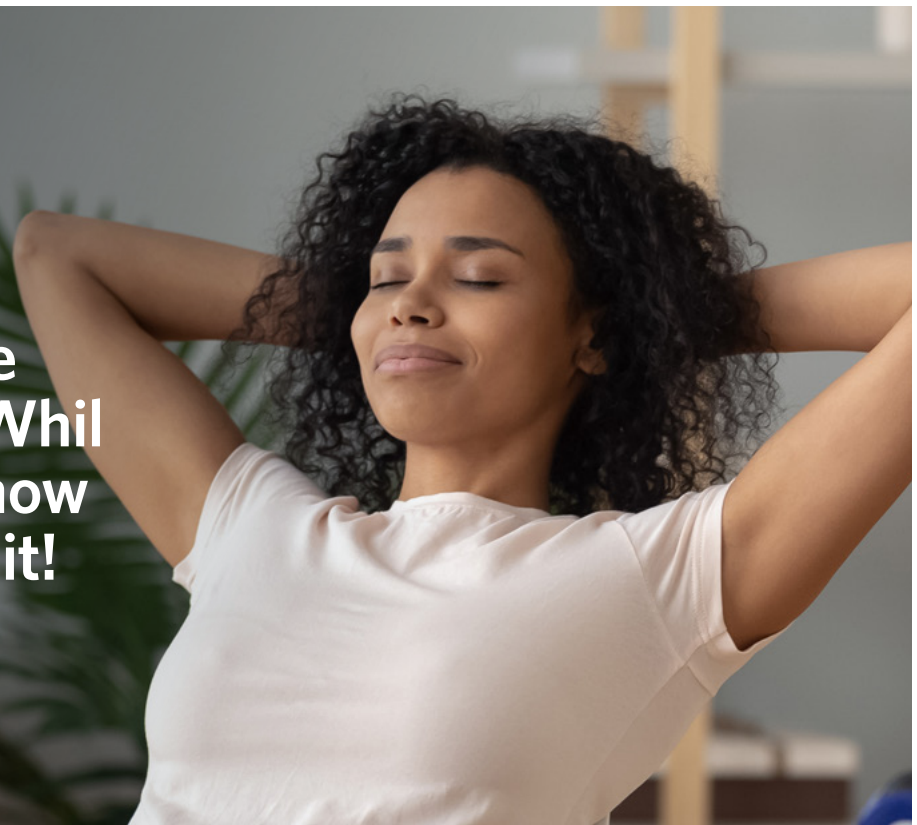
To further drive awareness to the mental wellness programs available to their organization, Hillrom

conducted a What’s Whil? webinar, where employees learned about the mindfulness program and its benefits, including how to access the resilience, mindfulness, sleep and wellness trainings available to them within the Virgin Pulse platform. The webinar generated great awareness for the program with 85 employees attending the live session and 149 views through the Virgin Pulse calendar replay. Most importantly, Hillrom saw a 36% increase in members who earned rewards for completed Whil sessions compared to the prior month. This growth in usage demonstrated that bringing awareness to and educating employees on their available benefits effectively increases engagement and utilization of these programs.

“

**Thank you for offering this. I’ve been using the Whil app for a while now and really enjoy it!**

Anonymous Hillrom Employee Member





“

The Zoom prayer was something my family started to stay in touch with our Mom in the nursing home since they were not allowing visitors. We're still continuing it, even with being able to visit. It's something she looks forward to and it makes her days go by faster. Thanks for the challenge!

March Mindfulness Bracket participant

Hillrom went all-in on their March Mindfulness Bracket, where members competed with one another by incorporating different mindfulness activities into their daily lives as they worked through each round of the bracket. Aside from the monetary rewards for employees earned for participating, each “mash up” or round a member completed gave them access to new resources to add to their unique mental

health toolbox, providing them with a variety of new ways to maintain their mental health.

Of those who participated, 62 brackets were completed in exchange for a 500-point voucher from March 1st - March 30th. Hillrom's March Mindfulness initiative generated over 1,900 completed activities from those completed brackets alone that month.

**“Getting my doctor appointment scheduled was a “big thing” for me...  
...I needed to identify a new doctor and schedule a “check up” (I tend to only go to doctor when ill, which is seldom). The March Wellness Bracket helped “nudge me.” Thanks for that! 😊”**

March Mindfulness Bracket participant

**Ready to take your employee wellbeing program to the next level?  
[Talk to an expert at Virgin Pulse to get started.](#)**