



## CORPORATE WELLNESS

# Peloton helped this healthcare company triple employee engagement

After rolling out Peloton Corporate Wellness, this leading healthcare company saw 3x as many employees exercise 6+ times per month.



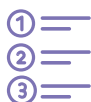
## COMPANY BACKGROUND



NUMBER OF EMPLOYEES:  
**5000+**



INDUSTRY:  
**HEALTHCARE**

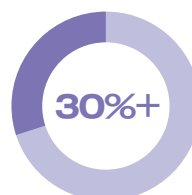


ON THE LEADERBOARD  
SINCE:  
**JANUARY 2022**



TOP 3 MODALITIES:  
**STRENGTH, YOGA,  
CARDIO**

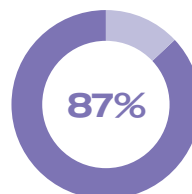
## KEY OUTCOMES



**30%+ OF EMPLOYEES  
HAVE ACTIVATED THE  
PELOTON BENEFIT**

**3X  
3X  
3X**

**3X EMPLOYEE ENGAGEMENT  
WITH CORPORATE FITNESS  
PROGRAMMING**



**87% OF ENROLLED EMPLOYEES  
ARE PELOTON APP MEMBERS,  
NO EQUIPMENT REQUIRED**

## THE CHALLENGE

Before COVID, this healthcare company offered a robust suite of wellness services onsite, including a state-of-the-art gym with daily fitness classes, personal trainers, and more. During the pandemic, they tried to stream yoga and pilates classes over Zoom once a week, but interest and engagement across their population was waning. The Benefits team wanted to roll out fitness programming that would better resonate with employees, and meet them in their new work environment. "We weren't wedded to any brand," shares the Director of Total Rewards. "We just wanted quality exercise classes." Also on the wishlist were: modalities for the mind such as meditation and yoga classes, the flexibility to take classes live or on-demand, and the ability to engage family members in the fitness experience.

<sup>1</sup> Defined by the client as working out 6+ times per month

## THE SOLUTION

After evaluating 15 vendors, the Benefits team was struck by the quality, diversity and relevance that Peloton Corporate Wellness offered. "Peloton's class experience was far superior, with relevant music and context, a diversity of instructors, and a professional feel to it," shares the Director of Total Rewards. "We also loved that Peloton can involve the entire household. We have employees taking dance cardio classes at home with their spouse, partner, kids." In less than a year of rolling out Peloton Corporate Wellness, this company has seen over 30% of employees activate their Peloton benefit. But what really stands out to the Benefits team is the higher rates of ongoing engagement: they have tripled the number of employees that are working out 6+ times per month through corporate fitness programming. And this unprecedented engagement is fostering community and connection: "We have a very active Yammer group for our Peloton Members, which has become a great replacement for watercooler chat. Our population is now over 95% remote, and about half of our employees joined after the pandemic started and have never met their coworkers in-person. [Peloton] has created a great way for us to connect."

## WHAT'S NEXT

Every year, this company organizes a 5k run for employees. "This year, we're going to plug the Peloton 6-week running and walking training program," shares the Director of Total Rewards. "That'll pique the interest of our runners and walkers, who might not even realize that Peloton has classes that can suit them." More broadly, she is excited to find additional opportunities to share the diversity of modalities available through Peloton: "We organized a team yoga class this year, and most people didn't even realize that Peloton offers 20-minute yoga classes!" The Senior Wellness Program Manager is also excited to do another big marketing push at the end of the year and into January, leveraging Peloton's programming "to help people stay healthy around the holiday season" and beyond.

**In a time of a lot of change for HR, and an increased imperative to build strong employee value propositions...Peloton has enabled us to offer a competitive benefit that attracts talent, and helps to engage employees in healthy behavior.**

**-DIRECTOR OF TOTAL REWARDS, HEALTHCARE VERTICAL**