

35% of Ovation employees enroll in Hello Heart

Ovation case study, February 2016



Organization characteristics:

- Self-insured employer. Decentralized organization with employees in many different locations across the country.
- Most employees are service and sales representatives. Average employee age is 49.
- Results driven HR team - User enrollment commenced 2 weeks after management approval.

Incentives:

- Employees that enrolled received a wireless BP monitor that connected to their smartphone.
- Apple Watch raffle: employees who complete the 8 week program are entered in the raffle.



35% of the company's employees enrolled using targeted digital marketing and A/B testing



15%
enrolled

Enrollment email:

Enrollment email drafted by HR executives from Ovation with input from the Hello Heart team.

+



6%
enrolled

Postcards sent to employees' home

Employees received 2 different formats of postcards ("A/B test"). By tracking the different enrollment codes on the postcards the team was able to understand which message was more successful in driving enrollment.



Postcard A had 3x better results than postcard B

+



14%
enrolled

Program reminder email

Employees received a final reminder about the program enrollment, optimized using the postcard A/B test results.

Program reminder artwork was based on postcard A messages

=



35% enrolled overall

95% of the interested Ovation employees successfully enroll in Hello Heart without assistance (100% mobile enrollment)

Enrollment email sent

Enrollment marketing materials instructed employees that are interested in enrolling to text a code to start the process



Interested employees texted a code

Employees who were interested in the program texted a unique code and received a download link of the app to their smartphone



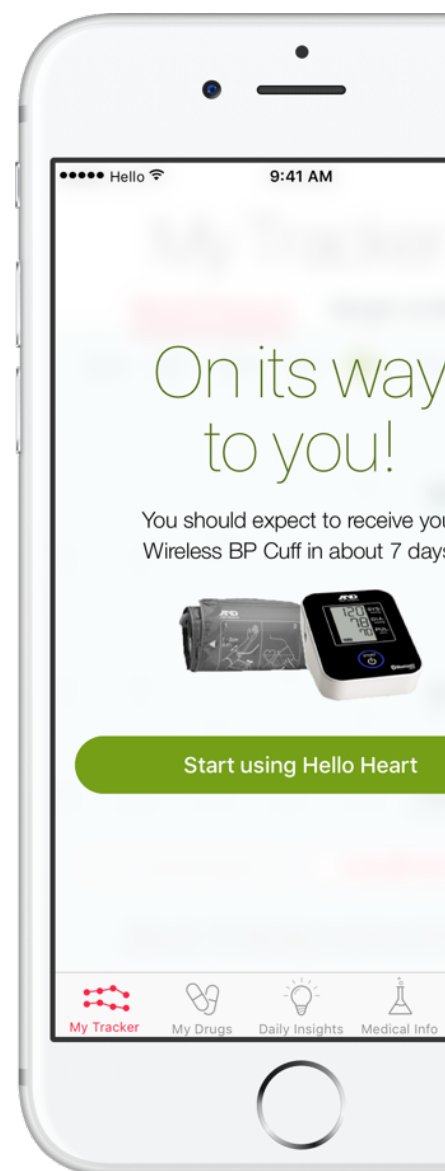
Employees downloaded the app

Employees download the app to their smartphone and followed further instructions in the app



Employees registered and ordered their wireless BP monitors

Hello Heart app user registration process includes ordering a wireless BP monitor which was shipped to the user's home



The Hello Heart team assisted employees who texted the code and dropped during the enrollment process with instructional emails, text messages and call center support.

95% of Ovation employees that were interested in the Hello Heart program registered successfully on their own!