

CASE
STUDY

Refresco North America achieves high engagement that positively impacts employee well-being.



A beverage solutions provider and manufacturing organization
with operations across North America

SIZE CATEGORY: 5–25K employees

SELECTED FOR MOBE®: 29% of total population

DEMOGRAPHIC: 60% male and 40% female (Employer-provided binary genders)

Key takeaway:

Refresco significantly increased health engagement for employees and adult dependents through human-led, comprehensive lifestyle and medication management. They realized outstanding health outcomes.

Engagement
rate:

28%
within
one year



Lisa Eilers

Vice President
Human Resources,
Refresco North America

“Our employees are at the heart of everything we do and helping them stay healthy is important to us. MOBE is giving us much deeper reach than a traditional wellness program.”

See more of Lisa's testimonial on the following page.



MOBE's solution stood out because it uses proven methods to determine who can benefit the most from their program."

Challenges:

With low employee participation in existing well-being programs, there was a need to provide new offerings to increase personnel involvement and interaction. The challenge was to find an engaging solution that would have positive outcomes.

"The wellness initiatives we had in place, annual biometrics and a web-based program, were not getting the engagement and participation we needed, especially with our frontline employees in the plants."

- Single-digit engagement in the digital-only, broad-brush program
- Many hourly, shift-based employees without access to traditional communications, like email
- Multiple bilingual locations
- Employee turnover



MOBE has done what they said they were going to do. We've heard from many employees how MOBE has helped them meet their goals and get healthier."

Solution:

Refresco partnered with MOBE to offer a human-led, personalized lifestyle and comprehensive medication management program. MOBE took care of all communications and incentives and implemented focused outreach to 29% of Refresco's total population.

This initiative led to 28% engagement in the first year—and 15% engagement among hourly shift-based employees within the first four months.

"MOBE prepares curated content to highlight health and well-being topics that interest employees in a very thorough manner, from emails to mailers and posters, including how to connect with a MOBE Guide and Pharmacist to achieve a healthier lifestyle."

Key to employee success with the program was the unlimited number of interactions with dedicated MOBE health Guides and clinical Pharmacists, available beyond standard hours via phone and the MOBE Health Guide app. MOBE's Spanish-speaking team also removed language barriers.

Since MOBE integrates to make direct referrals, Refresco was able to drive greater awareness of its employer assistance program. And their benefits team experienced relief knowing Refresco had finally found a well-being program that exceeded expectations and, most importantly, was helping employees and adult dependents.

"MOBE met expectations, bringing more employees into the program, which should put them on a healthier lifestyle path going forward."



I expected there to be outreach, but it was higher and deeper than I expected. MOBE's outreach campaigns are comprehensive, measurable, and successful!"

Results:

With MOBE, Refresco not only engaged its workforce like never before but also improved health outcomes, potentially reducing employee medical expenses.

AGGREGATE HEALTH OUTCOMES



>35% of participants with weight loss goals lost at least 5% of their starting weight.



>60% of participants who were sedentary increased their daily steps.



51% of participants who previously slept less than 7 hours now regularly get 7–9 hours.



>50% of participants have improved self-perception of their emotional well-being, energy/fatigue levels, and their general health.



95% of MOBE Pharmacist recommendations were accepted by participants and providers upon follow-up.

MOBE PARTICIPANTS



“My MOBE Guide made me feel like we were a team. Now, I can handle stress a lot better, and I’ve lost 25 pounds.”



Megan
HR generalist, Refresco



“MOBE is life changing. Pushing myself past limits I never thought were possible is my new life! I’m so thankful Refresco is looking out for our health.”



Blake
Hourly employee, Refresco

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