

# H-E-B Digital Health Coach Offers Education, Resources to Improve Well-Being

H-E-B Grocery Company, LP and Digital Wake, LLC  
 Best Benefits, Wellness and Well-Being Program  
 August 2019



## Company Background



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| <b>Company-at-a-Glance</b>   | H-E-B is a privately held grocery retailer based in San Antonio, Texas, with more than 350 stores throughout the state of Texas, as well as in northeast Mexico. The company also operates Central Market, an upscale organic and fine-foods retailer.  |
| <b>Headquarters</b>  | San Antonio, TX   |
| <b>Year Founded</b>  | 1905  |
| <b>Revenue</b>   | \$25 billion-plus   |
| <b>Employees</b>   | 110,000   |
| <b>Global Scale</b>  | Texas and Mexico  |
| <b>Customers/Output, etc. (Key customers and services offered)</b> | As one of the largest providers of food, H-E-B is the nation's largest independently owned food retailer, serving customers in Texas and Mexico. H-E-B offers a variety of fresh foods, drug store, pharmacy, health and wellness services, gas and more at its retail stores, as well as curbside pickup or home delivery. |
| <b>Industry</b>  | Retail Grocery  |
| <b>Website</b>   | <a href="http://www.heb.com">www.heb.com</a>  |

## Company Background



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| <b>Company-at-a-Glance</b>   | Digital Wake is an interactive technology group specializing in the development of innovative web and mobile applications, custom data management solutions, responsive websites, digital-marketing programs, search-engine optimization and training solutions. Digital Wake is locally owned and operated in San Antonio, Texas, and brings more than 50 years of combined experience in the management and development of highly interactive technical solutions. |
| <b>Headquarters</b>  | San Antonio, TX  |
| <b>Year Founded</b>  | 2015   |
| <b>Revenue</b>   | \$700,000-plus   |
| <b>Employees</b>   | Seven  |
| <b>Global Scale</b>  | United States  |
| <b>Customers/Output, etc. (Key customers and services offered)</b> | Experienced and dedicated to excellent customer service, Digital Wake works closely with Fortune 500 companies such as H-E-B, Circle K, Valero and Rackspace to support their training and technology goals. Digital Wake is a digital media company specializing in training solutions, application development, marketing programs and staff augmentation.   |
| <b>Industry</b>  | Technology Services  |
| <b>Website</b>   | <a href="http://www.digiwake.com">www.digiwake.com</a>   |

## Budget and Timeframe

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| <b>Overall budget</b>  | \$120,000                 |
| <b>Number of (HR, Learning, Talent) employees involved with the implementation?</b>              | Three                     |
| <b>Number of Operations or Subject Matter Expert employees involved with the implementation?</b> | 430                       |
| <b>Number of contractors involved with implementation</b>  | One                       |
| <b>Timeframe to implement</b>  | October 2018-January 2019 |
| <b>Start date of the program</b>   | January 2, 2019           |

## Business Conditions and Business Needs

H-E-B believes that everyone deserves to live the healthiest life possible, because each and every person counts. The goal is to create a culture of well-being, which means providing employees with the resources and support that empowers them to make a small change that in the long run will improve their overall health and well-being. Healthy means something different to everyone and the Healthy at H-E-B wellness program has resources and support for employees meet their health goals.

The H-E-B Digital Health Coach modules is part of the larger Healthy at H-E-B wellness program. It serves as a supporting mechanism that delivers supplemental information for employees as they engage in their health and look to make changes for improved health. As a large employer with a multi-city footprint, it was important that the solution was scalable to the entire population. The H-E-B Digital Health Coach enables H-E-B to reach employees all throughout the company with important health information.

## Overview

The Healthy at H-E-B wellness program provides resources and solutions to employees that are designed to meet people where they are. It starts with a Healthy at H-E-B health screening to identify where one may have room for improvement. Getting a health screening each year can help one identify health risks before they become a larger health issue. As a bonus, if the employees are enrolled in the medical plan that H-E-B offers, they have an additional incentive to participate in the Healthy at H-E-B wellness program. Once an employee receives their screening, they are guided to visit the Healthy at H-E-B website that hosts H-E-B's Digital Health Coach module and additional health resources.

The H-E-B Digital Health Coach module was developed to be an interactive training solution that would be scaled across all benefits-enrolled employees. The objective was to educate employees about cholesterol, body mass index, blood glucose and blood pressure, and how these biometrics impact their overall health. The application is designed to provide individual results of the health screening and guidance to programs and services that are appropriate for the employee, based on their results.

The goal each year is to engage 75% of employees in a health screening and to guide them all through the Health Coaching module so that they can access the resources that are available to them and can make a healthy change in their life. Furthermore, when employees engage in a health screening and the H-E-B Digital Health Coach module at the next screening, H-E-B measures overall biometric improvements.

Additionally, the Healthy at H-E-B wellness program provides access to health education, team events, work-life programs and information on how to get support from a medical professional.

## Design and Delivery

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H-E-B's process for planning and developing the H-E-B Digital Health Coach modules was to partner with internal resources such as registered dietitians, pharmacists or medical staff, in addition to working with Digital Wake. The partnership with Digital Wake allowed H-E-B to have collaborative brainstorming and planning sessions that invited everyone participating to think through the strategy, content development, design, delivery and IS integration.

The goal was to create an interactive solution that engaged employees and educated them on their health, and provided them individualized education and resources that could help them improve their overall health.

As part of the planning process, it was vital to include subject matter expertise such as registered dietitians, pharmacists and other medical staff to develop content that is in line with the latest medical advice. This was accomplished by outlining the sections and general content for each module and allowing for them to contribute to the content to ensure its accuracy.

Another consideration was to ensure that the H-E-B Digital Health Coach module was relatable to employees, regardless of their role within the company. To ensure that H-E-B met this goal, the design of the Digital Wake solution included iconic H-E-B locations and or graphics that employees could relate to. This approach helped shape a solution that was tailored to H-E-B and its employees.

Furthermore, from a delivery standpoint H-E-B wanted to ensure that employees could access the solution at the workplace or on the go, so Digital Wake ensured that what was developed was mobile-friendly on multiple platforms.

To aid in the delivery of the H-E-B Digital Health Coach, the H-E-B Wellness Champions were informed of the modules and were empowered to engage their work locations to engage in their health by logging on to the Healthy at H-E-B website to learn more.

Overall, the process and approach were collaborative within H-E-B and with its agency, Digital Wake, and the outcome was a cohesively designed and delivered H-E-B Health Coach Module that has educated employees on ways to improve their health.

## Management

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Digital Wake played an integral role in designing and developing an interactive solution that was both personal and engaging for employees. Digital Wake designed a phased approach to the development of the H-E-B Digital Health Coach module that outlined an approach that would help H-E-B meet its goals.

The phased approach included a team collaboration and brainstorming to define effective game-based strategies to present didactic information, which would strive to achieve the overall attitudinal change. The second phase was designed to assess learning and reinforce concepts using a gaming approach. The reinforcement included gamification elements to encourage and motivate employees to reinforce what they learned. The third phase was designed to be the results and feedback area of the modules that reinforced the screening results and relevant health programs the employee could engage in to improve their health. Throughout all of the phases, Digital Wake applied their leadership, expertise, ideas and project management to help ensure goals and objectives were met within the project timeline.

Digital Wake brought forth its expertise in developing scripts and storyboards that are in line with H-E-B branding. To compliment the creative development, the selection of voice talent and art production assisted in bringing the vision of the H-E-B Digital Health Coach to life. Digital Wake's developers assembled and tested the final interaction to ensure that it would work on outlined platforms and that all integration points, especially with HIPPA-sensitive data, met outlined requirements.

## Measurable Benefits

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H-E-B asks that all benefit-enrolled employees and their benefit enrolled spouses complete a biometric screening annually. Upon completion of the screening, employees are asked to watch the Digital Health Coach video to complete their incentive earning opportunity. H-E-B introduced the Digital Health Coach in 2018 when it asked employees to meet biometric standards or improve upon their biometric readings from the prior year. The 2019 screening campaign just ended and 15% of employees who were screened in 2018 met all of their improvement goals in 2019. H-E-B believe that these employees achieved success due to the support programs that it offers as part of the benefits strategy. The Digital Health Coach is one of those program offerings.

## Overall

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Health education continues to be an important component of the Healthy at H-E-B strategy. H-E-B wants to arm employees with knowledge that they can apply to help them meet their improvement goals. H-E-B changed its health-education delivery strategy in 2018 with the launch of the first Digital Health Coach because it knew the workforce was and is changing. H-E-B learned that its employees want to consume information differently. It created a persona for its Digital Health Coach. She has become the face of Healthy at H-E-B. Her picture was sent as text messages and included in a holiday card to remind employees to get a screening and a health results scorecard. H-E-B plans to keep pushing the envelope when it comes to the delivery of health information. H-E-B's industry is becoming more and more digital, and is excited to continue to make its strategy more digital to align with its employees' desires and expectations.

H-E-B is optimistic about the preliminary outcome demonstrating that 15% of its employees who completed a screening met all of their improvement goals. H-E-B will continue to monitor health outcomes and health improvements with the intent of further population health improvement.

## About Brandon Hall Group

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Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).