

CASE STUDY: Sparking Engagement in Just 2 Minutes a Day

How seven brief daily wellness quizzes created engagement in a commercial employer

BACKGROUND

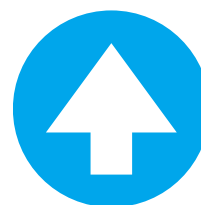


In this case study, we explore the outcomes of a 7-Day Wellness Quiz Challenge conducted by a commercial employer. The quizzes, delivered via the Avidon Health platform, offered an informal and non-incentivized opportunity for employees to learn more about specific health topics.

To participate, employees needed to complete a series of seven brief, 2-minute quizzes over the course of a week. Each quiz was delivered via an email link. Remarkably, 77% of the organization's 31 employees signed up for the challenge, and 79% of those registrants completed the entire series.

This case study focuses on anonymous feedback regarding the perceived helpfulness of the quizzes. It does not detail the specific responses to the quizzes questions or the actions taken by participants after being directed to the employer's wellness portal at the end of each quiz. Instead, it provides insights into how employees valued the quizzes as part of their wellness journey.

77% of the organization's employees enrolled in the 7-day challenge



79% of those who enrolled completed the entire challenge

General

"I loved these...short and sweet...like playing Wordle every day."

"I really liked this [7-day quiz challenge] and wish it could go on for another 7 days."

"Not only did it bring to light the unhelpful things I do to cope with stress, it showed me replacement behaviors that are healthier for me."

"I will try different techniques to look at a situation differently to cope more effectively and in a healthy way."

Stress



Quiz Feedback Continued

Calorie

"I didn't know there were so many grams of sugar in one can of soda."

"Wow - I thought it was just beer that's fattening - time to think about cutting down alcohol altogether!"

"I had no idea how my credit score worked before this - now I know what to do to make it better!"

"This enlightened me on all I do not know, in a nonjudgemental way. This helped me realize what steps I need to take to be financially well."

Financial Wellness

Hydration

"I never thought about hydration status as it related to humidity - I'm more aware of how to hydrate according to humidity now!"

Very interesting quick and helpful tips!"

"Great point that the best exercise is the one you stick with. You've got me more motivated than ever to keep my garden at its best!"

"This reminded me of the other benefits of exercise, outside of the physical!"

Exercise

Nutrition

"This helped to remind me that everything I eat has a purpose!"

"It was a nice reinforcement of knowledge and easy to understand."

"I will try meditation and breathing techniques before bed to unwind more efficiently instead of just lying in bed waiting to fall asleep."

"The tips on how to get a better night's sleep were informative and I will use them."

Sleep

