

Client success story

Creative engagement strategies empower employees to take control of their health



Shape Corp.

Full-service automotive and industrial component supplier

Background

- 3,500 employees
- Headquartered in Grand Haven, Michigan

Virtual Care Offering

- Diabetes Management Plus: Diabetes Management, Hypertension Management, Weight Management
- Mental Health

Evolving employee wellness program to include high-quality chronic condition management

Shape Corp. is an automotive and industrial component supplier with an employee wellness approach centered on development, accountability, community and excellence, creating a company culture of a Shape Family.

In 2005, Shape Corp. established a mandatory employee screening initiative, requiring employees who used nicotine or had a BMI over 30 to meet certain requirements or risk paying a \$1,500 surcharge. Program participation grew steadily, stretching Shape Corp.'s internal benefits resources beyond its capacity, and the company reevaluated its approach.

The company's benefits leaders searched for an affordable, **customizable virtual chronic condition solution that offered an incentive-based approach** to better support employees in making meaningful and sustainable health improvements.



The Teladoc Health Diabetes Management Plus solution has helped us reduce costs and improve health outcomes for our employees. The convenient options, customizable solution suite and affordable pricing model were exactly what we were looking for.”

Erica Phelps, Health & Wellbeing Specialist, Registered Dietitian, Shape Corp.

Diabetes impact

1.26%

average reduction in A1c for those enrolled in 3 or more programs¹

Identifying and alleviating barriers to care

Shape Corp.'s benefits leaders evaluated their employee population's needs with a focus on care for employees living with diabetes. **They identified several common barriers to support:**



Limited access to
primary care physicians



Lack of support and
diabetes supplies



Financial
obstacles



Limited health
literacy



Lack of convenient
care options

These challenges led many of Shape Corp.'s employees to delay or avoid seeking support, resulting in health complications for employees and rising healthcare costs for the company.

To provide more convenient, equitable and accessible care, Shape Corp. partnered with Virgin Pulse to provide access to the Teladoc Health® Diabetes Management Plus solution.

Expanding access to diabetes support and resources

Shape Corp. employs a wide range of engagement strategies to educate employees about Diabetes Management Plus. Communication channels include monthly newsletters, presentation slides in break rooms, "stall talk" bathroom posters, talking points for shift meetings, scannable QR codes and more.

This balanced approach of virtual and offline assets is supported by a broader health ecosystem, including an onsite nurse and dietitian who work with the health and well-being manager to provide in-person support.

“

One of the biggest factors in our program's success is the ease of use of the Teladoc Health digital platform. It fits right into our existing health ecosystem and employees are amazed at how simple it is to use. The program has made a huge impact for our employees with new diagnoses or uncontrolled conditions.”

Holly Severance, Health & Wellbeing Manager, Shape Corp.

Providing employees the support they need to improve health outcomes

Shape Corp.'s dedicated approach has yielded strong engagement results. Half of members who are eligible for Diabetes Management Plus are enrolled in the program, and of those, **95% are actively engaged.**¹ Shape Corp.'s active members interact with Diabetes Management Plus an average of 23 times per month, and those enrolled in all three programs in the Diabetes Management Plus solution suite have reduced their A1c levels by an average of 1.26%.¹

By partnering with Teladoc Health to provide a convenient virtual solution that adapts to fit its employees' diverse lifestyles, **Shape Corp. empowers its members to achieve improved health outcomes.** The ease of enrollment, simple user interface and proactive, individualized support of the Teladoc Health Diabetes Management Plus solution has helped eliminate barriers to care and alleviate stressors for employees, especially those who are hesitant to seek care.

Together with Teladoc Health, Shape Corp. is simplifying healthcare for employees living with chronic conditions, improving their quality of life and enabling the Shape Family to enjoy what matters most.



Results

50%

of eligible members are **enrolled**
in Diabetes Management Plus¹

95%

of members enrolled
in Diabetes Management Plus
are **actively engaged**

100%

of enrolled members in Diabetes
Management Plus and Hypertension
Management are enrolled in
multiple programs¹

¹Teladoc Health Demographics Report Prepared for Shape Corp., Data Covering: 08/02/21 to 08/31/24

*The testimonials and opinions presented are applicable to the client. Each client's exact results and experience will be unique and individual. The testimonials are voluntarily provided and are not paid.

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About Teladoc Health: Teladoc Health is empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.

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