

Client success story

Tying the knot between innovation and employee well-being

David's Bridal

Bridal and special occasion leader, integrating retail, media and wedding planning

Background

- 6,000+ team members
- Headquartered in King of Prussia, Pennsylvania, with team members across the United States
- **Mission:** Meet the evolving needs of engaged people and special event shoppers by delivering best-in-class retail, ecommerce, media and planning experiences

A perfect match for employees and the bottom line

The leader in bridal and special occasion fashion for more than 75 years, David's Bridal is evolving with a digital-first transformation of its business model. The new approach integrates retail, media and wedding planning, using AI to guide couples from "yes" to "I do."

By partnering with Teladoc Health through the Mercer Health Transformation Collaborative (HTC), David's Bridal ensures employees have access to integrated virtual support to help them live their healthiest lives, while also leveraging a continuous commitment to clinical improvement that helps drive medical cost savings for the organization.

Putting 'in sickness and in health' into action

David's Bridal retail employees often face fast-paced, physically demanding roles and non-traditional hours, while corporate team members experience more sedentary routines and stress-related challenges. Partnering with benefits consultant Mercer, the company identified a critical need to improve cardiometabolic health for all employees with personalized support.

Benefits and C-suite leaders set out to offer a virtual health solution that would fit into employees' lives and help them take charge of their well-being.

As part of its transformation into a digital-first retailer, David's Bridal partnered with Teladoc Health to offer effective, flexible and affordable virtual support for employees nationwide. This provided David's Bridal employees support along their health and wellness journeys, resulting in high program participation and active engagement in self-guided activities and digital coaching, which helped to improve health at both individual and population levels.

+76

Net Promoter Score (NPS)¹

82%

activation rate among enrolled members¹

76%

of participating members kept blood glucose within normal range¹

A union of innovation and healthcare

David's Bridal chose to partner with Teladoc Health—impressed by the health outcomes and operational results from similar organizations. Teladoc Health provides David's Bridal employees with accessible, individualized programs that support those managing cardiometabolic conditions like diabetes, hypertension and weight management concerns.

The bridal brand also leveraged Teladoc Health expertise for innovative, AI-informed personalized communications to strategically reach eligible employees to encourage them to enroll. Combined with internal communications, David's Bridal has achieved high enrollment and an **82% activation rate among enrolled members.**¹

Healthier ever after

Employees with uncontrolled hypertension sought support through connected blood pressure monitoring, self-guided activities and digital coaching, resulting in significant clinical improvements. On average, after six months of enrollment, employees saw:

↓ **11.6**
mmHg

reduction in systolic
blood pressure¹

↓ **8.2**
mmHg

reduction in diastolic
blood pressure¹

For employees with diabetes, reducing A1c is critical to managing downstream health issues. Of enrolled members, **71% leverage connected devices to monitor their blood glucose and 76% kept blood glucose within the normal range** through these checks, helping to achieve an average 1.45% reduction in A1c for members who started with uncontrolled A1c levels.²



+62% of enrolled members interacted with self-guided activities like food logs and health summary report sharing.¹



“

By embracing a digital-first approach and partnering with Teladoc Health, we're able to provide personalized, accessible virtual support that fits our team's diversity, while also driving meaningful business results.

Jen Hausmann, Director of Rewards and Engagement,
David's Bridal



Results

85%

of participating members
maintained or improved
blood pressure control¹

2.12x

Return on Investment
(ROI)²

While managing chronic conditions can be overwhelming, digital tools and personalized, expert support from Teladoc Health empowers employees to take charge of their wellbeing. With an **industry-leading +76 NPS**, David's Bridal employees have enjoyed a positive experience with Teladoc Health and feel more confident in their ability to manage their health.¹

Measurable health improvements and meaningful cost savings prove that investing in employee healthcare is more than a benefit—it's a lasting commitment that drives better outcomes for all.

[See how Teladoc Health can help your employees.](#)

TeladocHealth.com | engage@teladochealth.com

¹Teladoc Health Partnership Review with David's Bridal, Data through 3/31/2025

²Fitch Diabetes Estimated Medical Savings and ROI Report, Data through 3/31/2025

The testimonials, opinions and statements reflect one client's experience with Teladoc Health. Results and experiences may vary from client to client. The testimonials are voluntarily provided and are not paid.

About Teladoc Health: Teladoc Health is delivering and orchestrating care across patients, care providers, platforms, and partners—transforming virtual care into a catalyst for how better health happens. Through its relationships with health plans, employers, and health systems, Teladoc Health fuels clinical excellence and applies the power of technology to help people live their healthiest lives.

Teladoc[®]
HEALTH