

Real Results for the Sunflower State

How Naturally Slim® combined innovation with incentive to deliver the most successful wellness program ever offered to State of Kansas employees

STATE OF KANSAS EMPLOYEE POPULATION CASE STUDY: THE QUEST TO IMPROVE WORKFORCE HEALTH

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Kansas, also known as the Sunflower State, is the 15th largest in the U.S. in terms of land area, covering more than 82,000 miles, 105 counties and nearly three million residents across a varied sprawl of metropolitan, rural and urban areas. For any employee benefit program to make an impact, it needs to provide web-based access to offices spread across the state. Kansas spent three decades searching for the right health improvement program for its employees and finally found the answer with Naturally Slim, the leading behavioral counseling program for metabolic syndrome reversal, weight management and diabetes prevention.

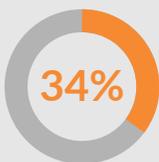
MAKING AN IMPACT

State leaders created the HealthQuest wellness program 30 years ago with the goal of improving employees' overall health and fitness. Past HealthQuest campaigns focusing on onsite workshops, telephonic counseling and newsletters were plagued by low participation and no real impact. The state started a search for a new weight loss program with the following needs in mind:

NO

- Pre-packaged meals or special diets
- Additional membership fees
- Group meeting
- Statewide access with no software installation required

Naturally Slim met the qualifications and in 2017, the program was introduced to thousands of the state's employees. Leadership praised the simple implementation process and incentivized team members to try Naturally Slim by offering either an insurance premium discount of up to \$480 each year or up to a \$500 contribution toward state employees' HRA/HSA accounts. State employees responded immediately to the opportunity to reduce their healthcare spend, and the results matched that enthusiasm.



of the state's 35,000+ participants have **lost 10 pounds or more** with Naturally Slim.



of participants have **lowered their risk for Type 2 diabetes.**



or more of the state's participants **have increased energy, reduced indigestion and more confidence.**

The personal impact the program had on State of Kansas employees can be seen at <https://vimeo.com/266690273>

“We were looking for this type of program for a long time. Not only is it the easiest wellness program we've implemented, but it is also the most successful one we've ever implemented.”

- Jennifer Flory, State of Kansas, Special Projects Coordinator

