



Grokker
CASE STUDY



**Boston
Children's**

Boston Children's Hospital builds workforce wellbeing & engagement with grokker

With a workforce of 14,000 strong, Boston Children's Hospital (BCH) is one of the largest pediatric medical centers in the United States. The 400-bed facility provides a complete range of health care services for individuals from birth to adults 21 years of age. BCH admits around 25,000 patients each year. But with the onset of the worldwide pandemic, BCH employees found themselves emotionally and physically stretched. "We're a 24/7 organization, and individuals are working too many hours due to the pandemic," explains Suzanne McDermott, Senior Director of Operations at Boston Children's Hospital.

“We liked the ease of implementation. We've learned that Grokker will actually listen to customization requests, so we feel we can give input and customize things for well-being programs that we need.”

— Suzanne McDermott,
Senior Director of Operations
at Boston Children's Hospital

The Challenge

“We struggle with a geographically disparate workforce, multiple locations, and settings,” says McDermott. In addition to these challenges, the BCH team consists of generational variances and individuals who speak various languages.

Then the emergence of the worldwide pandemic only complicated matters. “Sleep issues for our workforce is a major concern and the work-life boundaries at home can be completely blurred,” says McDermott.

Plus, in March 2020, half of the BCH team began working from home, most for the first time. Remote workers have adjusted but new challenges arose during their workday: things such as isolation, inadequate work space, and ergonomic concerns. Although not physically located at the Hospital or a satellite, remote employees must still adhere to company rules, culture, and schedule. “We noticed that the work/life boundaries are more blurred for remote workers,” says McDermott, “and this is a large burnout risk for us as an employer.”

BCH wanted to support its employees by providing access to a convenient, engaging, and powerful wellbeing platform. The solution must also be easily accessible for any user regardless of age or technical background.

The Solution

Like other companies in the healthcare industry, BCH desired support services that build workplace culture, boost retention, and prevent burnout. “We want to have an umbrella of support for our team,” says McDermott.

BCH loved that Grokker provides employees a guided, personalized, holistic experience allowing them to achieve life changing results in physical, mental, sleep, nutrition, and financial wellbeing.

With over 4,000 health-related videos, BCH employees have unlimited and convenient access using any device, including fitness tracker, laptop, mobile (iOS and Android), and streaming services including AppleTV, Roku, Chromecast, and Amazon FireTV.

As a bonus, each BCH employee can share access to the Grokker platform with two members of their household. So a sibling, parent, or spouse could take advantage of the vast, rich pool of content and garner the same mental health benefits as the primary user.

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RELIEVE BACK PAIN
by Christina Robohm

“This is what I needed after 3 hours of zoom meetings. Thank you!”
— J.J.



RELAX 2 - HOW TO SETTLE A BUSY MIND
by Andrew Johnson

“Very relaxing and calming. Great for reducing the number of thoughts while at work.”
— E.B.



KILLER KETTLEBELL STRENGTH
#1 by Pace and Go

“Great glowing workout, epic and achievable. Thanks!”
— A.C.



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The Results

One initiative by Suzanne's team led to immediate results that made an impact on employees' everyday work experience. For the 8,000 remote workers, BCH collaborated with an ergonomic safety team to set up healthy at-home workspaces — and Grokker's ergonomics-centered program, Pain Relief with Dr. Kevin Fong, supported employees' efforts. After watching one video, Back Pain Relief, one employee commented, "Amazing, those few exercises make such a big difference! I've been at my desk for 8 hours and needed that relief! Thanks!"

In considering the big-picture impacts, McDermott says, "Grokker helps us build community." Through the Grokker platform, 14,000 employees have access to be more engaged with one another. "Grokker helps us have conversations, and people are more engaged and happy to be here when they know others like them exist!" she adds.

About 20% of BCH employees enrolled in Grokker within the first year. The number of registered employees is above industry standard compared to companies of similar size.

And BCH's Seize the Day challenge was an enormous driving force for encouraging employee participation. Engagement shot up an incredible 280% during the first week of the challenge, video viewership increased by 70%, and the BCH saw a 17% uptick in active users.

The most-watched videos were exercise and fitness-related content (53%), while mindfulness (21%) and yoga (20%) were a close second and third, respectively. On average, registered users log about 485 Wellness Minutes per quarter. Indeed, BCH employees appreciate the support of a holistic wellbeing solution that supports them across all areas.

"Do I think it's a minimum requirement that organizations need to have in their tool kit?" asks McDermott. "Absolutely!"

Founded in 2012, Grokker gives the Fortune 1000 an easier, more effective way to increase employee retention through wellbeing. Grokker's unique employee engagement engine creates a guided wellbeing experience for each person. Grokker personalizes content, challenges, experts, incentives, and community support to encourage people to achieve their goals and motivate them along the way. With Grokker, employees feel valued and connected for a culture that drives better business outcomes.

Supporting millions of employees in over 135 countries on any device, industry leaders, including Boston Children's Hospital, CVS Health, Delta Air Lines, Dominos, eBay, G.E., MGM Resorts, Pfizer, and Target trust Grokker to provide actionable insights and keep employee information private and secure. Whether your company has an existing platform or is starting from scratch, Grokker is turnkey, saving you time and money.

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