



Seamlessly combine onsite, digital services & resources

GOAL

- To help MGM Resorts' **investment in Life Time Coaching** resources leverage both virtual & physical initiatives

STRATEGY

- **Create onsite physical & digital promotions** in high volume traffic areas (lower level of hotel property) — TV displays, large scale banners, etc.
- Equip onsite health coaches access to Grokker's admin **Pro-Tool Kit to directly connect and communicate** with MGM employees at scale, promote fitness, and wellbeing videos through a curated lens, and schedule in-person/virtual meetings through the Grokker community and messaging platform
- Understanding that the majority of MGM employees don't have company issued email address, expand the registration workflow to prompt employees to their mobile phone numbers

About Grokker

Grokker transforms employee physical, mental, and financial well-being globally through our visually immersive content. Our inclusive community of experts and personalized guidance is proven to strengthen retention by 68%, triple engagement, and lessen the burden on HR teams.

With Grokker, each member's well-being experience is personalized to help guide them to the lowest acuity, highest impact intervention. Our solution seamlessly integrates with your HR team and provides them with ongoing actionable insights.

Global organizations like Delta Air Lines, Pfizer, Target, and Domino's trust Grokker to support the diverse well-being needs of their teams in over 179 countries. Grokker is dedicated to making holistic health and well-being equitable, engaging, and accessible for all.

[Learn More >](#)

Call Grokker: (408) 876-0802
email: sales@grokker.com

RESULTS

Supported individuals' needs with a collection of
curated videos

With support, MGM shifted all of their engagement (challenge)
experiences online

Three custom challenge per year

that offers holistic & inclusive options that encourages all forms of movement (not just steps)

MGM digital billboards are updated monthly to show progress of challenges, wellbeing initiatives, and

spotlight new Grokker content

Step Challenge Redefined

GOAL

- Preserve core tenets of legacy “Minutes to Move” challenge, but move away from a limiting, traditional step challenge into an online, ‘whole self’ challenge.

STRATEGY

- Continue to allow members to track their steps as they were accustomed to (trackers and manual input).
- Supplement step tracking with additional ways to earn minutes.
- Provide a holistic approach to the step challenge by allowing members to integrate other wellbeing activities.
- Incorporate an inclusive approach that all employees can participate in, regardless of their physical capabilities



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RESULTS

146%

More Wellbeing Minutes tracked
during first year of challenge
hosted by Grokker

30%

Increase in challenge participation
after moving to Grokker-hosted
challenge platform

1.7M

Wellbeing Minutes tracked
during “Minutes to Move”
challenge hosted by Grokker –
**10X the number of minutes
tracked via step challenge**

“I am enjoying this challenge so much. Usually the wellness events are step challenges to get moving, but actually it's nice to slow down since mostly our jobs are standing on our feet for 10 hours. This app makes it so easy.”