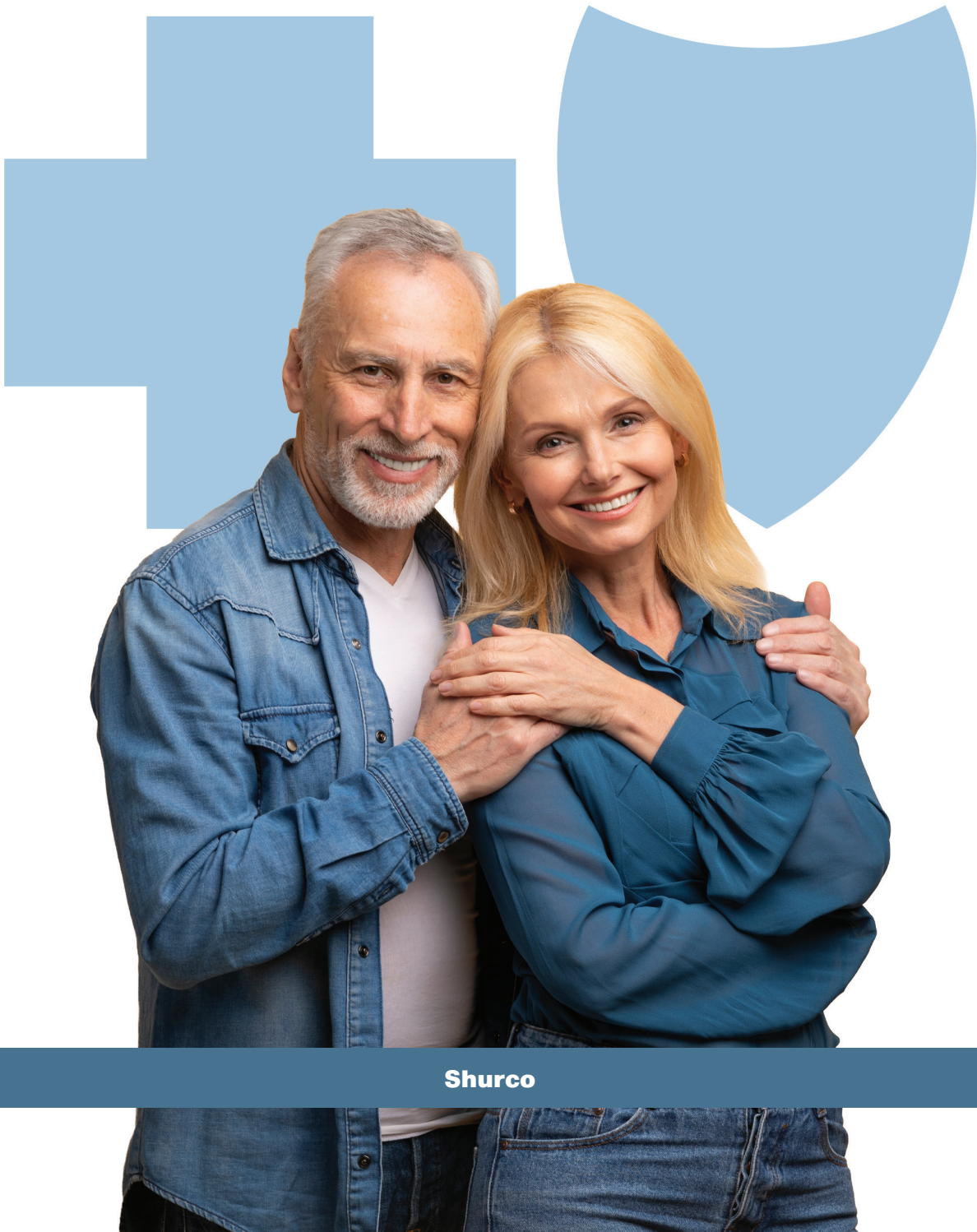




Well-being Case Study



Shurco

Well-being best practices:



Data-driven
strategy



Whole-person
approach



Individualized
support



Leadership,
mentors and
motivators



Strategic, custom
communications

Shurco™ wanted to refocus company culture to better support employees with a new emphasis on health. A close look at their data showed how it could be done.

The need

Shurco, an international manufacturer of cargo protection and load securement solutions, operates in a traditionally challenging industry for well-being. Preventive visits were low among its employees, potentially contributing to low early detection rates for costly conditions. And recently, a series of acquisitions welcomed more families to Shurco's health care plan.

Growth had provided the backdrop for a valuable opportunity: With a new well-being program, benefits managers could lay the groundwork for a refreshed company culture, one in which employees across locations were more supported, healthier and engaged through expanded benefits.

Shurco was new to well-being, and budget and leadership had to be aligned. They reached out to the Wellmark® Blue Cross® and Blue Shield® Well-Being Team to understand if the timing was right and then design a plan that checked all the boxes.

Our approach

Demonstrating the benefits of a well-being program would require evidence-based insights about employee health on which strong decisions could be made. Through a series of collaborative conversations, a data-driven strategy took shape.

Wellmark claims data and in-house expertise would help illustrate the opportunity through historical trends. But claims data wouldn't be enough on its own. To enable transformative change, manage the budget and prove the impact, Shurco would need consistently new data from multiple sources to keep health milestones front and center.

Shurco goals

- Increase preventive visits for earlier detection of costly conditions
- Drive employee participation and engagement in well-being

Bringing strategy to life

Here's how we leveraged data to help our partners at Shurco decide on, design and deliver a new well-being program.

Best practice: Make it data-driven

Proving the need

Shurco's claims data revealed that its predominately male employee base had been falling behind on annual wellness exams and other preventive visits for years — in fact, they were well below the average across Wellmark's book of business. Claims data also identified spouses as a significant contributor to Shurco's health care costs, prompting the decision to make the well-being program available to them as well.

Keeping it current

To capture more insights on lifestyle risks, readiness to change and overall program engagement, a Wellness Assessment was incorporated into Shurco's incentive strategy. Then, we worked together to create a custom dashboard to show real-time progress and trends according to their budget and goals.

Thinking ahead

Today, our teams meet quarterly to keep a pulse on employee feedback. With fresh insights always ready, we're able to measure success and identify new opportunities to keep the program working as intended.



“As Shurco continues to grow, investing in well-being has become an important part of our culture and long-term strategy. Our program is creating greater awareness around preventive care while engaging employees with practical tools, meaningful incentives and better access to resources that support healthy lifestyles.”

— Danielle Ortmeier,
Director of Human Resources

Results and key takeaways

The most successful well-being strategies aren't based on guesswork. When data informs strategic planning, decision-making becomes easier, budgets are better allocated, and employees benefit from stronger, more supportive benefits that are highly relevant to them.

For Shurco, data was essential for understanding needs and making decisions with the power to shift company culture in a healthier direction. The result was a tailored well-being program that employees are quickly picking up.

20%

of Shurco's
employees engaged
with the well-being
program in its first
four months.¹

1. Statistical claims are based on Wellmark internal reporting in conjunction with public financial filings, regulatory and demographic data sources including NAIC, IRS, IID/SDOL, CMS, and the U.S. Census Bureau.

You've invested in a health plan that protects your employees and their families. As an extension of your team, we can support your efforts with unique well-being strategies built on best practices to drive your results.



Ready to grow your success?

Scan now to review our five best practices for well-being, and then contact the Wellmark Well-being Team at wellbeing@wellmark.com.



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