



CASE STUDY: Dacotah Bank



A whole-person, data-centered approach
to employee well-being

Top 5 well-being best practices

1

DATA-DRIVEN STRATEGY

Use real-time insights and data to shape and define strategy and take the guesswork out of decision making.

2

WHOLE-PERSON APPROACH

Focus on the whole person, with initiatives that boost physical and mental health, build resiliency, and improve financial literacy.

3

INDIVIDUALIZED SUPPORT

Include personalization aligned with employee interests, needs, and your organization's specific communication channels.

4

LEADERSHIP, MENTORS AND MOTIVATORS

Rather than being HR driven, your well-being program strategy should be championed by your leaders and appointed team member champions.

5

STRATEGIC, CUSTOM COMMUNICATIONS

A well-being program can't succeed if employees don't know about it. Create a strategic, comprehensive communication plan for year-round engagement.

Let's take a look at how Dacotah Bank and the Wellmark Well-being Team worked to put aspects of this framework in action ...



TRY OUR FREE TOOL

Is your organization's well-being program following best practices?

Find out using our free tool, available at: [Wellmark.com/BestPractices!](https://www.wellmark.com/BestPractices!)



Enhancing the employee experience

Dacotah Bank knows the importance of following best practices within their well-being program. But, with so much conflicting advice it can be hard to know which direction to take.

Drawing upon extensive experience in curating employee well-being programs, the Wellmark Well-being Team identified **five best practices** that form the cornerstone of successful well-being initiatives in any organization. These practices not only enhance employee health and happiness, they help drive engagement and productivity.

THE NEED

In the competitive landscape of the financial and insurance industries, Dacotah Bank understands how essential it is to attract and retain top talent. To differentiate themselves and enhance employee satisfaction, the organization sought to elevate its benefits package, setting a new standard among its peers.

MEET DACOTAH BANK



Headquartered
in Aberdeen,
South Dakota



600+ team members



Banking and
insurance services



35 locations

(South Dakota, North Dakota
and Minnesota)

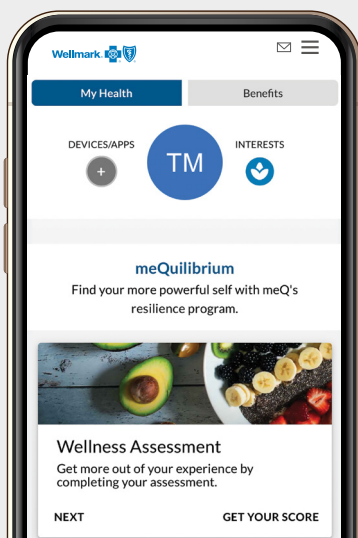
IMPLEMENTATION 2 4 5

Dacotah Bank worked with the Well-being Team to integrate meQ into their [Wellmark Connect Premium](#) powered by WebMD® and launched by the program with an incentive. The organization used a variety of tactics to drive engagement — including internal email announcements, designed marketing emails, printed flyers and more. meQ also provides custom individual email communication after registration to keep participants on track with their goals.

The leadership team has played a pivotal role in endorsing and supporting the program, reinforcing its importance within the organization. They frequently highlight meQ's benefits in prospective employee interviews and staff meetings.

meQ IN ACTION 2 3

All users take the meQ Assessment to generate a detailed stress profile, including a stress personality type. Every path looks different based on results and goals. From educational content to coping tools and skill bundle courses, users build resilience to improve their stress score over time.



RESULTS 1 2

The introduction of meQ and the bank's in-house financial education programs generated positive feedback among employees. Registration and ongoing participation in the well-being program has remained strong, indicating its success in meeting the needs of Dacotah Bank employees.

- ↑ **47% meQ registration after the initial launch (2021)**
- ↑ **55% meQ registration (2023)**
- ↓ **Decrease in mental health and depression-related claims (2023)**

Success through best practices

Through a strategic and holistic approach to employee well-being, Dacotah Bank has not only differentiated itself in the competitive job market but has also demonstrated a commitment to supporting the overall health and well-being of its employees. By addressing mental and financial health concerns, Dacotah Bank has created a workplace culture that prioritizes employee well-being and sets a benchmark for other organizations in the industry.

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- 1 DATA-DRIVEN STRATEGY**
 - 2 WHOLE-PERSON APPROACH**
 - 3 INDIVIDUALIZED SUPPORT**
 - 4 LEADERSHIP, MENTORS AND MOTIVATORS**
 - 5 STRATEGIC, CUSTOM COMMUNICATIONS**



The Dacotah Bank success story

CHALLENGE 1 2 3

While the organization had previously focused on physical well-being, Dacotah Bank wanted to make sure they were applying the whole-person approach within their well-being program.

Through consultations with the Wellmark Well-being Team and a review of claims trends and survey data, Dacotah Bank identified mental health and financial education as crucial areas for improvement.

APPROACH 2 3

Using in-house experts, Dacotah Bank created their own financial education program but needed a suitable mental health resource for their population.

The Wellmark Well-being Team presented [meQuilibrium \(meQ\)](#), a resiliency and mental well-being program, to Dacotah Bank knowing their tech-savvy population would easily adopt the platform. meQ also gave the Well-being Team an opportunity to further customize the program to meet Dacotah Bank's unique needs with its highly personalized experiences.

Solution spotlight

Need financial education, but don't have access to in-house financial experts like Dacotah Bank? Ask the Wellmark Well-being Team for a demo of the intuitive [Enrich™ Financial Wellness Platform](#).





READY TO TRANSFORM YOUR WELL-BEING PROGRAM?

You've invested significantly in a health plan that protects your employees and their families — the Wellmark Well-being Team can help you take the next step in creating a thriving, engaged workforce.

Contact the Wellmark Well-being Team today for a [personalized consultation](#). Let us help you implement these proven best practices and tailor a well-being program that not only improves employee health and happiness but also boosts your organization's overall performance.

Contact us for a free consultation. Email us at wellbeing@wellmark.com.



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