



## Customer Spotlight: continued



continued is a leading online provider of continuing education for professionals in audiology, speech-language pathology, occupational therapy, physical therapy, and early childhood education. continued has a diverse population with 100% of their employees working from home. On January 1, 2019 continued integrated Wellbeats into their health plan offerings.

### PROBLEM

A remote work environment doesn't necessarily offer as many opportunities to get up and move as a traditional office setting. continued wanted to provide a good option for team members to fit a workout into their day. "I don't want to go to the gym, what can I do at my home?" was a typical excuse for not engaging in existing fitness options.

"We're all busy people," says Amy Martin, health and wellness manager at continued. "Family, obligations, work... fitting in a trip to the gym doesn't work for everyone."

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**Amy Martin**  
Health and Wellness  
Manager

## WHAT CONTINUED EMPLOYEES ARE SAYING...

"I'm loving barre. I always wanted to try it but it was never offered when I could go."



"(Wellbeats) is easy to follow and effective."



"Nice way to get in a sweat in a hotel room. I'm a beginner and I was able to do the workout at my own pace with the modified moves."

## FITNESS THAT FITS YOUR LIFE



Video credit: Matthew Scott Martin

To help individuals take control of their health, **continued** was searching for a virtual fitness solution that would eliminate barriers to exercise and appeal to a diverse employee base with different fitness levels, class style interests and varying workout goals.

## FITNESS PROGRAM REQUIREMENTS INCLUDED:

- Class variety, no equipment needed
- Quality programming for all fitness levels
- Easy to administer and use
- Affordability
- Ability to track use and success

## SOLUTION

**continued** gave remote employees easy access to an engaging, affordable and personal fitness solution that fit their lives. Wellbeats helped with their prelaunch and launch activities. Their launch included a "Welcome" email campaign, intranet messaging, and a video presentation at the company's annual meeting

After just 6 weeks of launching Wellbeats, 72% of employees were reported active and engaged, with 17 average app engagements per user.

"It's fitness in your home," says Amy. "With Wellbeats, there's no excuse not to move."

## TO LEARN MORE ABOUT CONTINUED:

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