



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."

"We're all busy people. Family, obligations, work... fitting in a trip to the gym doesn't work for everyone."



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."

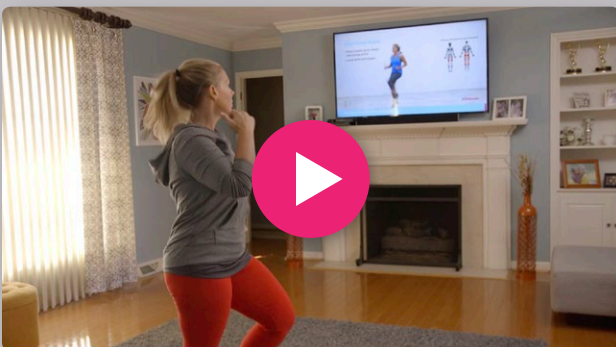


"(Wellbeats) is easy to follow and effective."



"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:

<https://www.linkedin.com/company/continued/>
<https://www.facebook.com/joincontinued/>
<https://twitter.com/joincontinued>
<https://www.continued.com>

Wellbeats™

Join the Wellbeats community

