



Community Housing Partners Wellbeats Successful Launch Story



COMMUNITY
HOUSING PARTNERS

ABOUT COMMUNITY HOUSING PARTNERS

Community Housing Partners (CHP) provides quality-built, responsibly managed, service-enriched homes for low-income individuals and families across the Southeast and Mid-Atlantic. With a team of over 350 employees, CHP works to create healthy, sustainable, and affordable homes and communities.

PROBLEM

In the summer of 2019, Community Housing Partners (CHP) partnered with its benefits broker, CBiz, to distribute a survey to its employees regarding what kinds of benefits they cared about most.

At the top of the list? Physical wellness.

"I love Wellbeats and am so excited to offer it to our employees."



Laura Croft
Assistant VP of Human
Resources

WHAT EMPLOYEES ARE SAYING...

"I like the dance moves. It was nice to laugh at myself in the comfort of my own home. It's cool that they show the moves and how to perform them beforehand."

- Mandy, CHP Employee



"This workout really helped my day get started!"

- Ashley, CHP Employee



"Office breaks are my go-to for work. Definitely added to [my] favorites."

- Rockell, CHP Employee

"Great way to keep moving and keep your energy up while working!"

- Robin, CHP Employee

"Really relieves the tightness in [my] back. Helps since I'm at a desk most of the day."

- Jodie, CHP Employee



FIRST MONTH - DECEMBER 2019



34% user engagement in the first launch



3,085 class minutes

CHP initially began looking into gym memberships, but its widespread network was too vast to reach all employees.

"Our benefits broker then suggested Wellbeats," says Laura Croft, Assistant VP of Human Resources at CHP. **"We thought it was perfect after the demo and we were sold!"**

THE SOLUTION

The CHP quickly began implementation with the Wellbeats program and set a launch date for December 1st, 2019. To kick-off the launch, CHP promoted a "Get Started" challenge to encourage its population to log into Wellbeats and play a class. The first 100 employees to login and play a class were entered into a drawing for premium prizes, including Amazon Gift Cards and Fit Bits. The challenge was an immediate success, and quickly initiated feedback from its employees.

After launching in December of 2019, CHP generated 34% user engagement and over 3,000 class minutes.



"Our employees see it as a value add," says Laura.

So much so that CHP on-site coordinators extended the Wellbeats offering to their low-income housing community. CHP on-site coordinators stream Wellbeats classes on a TV at their low-income housing apartments so that both kids and seniors alike can experience the fun of on-demand fitness.

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