

CASE STUDY

Enhancing Wellbeing and Saving Lives with bswift's Incentive Program

CHALLENGES SNAPSHOT

- ✓ **Low Preventive Health Engagement:** A significant number of employees do not participate in key preventative measures, increasing their risk of serious medical issues.
- ✓ **Rising Healthcare Costs:** Late-stage diagnoses not only harm employee health but also increase healthcare spending.



ABOUT THE PROGRAM

bswift's incentive program, utilized by large companies across North America, focuses on innovation, sustainability, and boosting employee wellbeing.

SOLUTION: Evive™, bswift's PERSONALIZATION ENGINE AND INCENTIVE-BASED PROGRAM

To effectively address these issues, numerous organizations have partnered with bswift, leveraging its personalization engine to roll out customized incentive programs.

Key Strategies



Engaging Employees Through Incentives: Reward employees for taking vital preventive measures such as cancer screenings and flu vaccinations



Personalized Health Checklists: Deliver targeted checklists to improve wellbeing management for employees based on their individual history & demographic details



Streamlined Participation: Simplify processes & minimize barriers to participation, encouraging employees to take charge of their health



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IMPACT ON EMPLOYEE WELLBEING

The results¹ were remarkable, driving meaningful change in employee habits and fostering a healthier workforce.



Meaningfully reduce sick days by up to 30%² and keep workplace healthier during flu season



Issues like diabetes and high blood pressure are caught early, cutting down on emergency care



Early-stage cancer treatments significantly increase 5-year survival rates to over 90%³ while reducing costs compared to late-stage detection.

ORGANIZATIONAL IMPACT

- **Lower Healthcare Costs:** Early detection and preventive care resulted in fewer expensive late-stage treatments.
- **Boosted Productivity:** Healthier employees were more energized, engaged, and efficient at work.
- **Improved Retention and Satisfaction:** Stepping up for employee health reinforced loyalty and enhanced morale.
- **Enhanced Corporate Reputation:** A strong focus on employee wellbeing solidifies a company's reputation as responsible and forward-thinking.

¹ Data obtained from bswift internal resources in 2024.

² Based on study published in *Infection Control and Hospital Epidemiology*

³ Data obtained from the American Cancer Society through various research studies in 2023, 2024, and 2025.