



# Grokker<sup>®</sup>

CASE STUDY



## Within 7 months of implementing Grokker, CVS Health achieves 15% registration and 60% active members among registered population

Headquartered in Woonsocket, RI, CVS Health has over 293,000 U.S.-based employees dispersed among corporate offices, retail locations (including Minute Clinics), and distribution centers. The company's mission to support Americans during every meaningful moment of their health can be seen in its commitment to engage their employees in all aspects of their wellbeing — and both initiatives took on unprecedented meaning in the era of COVID-19. “A few months into the pandemic, people were thinking that there was no vaccine in sight and seeing spikes in cases again. There wasn't a lot that they were looking forward to,” recalls Lauri Tenney, CVS Health's Senior Director of Benefits, Health & Welfare. Even so, Tenney's team managed to provide employees with the resources they needed to make it through — and find hope, a sense of wellbeing, and camaraderie along the way.

“People like Grokker because it's easy. The user experience is delightful! It's easy to connect with, easy to follow, and it's very diverse in terms of what you'd want to do — cooking, fitness, mindfulness — there's something there for everyone!”

— Lauri Tenney  
Senior Director of Benefits,  
Health & Welfare, CVS Health



# An Opportunity for Wellbeing to Make a Daily Impact

CVS Health's 2018 acquisition of Aetna led to the merging of employee groups and benefits programs just as the COVID-19 pandemic disrupted the daily lives of their workforce, many of whom spend 8-10 hours on their feet as front-line essential workers. Since Aetna had an existing relationship with Grokker, Tenney's team — already in the process of exploring more holistic, actionable wellbeing programs — decided to expand the offering to all CVS Health colleagues to help them cope with their higher stress and added responsibilities.

They introduced the entire workforce to Grokker through a customized, charitable giving-based Gratitude Challenge designed to lift employees' spirits and motivate them to work towards a shared Grokker Wellness Minutes goal. "We realized that there wasn't really a lot that people could look forward to," Tenney says, "but there were actually lots of little things to be happy about or grateful for every day. Grokker was a really big part of us being able to execute on that," she adds. By making it fun and rewarding to carve out time to breathe, meditate, stretch, find a healthy recipe, or sneak in a workout, Grokker helped inspire people to give back while focusing on their own wellbeing at an uncertain time when not much else was in their control.

## Results That Matter

For a company whose innovative and cutting edge approach to taking care of customers and employees shines through in the best of times, their response in the wake of the pandemic was nothing short of exemplary. Within seven months, CVS Health achieved over 42,500 registrations (14% of their eligible population) and made a \$25k donation to their Employee Relief Fund.

“We want to make sure that we are supporting our colleagues and making sure they're engaged and willing to avail themselves of the programs we have — we have many great programs and partners, like Grokker!”

— Lauri Tenney  
Senior Director of Benefits,  
Health & Welfare, CVS Health

“The initiative was really successful,” reports Tenney, who received strong end-to-end administrative support from Grokker’s customer success team, who, aside from designing and deploying the challenge on their app, managed a seamless prize fulfillment process through Tango Card and handled direct employee email communications to promote record participation and engagement.

“People liked receiving the Grokker email notifications and the ‘I Did This’ for instant gratification.” And since social connectedness is one of CVS Health’s 6 Dimensions of Well-Being (part of Aetna’s legacy program) Tenney appreciated Grokker’s Group Classes feature. “This was big,” she says, as “utilization with the program was really high for emotional health and social connectedness!”

Tenney notes that with Grokker, “there’s no barrier, as people don’t need to have certain devices to partake. It can be tricky trying to reach retail employees because they’re in a store, not necessarily in front of a computer.” Accessible via any computer, connected device or streaming service, “the fact that Grokker is so flexible and versatile makes it very appealing to our colleagues.”

While CVS Health has seen incredibly positive results in the form of utilization, engagement and interaction within the product, “what’s been the most outstanding,” Tenney says, “is the outpouring of employee testimonials and quotes on the impact Grokker has had on their health and their gratitude to CVS Health for offering a program that truly improves their everyday life at work and at home.”

Moving forward in the wake of the pandemic, Tenney plans to continue incorporating Grokker into CVS Health’s key wellbeing initiatives. “We want to keep our colleagues healthy year-round, to keep coming back to Grokker and motivated to prioritize their wellbeing!”

[Learn More>](#)

#### About Grokker

Grokker is the award-winning wellbeing engagement solution that empowers employees to take control of their physical and emotional health with personalized programs and a caring community of experts to encourage them all along the way. Grokker’s proprietary whole-person approach integrates and inspires with its proven method of connecting employees to colleagues and content. No matter where they are, Grokker supports the entire workforce so they can maintain physical fitness, eat better, sleep more soundly, address their emotional health and calm financial stress.

Trusted by industry leaders, including Pinterest, Delta Air Lines, Pfizer, eBay, Mandarin Oriental Hotel Group and Domino’s, Grokker’s modern, affordable solution builds happier, healthier and more resilient workforces.

Call Grokker: (408) 859-0857 or email: [sales@grokker.com](mailto:sales@grokker.com)

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“I am enjoying this challenge so much. Usually the wellness events are step challenges to get moving, but actually it’s nice to slow down since mostly our jobs are standing on our feet for 10 hours. This app makes it easy so I actually do feel better, even though it is ‘cold and flu season’ in our business.”

— from Slow Down Challenge

“LOVE the Grokker workouts! Thank you SO much. Take Care and keep up the awesome work (outs)!”

— from customer support

“I liked the videos, the feedback from the experts, and the variety of activities in the challenge. I loved the feedback, the positive interaction, and motivation the experts provided.”

— from 15 Minutes a Day to a Happy, Healthy YOU Challenge

“Glad this is here to motivate me to do something I have wanted to do for a long time.”

— from Sugar Reset Overview by Sue Mah