



## CLIENT SUCCESS STORY

MBP is a construction engineering consulting firm headquartered in Fairfax, VA, that provides health coverage to 290 team members (employees) and their dependents located across the eastern United States. MBP became a Cigna client in January 2010 and partnered with Cigna to launch its first – and now very successful – wellness program, “Woohoo Wellness.” In addition, Cigna’s Open Access Plus plan offers a large national network of hospitals and doctors, with more in-network service options for team members, as well as dedicated client and customer service support.

### Launching Woohoo Wellness

MBP believes that an effective company-sponsored wellness program is a critical business investment for successful recruitment. It positions MBP as a company from which to pursue a rewarding, lifelong career. MBP also recognizes that a wellness program can help to **increase productivity** and **reduce future health care costs**.

MBP’s broker, Wells Fargo Insurance Services, was involved in educating MBP on an effective company wellness program. Recognizing Cigna **as a leader in health and wellness solutions**, Wells Fargo recommended that MBP consider offering Cigna health coverage to their team members. Impressed with the **robust, flexible and user-friendly programs** highlighted during the bidding process, MBP was convinced that Cigna was the right choice. In addition, Cigna was able to offer MBP the financial commitment of a **dedicated wellness fund** to help launch Woohoo Wellness.

MBP launched their wellness program in the spring of 2010.

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*“We were really impressed with the variety of wellness programs Cigna had to offer. When they offered us the wellness fund to help get it going – we really felt they were willing to put action behind their words.”*

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**Bryn Bernstein – HR Generalist**

### MBP facts:

- 290 eligible team members
- 0% team member premium contribution for Open Access Plus (in-network only)
- <10% team member premium contribution for Open Access Plus
- Team members located in seven states
- Recently purchased Cigna Life, Accident and Disability products

## Achieving success after launch

MBP's Woohoo Wellness began with a **health assessment campaign** and "Get Moving" – a program promoting physical activity. MBP team members, their spouses and adult dependents were eligible for a cash reward after completing Cigna's online health assessment. The company has secured a **55% completion rate** among adults covered by their health plan.

"Get Moving" teams were established at each location and competed against each other to accumulate points for performing everyday tasks such as raking leaves or dog-walking, as well as more structured exercise such as swimming or cycling. Bonus points could be earned by eating a healthy diet.

Cigna provided MBP with a **method for measuring activities** consistently to create "fair" competition between team members. In addition, MBP regularly promoted the extensive **online coaching and lifestyle change programs** available to team members and their families through their Cigna health plan. The team and the individual at each location earning the most points was rewarded with a gift certificate to a sporting goods retailer.

Launching a new wellness program presented some challenges, which MBP overcame by making some important decisions in its rollout.

- Woohoo Wellness was promoted in their **Annual Business Meeting** attended by spouses. This allowed MBP to directly engage **family members**.
- MBP's definition of "activity" – including everyday tasks – helped it **overcome any perception of being too hard** or geared toward individuals who were already healthy.
- A team member in each location was a **local Woohoo Wellness representative**, which avoided the impression that it was a Corporate Headquarters-only program.
- In 2011, MBP built on that success with their second company-wide wellness contest – "Heart to Heart" – where teams and individuals accumulate points by engaging in activities that improve individual wellness and positively impact their community.

The success of Woohoo Wellness encouraged MBP to submit an entry for the "Healthiest Employer" contest sponsored by *Charlotte Business Journal* and *Baltimore Business Journal*. MBP was selected as a finalist in both competitions.

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*"We really learned a lot from the aggregate reports from our health assessments. We identified Cigna as a key partner in our Healthiest Employer contest submission."*

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**Bryn Bernstein – HR Generalist**

## Broad national network, lower premiums and great local service

MBP introduced a dual option at their 2011 open enrollment – **adding the Open Access Plus plan with in-network only coverage as an alternative** to their existing Open Access Plus plan. With Cigna's Open Access Plus' extensive network of contracted hospitals, doctors and other health professionals, approximately **66% of team members elected the new health plan** for their coverage. MBP was excited with the high enrollment, since it resulted in an **11% lower premium** for each team member who elected the new option.

MBP's dedicated Cigna client service team includes a **locally based** client manager and client strategy specialist. These experienced Cigna employees helped MBP educate team members on their coverage – answering both common and complicated questions – as well as participated in MBP's open enrollment meetings.

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*"I have had team members – even those in remote locations – say to me that they really appreciate all of the options Cigna makes available to them."*

*"Cigna has been wonderful! They have proactively handled some minor issues that came up. I think we have gotten great support from our Cigna Service Team."*

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**Bryn Bernstein – HR Generalist**

## Wellness is an important investment

MBP believes that an effective company-sponsored wellness program is a critical business investment. After becoming a client in 2010, the company took advantage of Cigna's health and wellness expertise to launch their first wellness program. Cigna's services and programs have directly contributed to the success of Woohoo Wellness. Cigna's large national network of health care professionals and Open Access Plus (in-network only) plan have helped to lower premiums for those team members choosing the new plan option. MBP has also been pleased with the dedicated client service they receive through Cigna.

## 2011 Healthiest Employer award:

Woohoo Wellness was a finalist in the "Healthiest Employer (Medium Employer Size)," organized by Healthiest Employer®, LLC, an independent, non-biased, wellness, research institute.



**HEALTHIEST EMPLOYERS**

Download the "State of Wellness Report – Baltimore" that includes a short story on MBP at [www.healthiestemployers.com/insights](http://www.healthiestemployers.com/insights).



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