



3 Surprising Reasons That Explain Why Mobile Wellness Programs Improve Employee Accessibility

Accessibility of wellness and disease management solutions is one of the most important parameters executives look to when choosing which solutions to include in their wellness offerings. It's important to make sure that the solutions chosen are accessible to your employees, not only to avoid discrimination, but, even more importantly, to make sure you maximize employee enrollment and engagement rates.

New mobile solutions surprisingly improve accessibility dramatically. With engaging properties, tools like Hello Heart, Retrofit, Omada, Doctor on Demand and others enable employees to enroll and participate in wellness programs using only their mobile phone. Here are 3 surprising reasons that explain why these new mobile solutions improve wellness program accessibility.

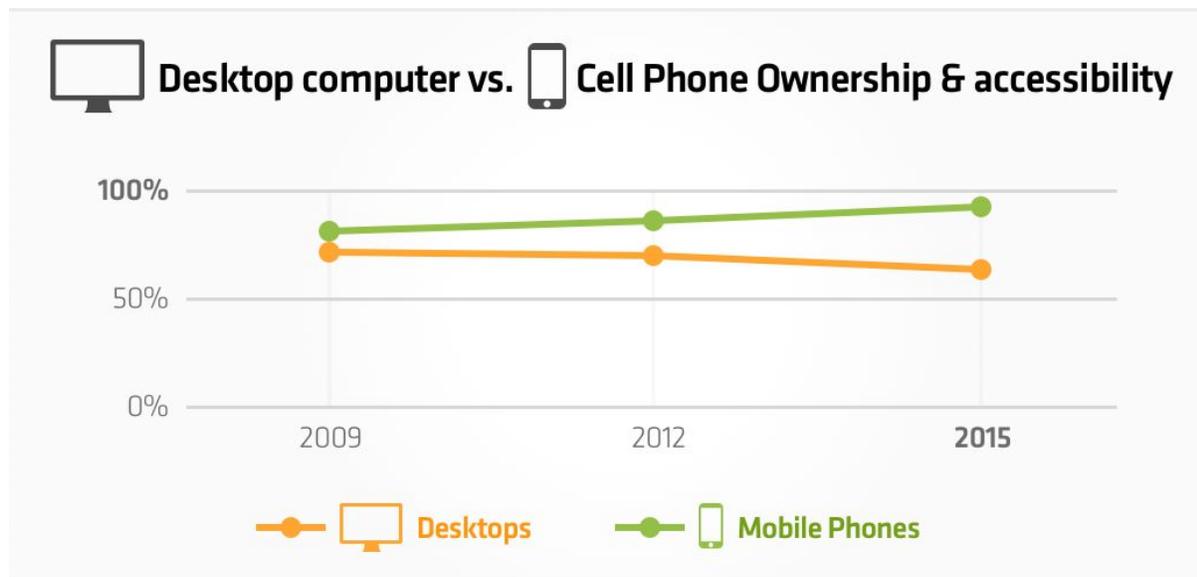
1. Overcome the Accessibility Myths of Mobile Phones

Often, executives choose programs based on false information. One of the biggest myths is that web-based programs offer the most accessible platform to employees. Mobile platforms are dismissed due to the false belief that employees of lower socioeconomic status will be unable to access them. The myth-busting fact is that programs which are run on a web platform are actually less accessible than mobile solutions. Why? Fewer people have access to a computer at home than mobile phones. This is especially true among minorities and low income households.

Current stats reveal minority employees and those with low income and education levels are particularly likely to be smartphone-dependent, meaning they do not have internet access at home and have few options for getting online other than their cell phone.

- ✓ 13% of Americans making less than \$30,000 per year are smartphone-dependent, compared to only 1% of those earning over \$75,000.
- ✓ [12%](#) of African Americans and 13 percent of Latinos are smartphone-dependent, compared to 4% of whites.
- ✓ Overall, [10%](#) of Americans own a smartphone and have no other form of high-speed internet access at home.

These numbers continue to grow in significance as desktop ownership wanes and cell phone use tops the charts.



As of 2015, [92%](#) of Americans owned mobile phones. When you factor in the reality that this number also includes the elderly, it means that almost all of the working force has access to mobile phones. With this platform reaching nearly the entire population, mobile solutions are clearly the optimal method to achieve maximum employee accessibility.

2. They Provide the Perfect Solution for Decentralized Organizations

The next obstacle often encountered by wellness executives is how to reach remote employees. With telecommute opportunities and new employment matrix systems increasing in popularity, more and more businesses are becoming decentralized. This new structure is the perfect environment for mobile solutions. Businesses can enroll employees in the program easily and keep them engaged over time, even if they don't come in to a central office every day.

A case study from [Hello Heart, a mobile solution for high blood pressure and heart risk](#) demonstrates this effectiveness. Ovation, a self-insured employer and decentralized organization with employees working in hundreds of locations across the country, rolled out the Hello Heart program in January 2016. 35% of the company's employees enrolled through targeted digital marketing. Of this 35%, 29% signed up following an enrollment email, and 6% enrolled after receiving a follow-up postcard.

Further demonstrating its accessibility, the Hello Heart program offered easy 100-percent-mobile enrollment, and 95 percent of interested Ovation employees successfully enrolled without any assistance by using an app on their phone.

3. They Engage Employees With the Most ubiquitous Platform That Exists Today

Most people hate learning how to use new software, and many IT implementation projects in large organization are painful because of it. Savvy business executives understand that they don't need to reinvent the wheel. They can leverage technology platforms their employees already use everyday to enroll them in new wellness programs. Cell phones are the ideal platform for wellness programs due to their established acceptance and high level of use. They are the most ubiquitous platform that exists today. With the global number of mobile phone users surpassing desktop users, mobile solutions utilize the most accessible, widespread platform.

- Employees are on their phones an average of [4.7 hours](#) per day.
- [52%](#) of smartphone users check their devices at least a few times per hour.
- Employees look at their phones an average of [46 times](#) per day.
- [Most Americans](#) have their smartphone by them all day, and many all night.

Trends in cell phone use make them particularly conducive to wellness program apps.

- [89%](#) of the time that mobile users spend on media is through mobile apps.
- [62%](#) of smartphone owners use their phone to look up information about health conditions.

Clearly, employees are already hooked on their mobile devices. They are with them all the time. Wellness programs that require employees to attend meetings, travel to the office, or visit a wellness center fail to engage at this level. Employees are rarely willing to devote the necessary time to participate. Mobile solutions overcome this obstacle and use the ubiquitous power of mobile phones to achieve high engagement rates.

The Results

Mobile solutions offer wellness and benefits executives the opportunity to harness these powerful cost-saving advantages of mobile phones. Benefits executives who don't explore the option of using mobile solutions in their organization miss out on a very ubiquitous platform that greatly increases the accessibility of wellness offerings to employees.