



# Healthcare Provider Boosts Employee Wellbeing, Reduces Turnover by 29%

## OVERVIEW

A top healthcare provider is responsible for operating 17 hospitals and nearly 200 affiliate provider offices and urgent care centers. With 20,000 associates, the organization supports the health and wellness needs of more than half a million people each year. The company has long committed to support the wellbeing of its people; however, it had a very traditional wellness program, which originally focused heavily on outcomes and biometrics, with only basic mental health support available. To help with its goal of business resilience, the company partnered with meQ to build the resilience of its people.

## THE CHALLENGE: UNCOVERING AND ADDRESSING THE ROOT CAUSE OF TURNOVER

The company's existing wellbeing program was robust, but lacked the whole person, emotional, and spiritual health pieces the organization identified with. In returning to its core values, the company was motivated to support personal resilience by fostering organizational resilience. The cause of turnover was unclear, which made it difficult to distinguish turnover motivated by higher pay, more flexibility, more appealing benefits, burnout, or other reasons.

## THE SOLUTION: DIVING INTO THE DATA WITH A SCIENTIFIC APPROACH

The approach included comparing turnover rates over a 10 month period between employees who were and were not enrolled meQ participants. To permit a fair evaluation of meQ participation on turnover rates, matched samples of meQ participants and non-meQ participants were selected from all enrolled members. Matching allowed meQ to account for other characteristics, such as age, that could increase the likelihood someone turns over.

Enrolled members who were and were not meQ participants were matched on age, gender, job class, facility, and state.

## IMPACT: REDUCED TURNOVER AND BOTTOM LINE SAVINGS

Today, employees at this company who participate in meQuilibrium are less likely to terminate employment. meQ is available to every employee in the organization, and the workforce has really embraced the solution. Regular reports on burnout risk have informed the team and HR. As a result, **nearly 40% of people are actively interacting with the content.**



Over the study period, **employees who were meQ participants had 29% less turnover** than a matched sample of employees who did not participate. According to [Employee Benefits News](#), “employee turnover can cost a company about \$15,000 per employee who makes an average salary of \$45,000.” Using these assumptions for the cost to replace an employee, the observed turnover reduction delivers **estimated savings of \$4 million annually.**

The company approached resilience training as an opportunity to visit their hospitals, listen to employees, and exercise compassion as an extension of relationship building. Employees began to share stories about how meQ has impacted the way they handle stress in their lives and the way that they show up in their days. The ability to show risk scores and how overall resilience improved was helpful in securing corporate sponsorship.

Communication to keep momentum was pivotal. The organization sent a postcard to everyone’s homes with a QR code that drove directly to meQ’s spotlight page. The cross referral the company utilized with its EAP through meQ’s Intelligent Navigation was also critical to the success of reducing turnover. At times, messaging was as frequent as daily to build a culture of wellbeing. The ability to have access without requiring a login was met with great success.

## SUMMARY

By addressing mental wellbeing needs and building resilience, this company was able to significantly reduce turnover. This led to real bottom-line cost savings of \$4 million annually.

Ongoing goals for the program are to improve resilience scores, and to drive adoption of the program through continued cross-promotion and integration into the company’s broader workforce strategy. Looking forward, the company plans to expand meQ access to include covered spouses, qualified domestic partners, and dependents 18 and older.

Learn how building workforce resilience can strengthen your organization. [Reach out to a meQ specialist today.](#)