

MAXIMUS Launch Success

with Wellbeats' Implementation Strategy



MAXIMUS

Leading health and human services provider MAXIMUS credits Wellbeats' fast, simple and customer-centric implementation for its overall launch success.

ABOUT MAXIMUS

MAXIMUS is a leading provider of health and human services worldwide. For more than 40 years, MAXIMUS has partnered with state, federal, and local governments to provide communities with critical health and human service programs. MAXIMUS leverages its extensive experience to develop high-quality services and solutions that are cost effective and tailored to each communities' unique needs.

MAXIMUS launched Wellbeats as a corporate wellbeing benefit to its employee population in April 2020.

WELLBEATS-MAXIMUS LAUNCH STORY

MAXIMUS' Sr. Director of Total Rewards, Alhassan Elbarasse, was approached by the Wellbeats team in February 2020 about its on-demand fitness solution for corporate wellness. Although previously exploring other competitors, MAXIMUS found Wellbeats' high-quality, affordable, and equitable virtual solution filled their huge need to help employees find an easy-to-use, safe way to work out from home.

"Wellbeats' value of consistency, quality control, and curriculum of wellness is something you won't find anywhere else."



Alhassan Elbarasse
Sr. Director of Total
Rewards

MAXIMUS EMPLOYEES QUOTES

"Fun, easy-to-follow instructions and multiple levels of intensity makes for a fun, quick, sweaty workout."



"Great class. I am totally soaked!"



"I really felt the pull and release of some of the tension in my neck. I will be doing these exercises throughout the day."

WEEK 1 STATS

MAXIMUS draws immediate surge in utilization in just first week of launch



4,769
total user logins



10,048
class minutes

Alhassan also credits Wellbeats' personable approach and resourceful accommodations during the sales process for leading him and his team to pursue Wellbeats as an official corporate wellbeing benefit.

"It's a testament to Wellbeats' product, sales team, implementation team," says Alhassan. "I really want to thank Wellbeats for having such an amazing lineup."

Ready to launch as soon as possible, MAXIMUS saw immediate value in Wellbeats' fast implementation strategy to deploy the benefit to its employees.

"It was really the speed of market and implementation," says Alhassan about what impressed him most. "Wellbeats' value of consistency, quality control, and curriculum of wellness is something you won't find anywhere else."

THE RESULTS

MAXIMUS followed Wellbeats' prelaunch marketing and communications strategy, distributing prelaunch flyers and email communications to employees to raise awareness of their upcoming benefit.

Wellbeats officially launched to MAXIMUS' employee population on April 20th 2020 and received 600 unique user logins just in its first 48 hours and 4,769 total user logins and 10,048 class minutes in the first week alone.

MAXIMUS has already begun implementing rewards for the first 100 people to sign up for Wellbeats, along with weekly prize raffles with at-home gym equipment to encourage regular Wellbeats usage and healthy habits.

"It was an easy rollout. It really felt like the Wellbeats team was totally focused on us... like we were your only client," says Alhassan.

Alhassan also praised Wellbeats' strong platform stabilization during the April launch. Despite the significant increase in usage during the COVID-19 pandemic, Wellbeats maintained 100% uptime.

"The entire workforce was excited and relieved our wellness strategy and solutions didn't take a pause."

Wellbeats™

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