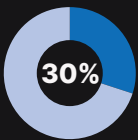




# Peloton triples fitness engagement at this healthcare company

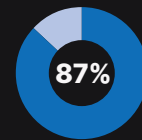
## Key outcomes



30% of employees have activated the Peloton benefit

**3X**

more employees logged at least six workouts per month\*



87% of enrolled employees are Peloton App Members

## The challenge

Before COVID, this healthcare company offered a robust suite of wellness services onsite, including a state-of-the-art gym with daily fitness classes, personal trainers, and more. During the pandemic, they tried to stream weekly yoga and Pilates classes over Zoom, but interest and engagement across their population waned. The Benefits team wanted to roll out fitness programming that would better resonate with employees and meet them in their new work environment.

“We weren’t wedded to any brand; we just wanted quality exercise classes,” says the Director of Total Rewards. Also on the wish list: modalities for the mind such as meditation and yoga classes, the flexibility to take classes live or on-demand, and the ability to engage family members in the fitness experience.

## The company



Headcount  
**5000+**



Industry  
**Healthcare**



On the Leaderboard since  
**January 2022**



Top three modalities  
**Strength, yoga, cardio**

\*As compared to their previous fitness benefit.



## The solution

After evaluating 15 vendors, the Benefits team was struck by the quality, diversity, and relevance that the Peloton benefit offers. “Peloton’s class experience is far superior, with relevant music and context, a diversity of instructors, and a professional feel to it,” says the Director of Total Rewards. “We also loved that Peloton can involve the entire household. We have employees taking dance cardio classes at home with their spouse, partner, or kids.” Within less than a year of rolling out the Peloton benefit, this company saw over 30% of employees activate. But what really stands out to the team is the consistently high engagement rates. They tripled their number of employees who are working out six or more times per month through corporate fitness programming.

This unprecedented engagement is fostering community. “We have a very active Yammer group for our Peloton Members, which has become a great replacement for watercooler chat. Our population is now over 95% remote, and about half of our employees joined after the pandemic started and have never met their coworkers in-person. [Peloton] created a great way for us to connect.”

## Peloton in action

This company organizes an annual 5k run for employees. “This year, we’re going to plug the Peloton 6-week running and walking training program,” says the Director of Total Rewards. “That’ll pique the interest of our runners and walkers who might not realize that Peloton has classes for them.”

More broadly, she is excited to find additional opportunities to share the diverse workout modalities available through Peloton. “We organized a team yoga class, and most people didn’t even realize that Peloton offers 20-minute yoga classes!” The Senior Wellness Program Manager plans another big marketing push at the end of the year and into January, leveraging Peloton’s programming “to help people stay healthy around the holiday season” and beyond.

**“Peloton enabled us to offer a competitive benefit that attracts talent and helps engage employees in healthy behavior.”**

—Director Of Total Rewards,  
Healthcare Vertical



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