

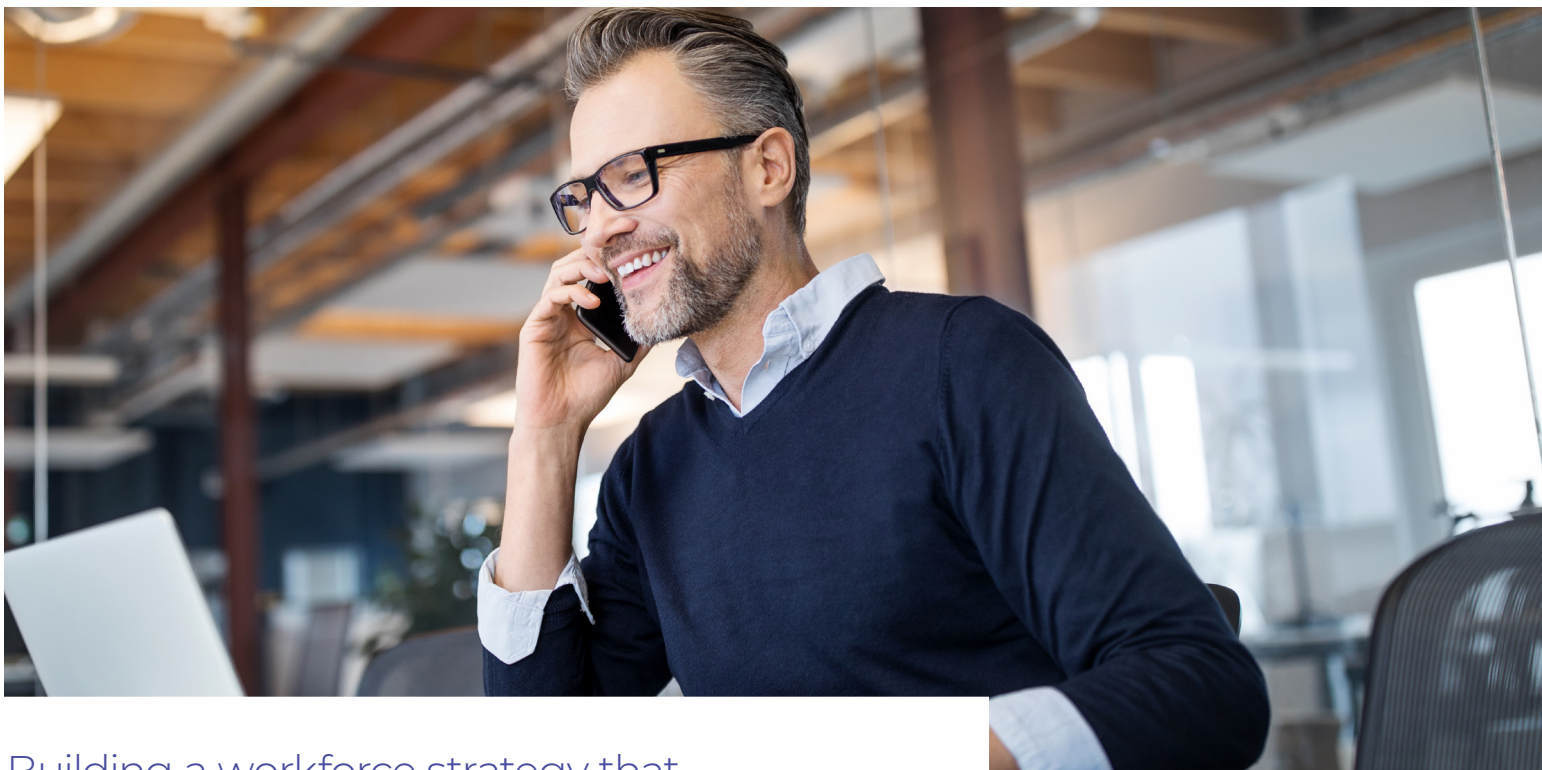


## FORUM SPOTLIGHT SERIES

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# Leveraging Workplace Flexibility & Benefits to Drive Employee Engagement

Speaker: Jason Russell, Head of North American Total Rewards, SAP



## Building a workforce strategy that is employee-centered starts with providing options

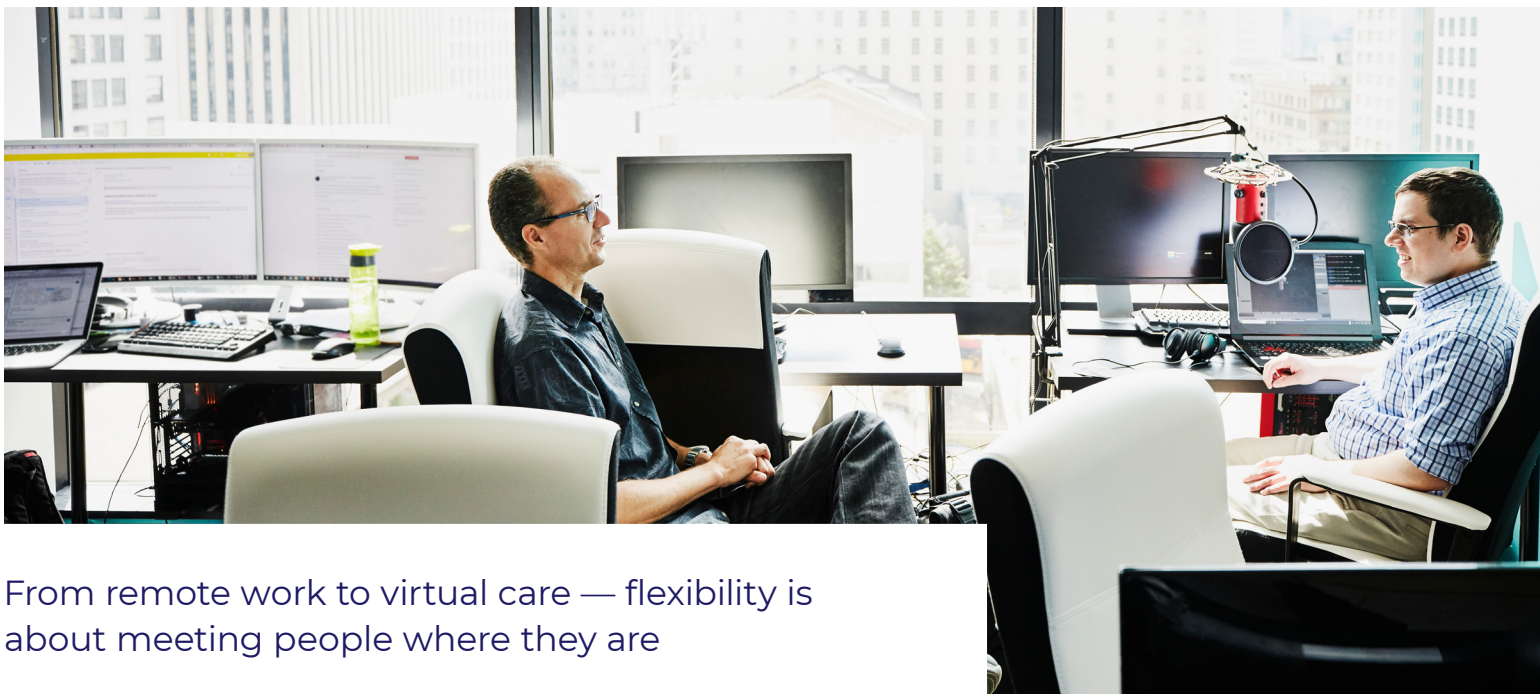
As the market leader in enterprise application software, SAP is mission-oriented about helping the world run better and improve people's lives. And they want that for their employees too. Out in front on a "pledge to flex" work environment, SAP is reinventing the traditional work week. Their goal is to integrate work and life in ways that enable employees to be their best. SAP has taken steps in this direction by giving employees options to design a work environment that empowers them to thrive—whether that's working in an office, working from home, or finding a mid-ground between the two.

In his session at Forum 2021, Jason Russell, SAP's head of North American Total Rewards, spotlighted how mature virtual healthcare access is an extension of SAP's flexible and engaging work culture that seeks to meet people where they are. By offering health benefits that give members the option to seek virtual care alongside traditional care, SAP empowers employees to engage with their health in a way that fits best into their everyday lives.

## BALANCE



**Because SAP's culture** highlights not just work flexibility, but also work-life balance, they sought to offer health benefits that aligned with this promise

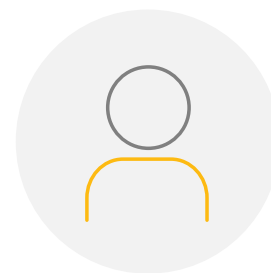


## From remote work to virtual care — flexibility is about meeting people where they are

SAP offered a hybrid work model in the U.S. long before the pandemic, as they began executing on a philosophy of meeting people's needs for flexibility 8 years ago. Today, they envision the future of workforce strategy as one that puts employees' needs at the center of an effective and productive work-life. "Really it's about crafting a work schedule around your life, the lifestyle you want to live, and helping develop the routines that really help people both live and work at their best," said Russell. Because SAP's culture highlights not just work flexibility, but also work-life balance, they sought to offer health benefits that aligned with this promise. By providing convenient, accessible and ongoing whole-person virtual care, SAP was able to extend their approach to help employees live their healthiest lives. Virtual care, shared Russell, fit seamlessly into their culture.

## Finding the right virtual care for a unique workforce

With this in mind, SAP wanted to find virtual care solutions that would bring together coaching, real-time intervention and powerful engagement through personalization. SAP's workforce, noted Russell, is highly discerning, highly engaged, and highly expectant of experiences that are customizable to their needs. For members of SAP's workforce, it is hard to move from an accessible, flexible, take-it-with-you working environment to a standard healthcare system experience that asks people to spend hours physically traveling and waiting to be seen. That's why SAP partnered with Livongo, now part of Teladoc Health, over four and a half years ago, starting with virtual chronic condition management programs like diabetes and hypertension. Today, over 1,200 of their employees are enrolled in these programs.



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## Outcomes

Russell shared with panel attendees some of the great outcomes SAP has achieved through these virtual care programs in terms of both employee satisfaction and engagement. For the diabetes management program, which has been available to the workforce for over four years, the company has seen a consistently high NPS over 60. "For those of you that are in less demand, a net promoter score that high is very, very rare ... This is coming from a workforce that really is going to give critical feedback if they see it," shared Russell, "so the fact that we have that great satisfaction, I think, is the reason why we have 1,200 people who have consistently stayed engaged across the many years that we've had our partnership."

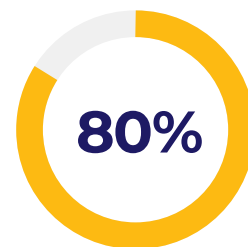
The high levels of engagement in these virtual chronic condition management programs is also evident in the follow-through rates for self-guided activities and goals. According to Russell, SAP employees enrolled in virtual diabetes management have completed 80% of the self-guided activities and goals they set for themselves through the program. "I think this speaks to how the program has the stickiness and the engagement built into it that keeps people managing their health," he said.

Increased engagement in these programs has also led to better health outcomes. Many of SAP's employees who enrolled in Teladoc Health's diabetes management program had uncontrolled diabetes when they first enrolled. Today, 70% of the population using this virtual service now reports they are managing diabetes in a very effective way. Their hypertension program is having an equally positive effect on people's health and their ability to manage their condition, with 82% of members reporting that they've been able to improve or maintain their blood pressure.

### HIGH LEVELS OF EMPLOYEE SATISFACTION



**60 NPS**  
for virtual diabetes  
management program



**Completion rate** for self-guided activities and goals set through these programs



These improvements in employee health have also had monetary impacts for SAP. Looking at outcomes from an ROI and cost-savings perspective, Russell shared that the programs have undoubtedly resulted in bottom-line savings for the company. But more importantly, he said, the numbers show that “people are managing their health. And they’re, at the end of the day, putting themselves in a better place.” As employers reconsider the traditional workplace post-pandemic, SAP’s success story is an indication of how providing flexibility can be taken even one step further — after all, flexibility is about meeting people where they are, and that cuts across different dimensions, including where and how you work, or where and how you engage with your health.

Visit our [Resource Center](#) to learn more about the power and potential of whole-person virtual care.

## Actionable takeaways

- 1 Seek benefits programs that align with your work culture and workforce preferences.
- 2 Understand the frictions that may be preventing your employees from engaging with their health and seek solutions that may reduce those frictions.
- 3 Monitor changes in employee health and track engagement to ensure you are offering the right solutions.

## Speaker bio



Jason Russell leads the North American Total Rewards team overseeing the Compensation, Benefits, and Wellness functions for the North American region (U.S. & Canada) at SAP. In this role, he is responsible for developing the health and benefits strategy for the U.S. and Canada, and for overseeing the delivery of the fixed and variable pay programs for the region.

Before coming to SAP, Jason spent over 8 years at Amtrak where he worked in various manager- and director-level roles leading major transformational efforts in the Finance, Compensation, and Benefits areas. Some of his accomplishments include successfully rolling out variable pay plans and a pay-for-performance philosophy, introducing Consumer Directed Health (CDH) plans, and implementing a market-based salary structure. Before his time there, Jason worked for three years as a Market Planning Manager at Checkpoint Systems and for three years as a business analyst at ESC Inc.

Jason holds a BA degree from Temple University, an MS degree in Technical and Science Communication from Drexel University, and an MBA in Finance from La Salle University. He also holds a Certified Compensation Professional (CCP) designation from WorldatWork.

### **Jason Russell**

Head of North American Total Rewards, SAP

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