

MANUFACTURING · PREVENTIVE CARE

Frame health as performance, and the men show up for care.

A 14,000-employee manufacturer with a heavily male workforce set out to move preventive care from an afterthought to a habit. In a single year, men's annual exam visits climbed 13 points to **40%**, and screening rates improved in every category the carrier tracks.

EMPLOYEES

14,000

INDUSTRY

Manufacturing

WORKFORCE

Predominantly male

Background

This 14,000-person manufacturer runs a predominantly male workforce — people who take pride in showing up, doing the job, and pushing through. That same mindset often kept preventive care on the back burner: routine exams and screenings were easy to defer when nothing felt wrong. Entering 2024, adult wellness compliance sat at 38.8%, and only 27% of men had completed an annual exam.

Program objectives

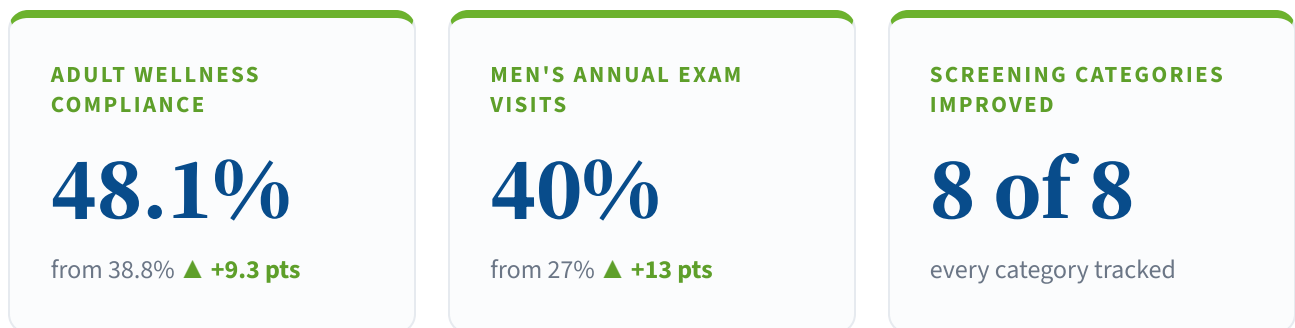
The client wanted to lift overall wellness compliance and, specifically, get more men into the exam room and through their recommended screenings. An incentive program with similar requirements was already in place before Propel — the goal was to make it actually land.

Propel's approach

Propel built an *"industrial athlete"* program on a customized well-being platform — treating each employee's health the way the floor already treats performance: something you train for and maintain. Targeted communication campaigns spoke the language of the workforce and pointed people toward the screenings that mattered, all reinforced through the client's existing incentive structure.

Program results

In 2025, the results moved together — and moved fast.



Adult wellness compliance rose to 48.1% — a 9.3-point jump — while men's annual exam visits climbed from 27% to 40%. Screening rates improved in every one of the eight categories the carrier tracks.

“Screening rates have increased in the current period in 8 out of 8 categories. We have never seen that improvement before in any of our clients.”

INSURANCE CARRIER LIAISON