

Fix the friction, sustain the engagement, and the risk numbers keep moving.

SECTOR

Public Sector

FOCUSEngagement &
Cardiometabolic Risk**MEASURED**

Across 4 Program Years

A public-sector employer partnered with Propel to replace a clunky, hard-to-use platform with one built for year-round engagement. Comparing Program Year 4 to Program Year 2, average engagement time per active user rose **31.0%** — and cardiometabolic risk kept declining across the population.

BACKGROUND

This public-sector employer had a well-being program with solid participation, but leaders felt it was losing traction. Employees experienced a clunky prior-vendor website with occasional issues uploading information, engagement was episodic rather than sustained, and participation alone wasn't producing measurable health improvement.

The organization wanted a platform that reduced friction, kept employees engaged across the full program year, and tied incentives to the behaviors that actually move health outcomes.

PROPEL’S APPROACH

Propel built a custom well-being platform designed around ease of use, continual engagement, and measurable outcomes — focused on three priorities.

1

Reduce friction

Simplified the experience so employees could more easily access the platform, complete activities, track progress, and submit required information.

2

Create year-round engagement

Replaced one-time campaigns with targeted communications, challenges, activity tracking, fresh content, and ongoing iteration.

3

Connect incentives to health

Emphasized behaviors tied to long-term risk reduction: biometric improvement, preventive care visits, and physical activity.

ENGAGEMENT RESULTS

The custom platform didn’t just generate an initial launch effect — engagement kept strengthening as the program matured. Comparing Program Year 4 to Program Year 2:

+63.8%

▲ increase in WAU/MAU ratio

A larger share of monthly users were returning weekly — not just spending more time, but returning more often.

WAU/MAU = weekly active users ÷ monthly active users, a standard measure of how consistently a monthly user base returns week to week.

ENGAGEMENT METRIC	RELATIVE CHANGE
Avg. engagement time per active user	+31.0%
Avg. engagement time per session	+20.4%
Observed WAU/MAU ratio	+63.8%

This supports the client’s original goal: a program built to sustain engagement throughout the year, not just at launch.

BIOMETRIC RESULTS: INITIAL IMPROVEMENT

Using the prior provider’s final biometric report as the baseline against Propel’s Program Year 2 results, the organization saw meaningful improvement across key cardiometabolic risk indicators.

-32.1%

▼ HDL at risk

BIOMETRIC MEASURE	CHANGE VS. PRIOR BASELINE
HDL at risk	-32.1%
Stage 2 hypertension	-28.2%
Total cholesterol at risk	-19.7%
Triglycerides at risk	-18.7%
LDL at risk	-15.8%
Elevated blood pressure	-13.8%

BIOMETRIC RESULTS: CONTINUED PROGRESS

The trend didn’t stop after the initial comparison. Comparing Propel Program Year 2 to Program Year 4, the population continued to improve across glucose, triglycerides, cholesterol, LDL, and severe hypertension.

BIOMETRIC MEASURE	RELATIVE CHANGE (PY2→PY4)
Non-fasting glucose at risk	-33.8%
Fasting glucose at risk	-20.1%
Triglycerides at risk	-9.1%
Stage 2 hypertension	-5.8%
Stage 1 + Stage 2 hypertension	-4.4%
Total cholesterol at risk	-4.7%
LDL at risk	-0.9%

PROGRAM YEAR 4 VS. PRIOR PROVIDER BASELINE

By Program Year 4, the organization remained materially better than the original prior-provider baseline across every major indicator tracked.

BIOMETRIC MEASURE	CHANGE VS. PRIOR BASELINE
Stage 2 hypertension	-33.1%
HDL at risk	-30.1%
Triglycerides at risk	-26.1%
Total cholesterol at risk	-23.5%
Fasting glucose at risk	-19.6%
LDL at risk	-16.6%

THE IMPACT

Sustained engagement growth paired with continued reductions across key cardiometabolic risk categories — proof that a well-being platform can drive more than participation.

Propel helped the organization move from a participation-centered program to a more strategic, year-round well-being experience. The custom platform addressed the employer’s original frustrations by making the experience easier to use, keeping employees consistently engaged, and aligning incentives with behaviors that matter: preventive care, physical activity, and biometric improvement.

The result: sustained engagement growth and continued reductions in key health-risk categories — showing that a well-being platform can create ongoing action, support healthier behaviors, and contribute to measurable population health improvement over time.