



Sparking *Action*

Engaging Members on their Journey



SPEED DATING to Engagement



2025 ENGAGE

Amber van Niekerk

Vice President, Marketing & Engagement



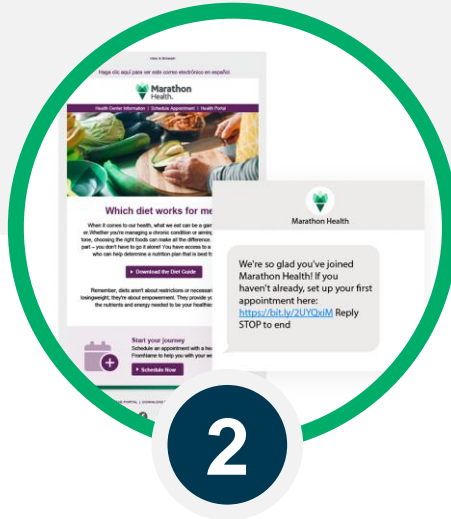
Marathon
Health™



Our engagement edge

**1**

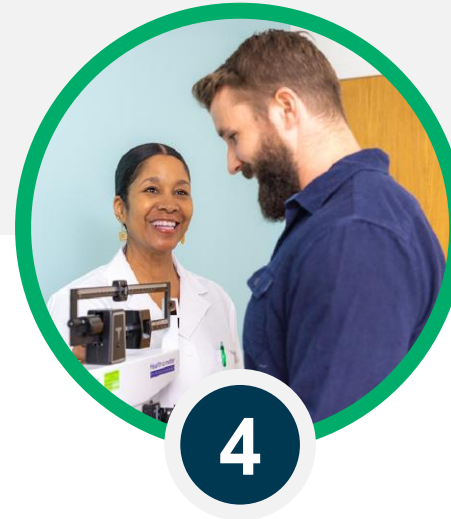
Committed client
partnership

**2**

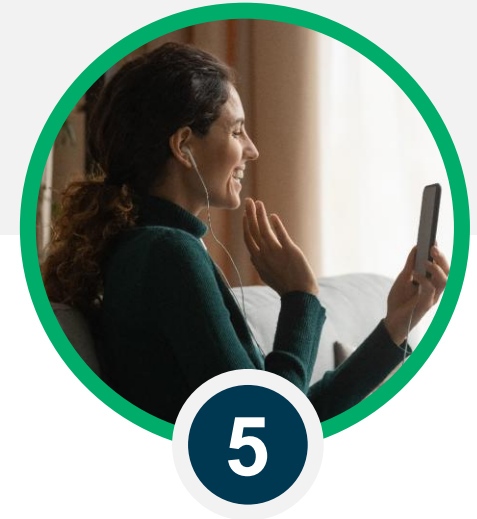
Personalized
marketing

**3**

Trusted care team
outreach

**4**

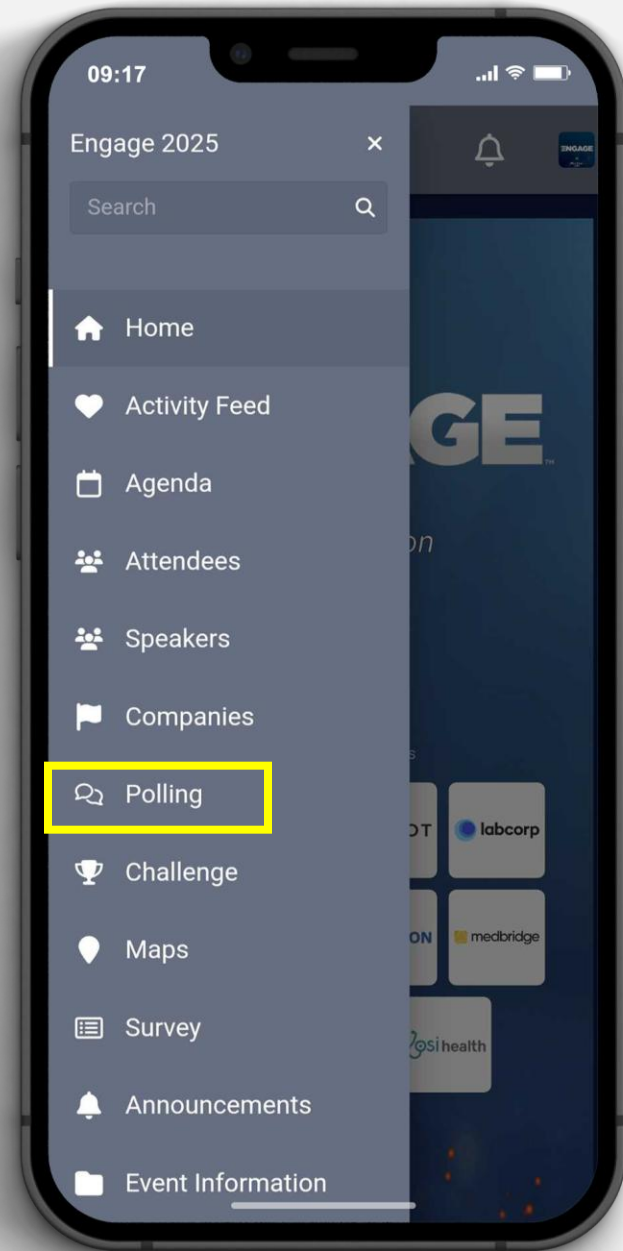
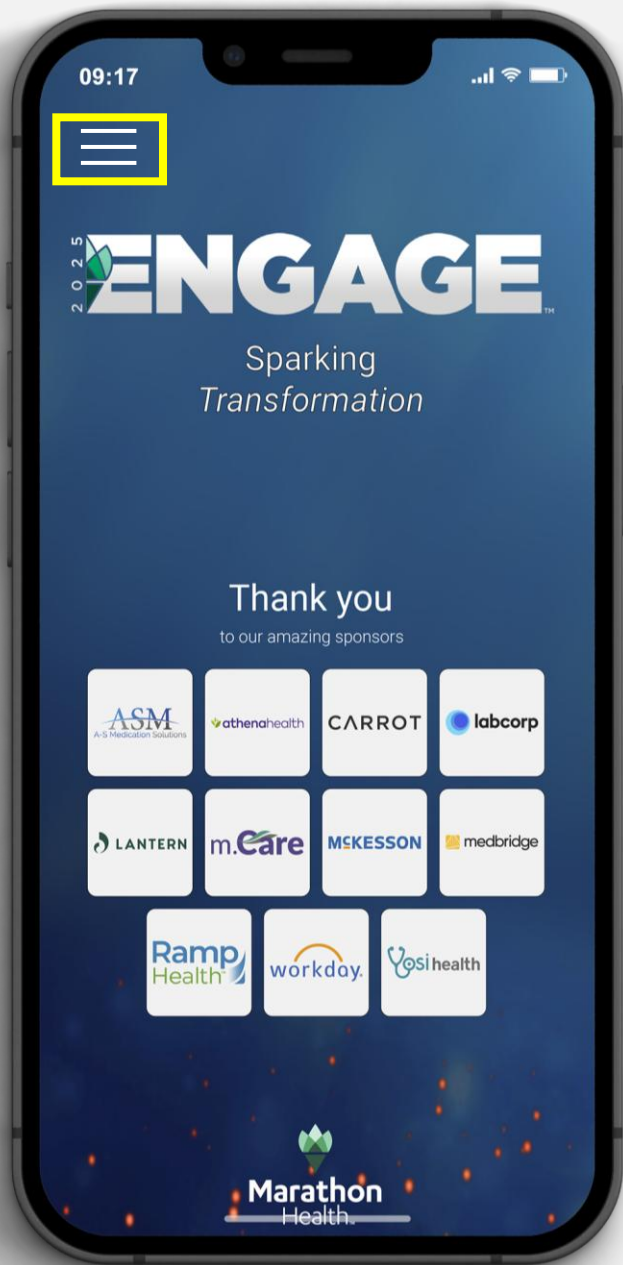
Wellness
incentives

**5**

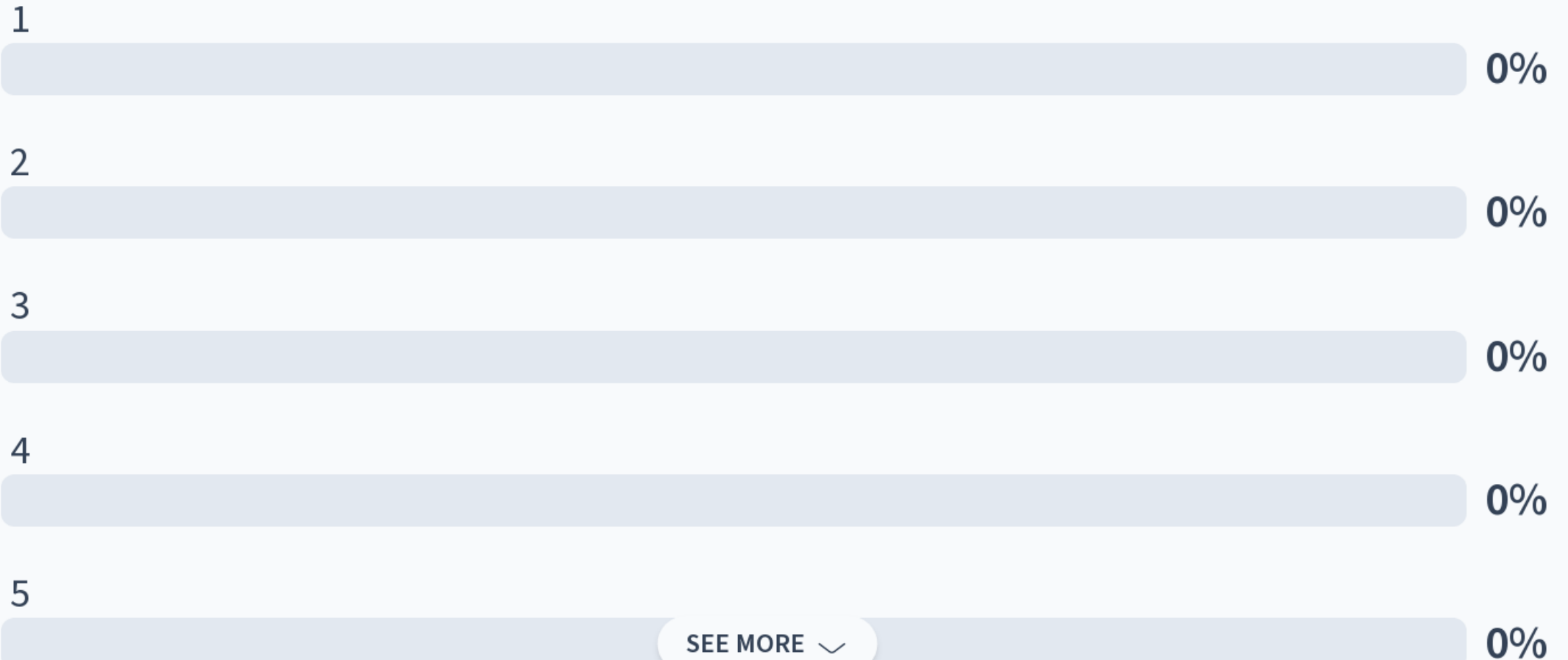
Frictionless
access

Audience question #1

Among Marathon Health's five engagement levers, how many are you currently using?



Among Marathon Health's five engagement levers, how many are you currently using?



2025 ENGAGE

Kelly Oliver

Benefits Manager

DOT



5 onsite health centers

2

years with
Marathon

2k+

eligible
population

41%

of members
engaged

90

Net Promoter
Score

75%

of members
improved biometrics

Client partnership

Site name	Start date (w/ Marathon Health)	Engagement (as of December 2024)
DOT Bullhead	May 2023	Overall: 70% Employee: 89%
DOT Cambridge City	February 2024	Overall: 55% Employee: 90%
DOT University Park	July 2024	Overall: 45% Employee: 69%

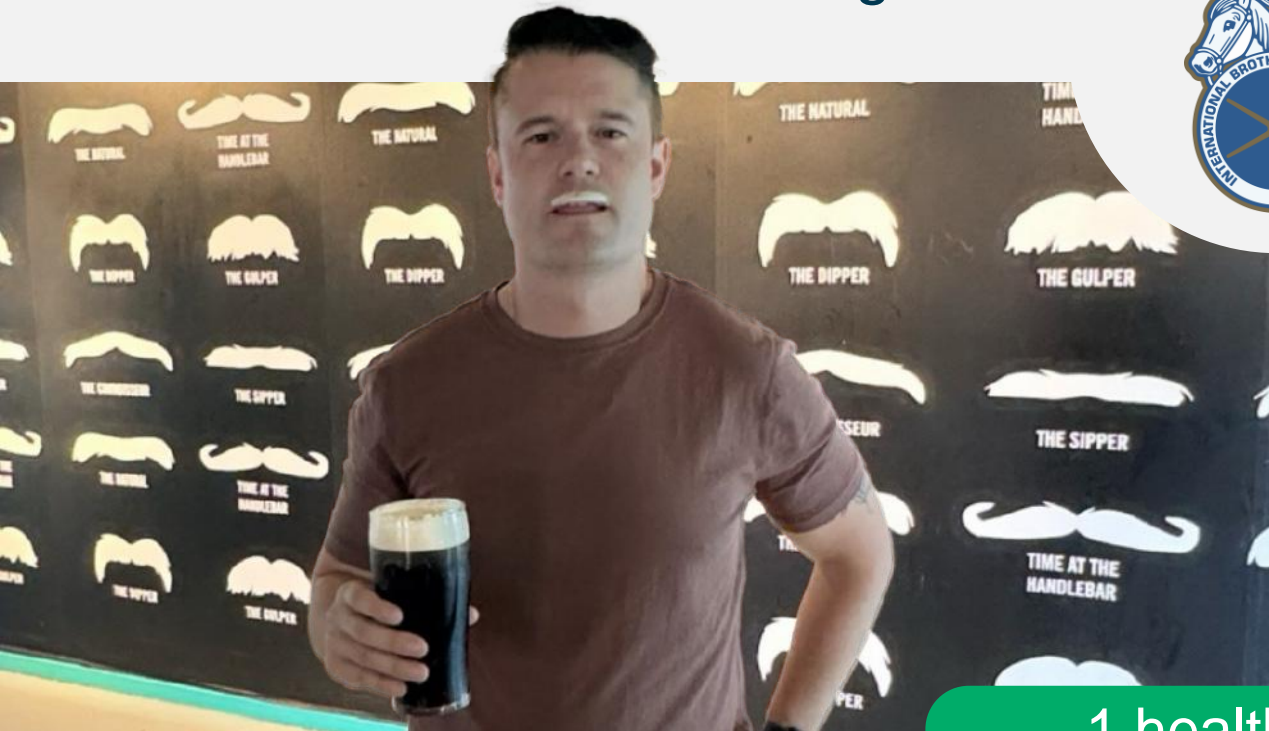


Zach Frankenbach

Assistant Fund Manager

Bobby Laino

Fund Manager



1 health center

2
years with
Marathon

2k+
eligible
population

40%
of members
engaged

90
Net Promoter
Score

75%
of members
improved
biometrics

Personalized member marketing

68% growth in engagement in year 2






Offering onsite physicals

The Teamsters Local 727 Wellness Center care team will be coming onsite to Rollex to offer annual physical exams.

The Teamsters Local 727 Wellness Center with Everside Health is available at **no cost** to all Teamsters Local Union 727 Health and Welfare Fund members and your covered family members for primary care services. Can't make the onsite event? You can always get your physical at the wellness center.

- Annual physical exams
- Chronic condition management
- Full-scope family medicine
- Men's and women's health
- Virtual mental health counseling

- No cost onsite lab work and vaccinations
- School and sports physicals
- Sick and urgent care

When
Tuesday, August 8
8 am - 2 pm

Where
800 Chase Ave.
Elk Grove Village, IL
Check in at the locker room




Join us for a wild day at the zoo!

Come meet your healthcare team and get a free physical.

Brookfield Zoo Event Center
Wednesday June 14, 2023
9 am - 2pm

J. Wynn

Director of Benefits & Salaries



3 onsite health centers

8

years with
Marathon

11k+

eligible
population

63%

of members
engaged


86

Net Promoter
Score

79%

of members
improved
biometrics

Incentives




Craig, welcome to your incentive program!

Get rewarded for working towards your best health!
Visit the Marathon Health Patient Portal to view your program and reward details.



- 1 Log on to the **Patient Portal** to get started
- 2 Click "View Incentives" on the homepage
- 3 Review all activities and track your progress

[VIEW INCENTIVE PROGRAM](#)



Ready to get started?
Please call us at (123) 123-1234 or visit the Marathon Health Portal.

[SCHEDULE APPOINTMENT](#)

BIG rewards are waiting for you!


[START EARNING REWARDS](#)

Check your progress as you work toward your best health!

Your **CampaignName** is underway, and there are massive rewards waiting just for you. Follow these three simple steps to learn more about the program, schedule your required activities, track your progress and earn big. Your **CampaignName** will end on **Date**.


- 1 **Visit the Portal**
Log on to the **Patient Portal** to get started.
- 2 **View Incentives**
Click "View Incentives" to learn more about your program and activities.
- 3 **Start Scheduling**
Visit the portal and schedule your required appointments and activities.

[VIEW INCENTIVE PROGRAM](#)



Schedule an Appointment
Please call us at (123) 123-1234 or visit the Marathon Health Portal to schedule an appointment.

[SCHEDULE APPOINTMENT](#)




2025 Fall Districtwell Program

The SJCS Districtwell Program will run from **May 1, 2025 through November 30, 2025**. Employees who are enrolled in the SJCS Districtwell Self-Funded Medical Plan have the option of participating in the program. Participate in well-being activities for a chance to receive a **one-time payroll increase**.

Incentive Reward: One-time Payroll Increase

Level	Points	Gift
Bronze	25+	\$50 to 150 winners
Silver	50+	\$75 to 65 Winners
Gold	75+	\$100 to 25 winners

Incentive Program Activities:

1. Preventative Health Activities
 - Annual Physical exam (15 points)
 - Preventative screening/exam (15 points)
 - Flu Vaccine (10 points)
2. Community and Social Wellbeing Activities:
 - Volunteering in the community (10 points)
 - Community fitness event (10 points)
 - Physical activity challenge (10 points)
 - Blood donation (10 points)
3. Personal Growth Activities:
 - Mindfulness challenge (10 points)
 - Wellness webinars (5 points each, max of 4)
 - Health coaching or mental health visits (15 points each, max of 2)
 - Professional development (5 points)

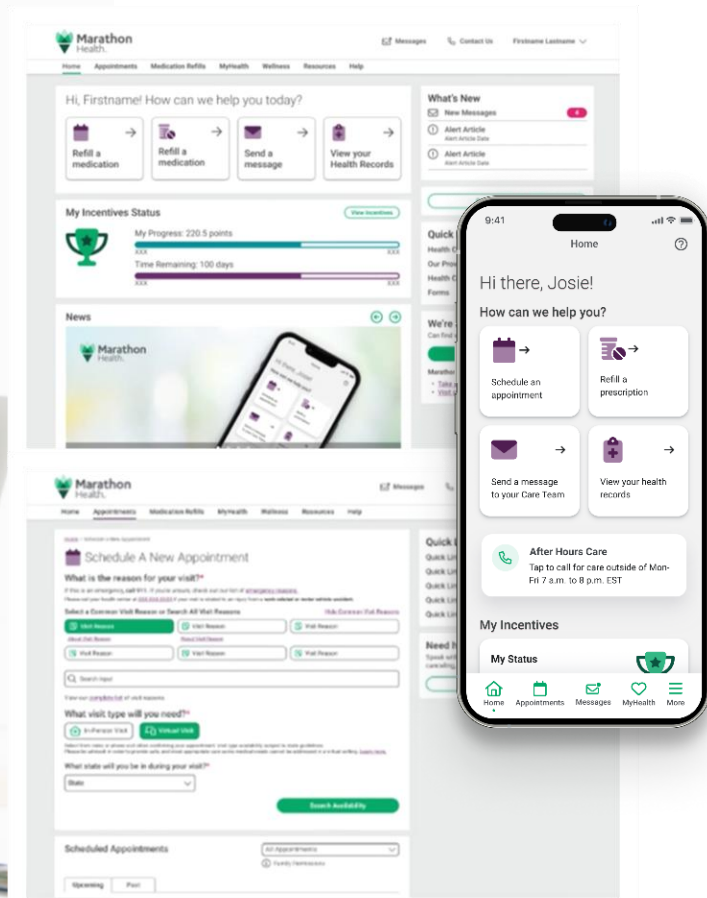
 **Schedule an appointment**
visit my.marathon.health



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Frictionless access

47% portal adoption



2025 **ENGAGE**

Dr. Meaghann Bernardy

National Medical Director, East



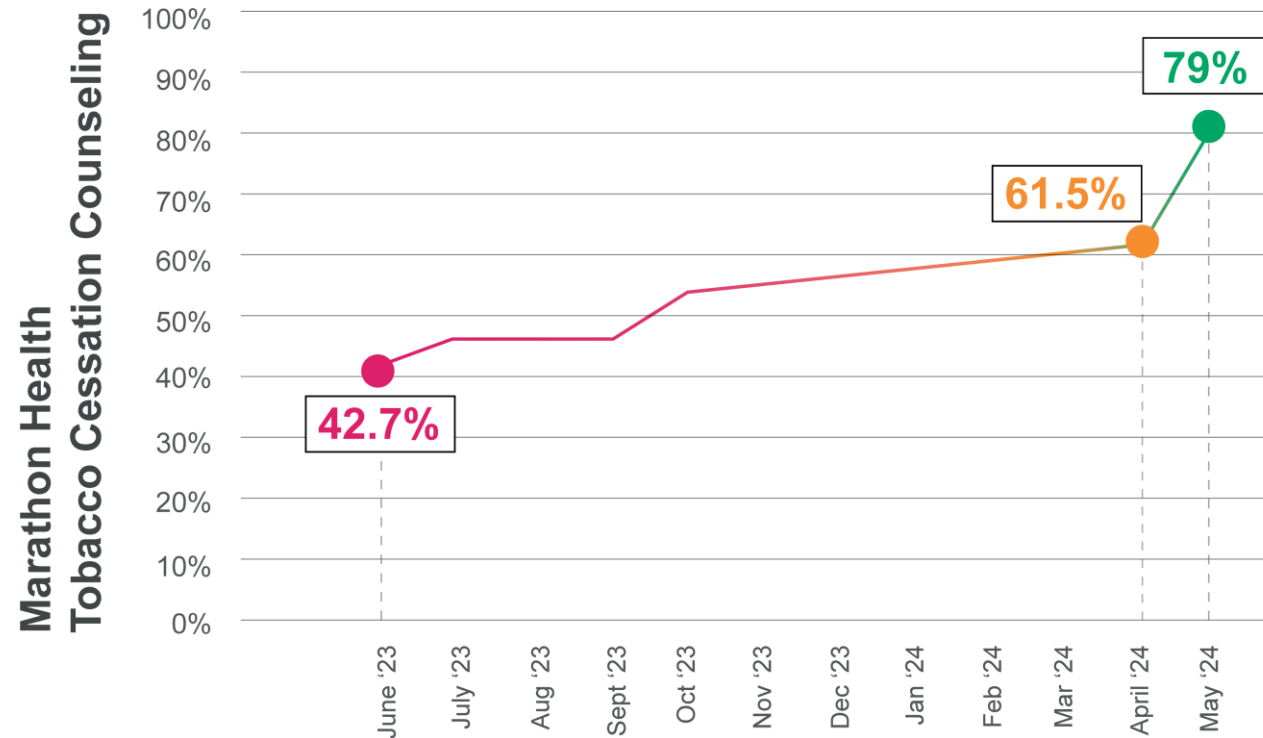
Marathon
Health™



Care team outreach

In just one month, screenings jumped from 61.5% to 79%

A nearly 30% improvement

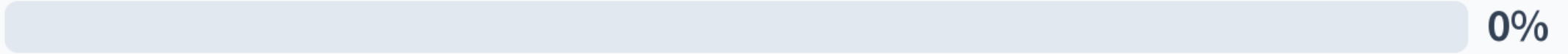


Audience question #2

Of the five Marathon Health engagement levers of, how many do you plan to be using by the end of 2025?

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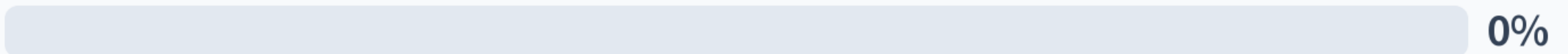
1



2



3



4



5



SEE MORE 

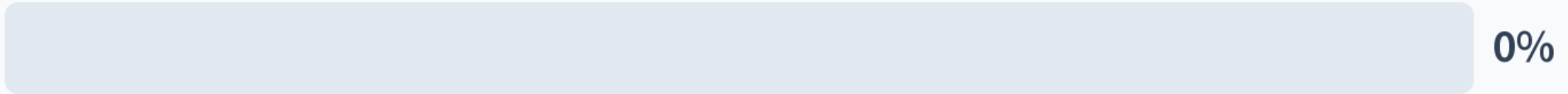
Audience question #3

Of the client speakers you heard from today, which group did you gather the most ideas from to implement or “match” into your own engagement plan going forward?

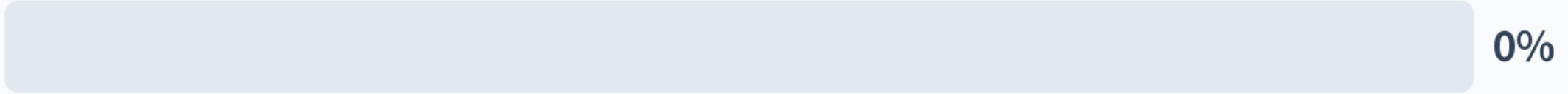


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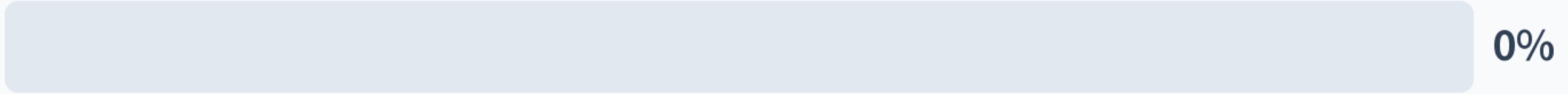
Kelly from DOT Foods



Zach and Bobby from Teamsters 727



J. from St. Johns School District



2025
ENGAGE™

Sparking *Transformation*