

# kumanu

## Baystate Health: A Case Study in Purpose-Centered Wellbeing

### CLIENT

A healthcare system based in the Northeastern U.S. comprising five hospitals, over 80 medical practices and over 12,000 employees.

### KEY TAKEAWAY

Baystate Health's new strategy focused on a holistic, purpose-centered employee wellbeing model. By re-imagining incentives and using challenges for social good, Baystate achieved amazing results in improved health, engagement, and employee retention.

### CHALLENGES

Baystate Health had long prioritized employee wellbeing and had an award-winning program in place. However, the COVID-19 pandemic in 2020 presented unprecedented challenges, particularly for healthcare workers. Recognizing that traditional wellness programs were insufficient, Baystate Health restructured their wellbeing strategy around four core principles:

1. Compassion and empathy
2. Proactive emotional and mental wellbeing
3. Addressing essential needs
4. Purpose-centered culture

### SOLUTION

In 2021, Baystate Health partnered with Kumanu and its Purposeful wellbeing platform to transition from an incentive-based approach to a purpose-centered model. This new strategy emphasized:

- Intrinsic motivation
- Tailored support through data analytics
- Enhanced resource accessibility to address essential needs, particularly in financial wellbeing and mental health

They named the program Well-being Essentials to signal the connection to the most human needs of their workforce.

As Baystate and Kumanu evolved the program to optimize for employee engagement, they introduced monthly themed challenges in the Purposeful app around relatable and timely topics: Purpose, sleep, energy, mental health, financial fitness, healthy eating, life balance, movement, gratitude and more.

Each challenge featured group goals driving social-good donations to meaningful causes, as well as linkage to the organization's rewards and recognition program. This approach significantly boosted engagement, exceeding Baystate's initial goals threefold.

“

*In the past  
we had vendors.  
Kumanu is a  
real partner.*”

”



— **Jenna Bishop**,  
Wellness and Worklife  
Program Leader

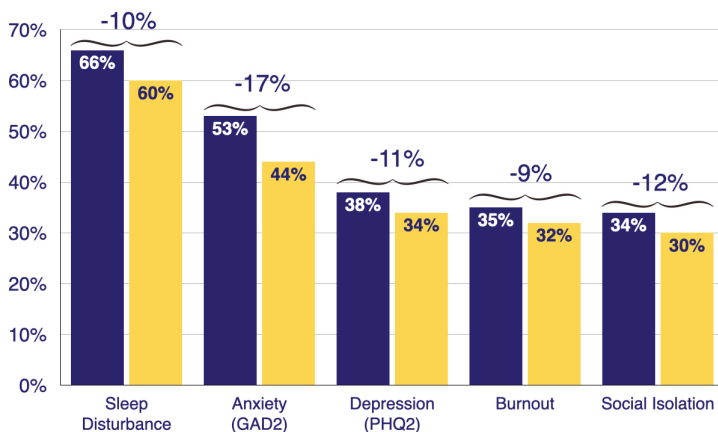
## RESULTS

By shifting focus from traditional incentives to a holistic, purpose-centered strategy with Kumanu, Baystate not only improved employee health outcomes but also enhanced overall engagement and retention, setting a powerful example for other organizations.

### KEY OUTCOMES

- Significant reduction in employee turnover among engaged Purposeful users.
- Reduction in anxiety (GAD2), depression risk (PHQ2), burnout and social isolation
- Increased emotional self-regulation and overall wellbeing
- Improved sleep, physical activity & personal health management

Percent At Risk, Baseline v. 90-Day Follow-up<sup>1</sup>

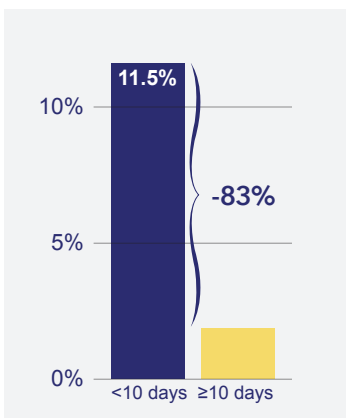


“The insights Purposeful provides allow Baystate to identify the needs of our employees and uncover risks in our organization. This allows us to focus on preventing burnout and turnover while supporting our employees’ wellbeing.”

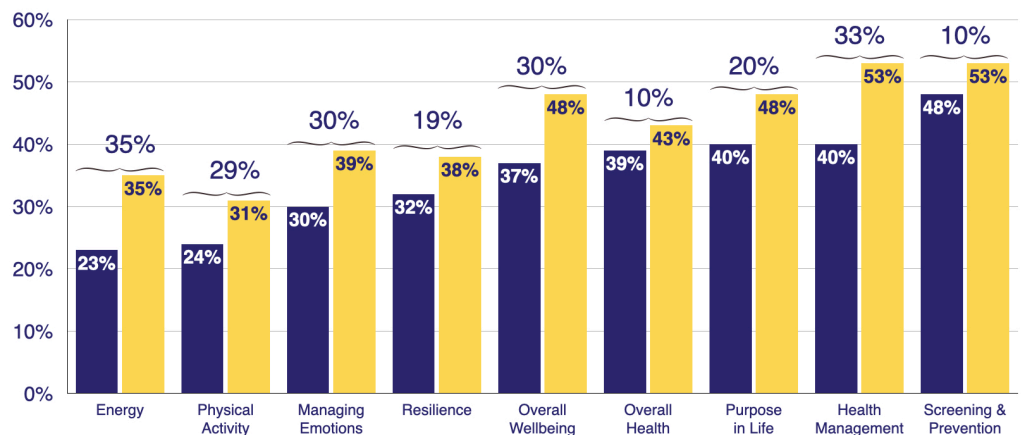


— Yvonne Diaz,  
Director of Employee Benefits

Actual Turnover Reduced by Purposeful Use<sup>2</sup>



Percent Thriving/At Low Risk, Baseline v. 90-Day Follow-up<sup>1</sup>



1. 90-Day risk reductions from Baystate/Kumanu Case Study, 2024. All differences  $p < .05$ ;  $n = 1,172$ .

2. Reduction in Actual Turnover by use of Purposeful. Baystate/Kumanu Case Study, 2024.  $n = 2,049$  with high baseline turnover intent. Usage x turnover intent interaction:  $t = 2.6$ ;  $p < .01$ .

Founded by wellbeing industry veterans, Kumanu helps people and organizations thrive by grounding change in personal purpose. We address the root causes of burnout, disengagement, and poor mental health with our science-driven, data-backed, and culturally tailored platform solution. Kumanu helps organizations elevate results, lower costs, and deliver whole person wellbeing. **Visit us at [kumanu.com](https://kumanu.com).**