

# CASE STUDY: MONTGOMERY COUNTY PUBLIC SCHOOLS UNVEILS IMPROVED WELLNESS CHALLENGE — MOTIVATES STAFF AND CREATES HEALTHIER WORKPLACE USING ONLINE FITNESS LOG

- Online Fitness Log provided an easy-to-use fitness-tracking program to Montgomery County Public Schools (MCPS). Program implementation created a sustainable online environment which guaranteed accuracy and consistency of recorded information.
- Staff was provided the opportunity to access and record their personal fitness information at any time—before, during and after team wellness challenges.
- Administration communicated with wellness challenge participants through one succinct platform, ensuring that contestants were aware of challenge rules and received their awards. Moreover, the staff was informed that Online Fitness Log was a resource tool available for use after the wellness challenge concluded.

## MCPS: DEDICATED TO EMPLOYEE HEALTH AND WELLNESS

The administration at Montgomery County Public Schools, based in Rockville, Maryland, understood the importance of promoting health and wellness within their staff's ranks not only for the betterment of their employee's lifestyles, but also to help control internal overhead costs related to health insurance. The school district was eager to encourage their employees, who worked at 206 individual locations, to engage in wellness challenges and track their fitness programs. However, implementing a district-wide challenge was more difficult than many organizers anticipated as results-tracking programs did not deliver a seamless information gathering solution. The administration began experiencing mounting criticism about the accuracy and viability of the program used to track nutrition, weight-loss and blood pressure, and was faced with employees who did not see the long-term value as their personal information and statistics were lost at the end of a wellness challenge.

*"Montgomery County Public Schools needed a tool that allowed for longterm tracking of fitness-related goals. It was Online Fitness Log that provided a powerful solution. Online Fitness Log's product excited our staff, which increased participation in our Well Aware Challenges for the long-term!"*

—Lisa Cooperstein, Wellness Coordinator,  
Montgomery Country Public Schools

# INCREASE IN COMPLAINTS + DECREASE IN PARTICIPATION = IN NEED OF A WELLNESS MONITORING SOLUTION

**W**hen Wellness Coordinator Lisa Cooperstein began to investigate Online Fitness Log, she discovered that she might have an answer to the school district's problems with information retention and staff participation and buy-in. Based on Cooperstein's research and recommendation, MCPS decided to implement Online Fitness Log in the district's Walk this Way program.

Cooperstein notes that the solution presented by Online Fitness Log was one which was touted as seamless, and ultimately it was. She recalls that she was not bombarded by registration emails with lengthy instructions or multi-step processes. Rather, the set-up process was simple, efficient and easy-to-follow.

## MOUNTING EXCITEMENT OVER THE ROLLOUT OF ONLINE FITNESS LOG

**U**pon introduction of Online Fitness Log, MCPS administration began to see a change in attitude amongst the 4,800 wellness challenge participants as it related to the recording and tracking of fitness-related information.

*"The staff liked the fact that they could personalize their own page on the Online Fitness Log platform," stated Cooperstein. "They also enjoyed being able to see what their teammates were doing, appreciated the standings board and liked that I was able to send group messages and announce weekly winners. Of course, I also heard regularly that they valued the security of the platform; that their information was password-protected, secure and available to them after the contest ended."*

## ONLINE FITNESS LOG DELIVERS RESULTS: ENERGIZED EMPLOYEES AND NEW CONTROL OVER HEALTH INSURANCE PREMIUMS

**B**y implementing Online Fitness Log, MCPS achieved the staff turnout and wellness challenge participation it desired and, ultimately, another benefit became evident: Because of the implementation of the fitness challenges and through the improved health of the staff, for the first time in the history of the school district a zero percent increase in health insurance premium rates was experienced.

MCPS administration feels that, through Online Fitness Log, greater user engagement has been enjoyed via improved communication and cost-neutral overhead expenditures as employees exhibit quantifiable, physical results and healthier lifestyles, personally and professionally.

Online Fitness Log has become the preferred online choice for the best solutions used in corporate wellness challenges. The organization supports employers' initiatives that promote healthier lifestyles and positive morale through social and fitness-focused environments. Online Fitness Log is excited to be a part of the Million Mile Challenge, Montgomery County Public School's fitness initiative.