



# GOPIVOT

## Inspiration, Not Compensation

PREPARED FOR: CITY OF SMYRNA

October 2024





# THE GOPIVOT **DIFFERENCE**

## THEM

- ✘ PEPM (Flat fee per Employee Per Month)
- ✘ Pick a program, no customization.
- ✘ Separate Solutions, Mismatched Programs
- ✘ Ineffective or limited incentives
- ✘ Limited data integration.  
Non-HIPAA compliance.

## US

- ✓ Only pay for engaged employees
- ✓ Customize your program from end-to-end
- ✓ Wellness, Safety & Recognition on ONE Platform
- ✓ World Class Rewards Market Place
- ✓ Full data integration.
- ✓ HIPAA Compliant.



## CITY OF SMYRNA **WELLNESS GOALS**

- Driving Employee Engagement
- Reaching Non-wired Employees
- Ensuring Fairness and Accessibility
- Minimal Administration
- Reducing Burden on the HR team
- Focusing on Relationships with Primary Care Physicians
- Incorporating Challenges
- Cost Savings Decisions
- Making Wellness Fun!



# MEET GOPIVOT

GoPivot unifies corporate wellness, safety, and employee recognition into one user-friendly, mobile-first platform.

We use points-based rewards to motivate employees to engage in pivotal activities and meaningful achievements so organizations can improve health and wellness, reduce OSHA incidents, or drive any other initiative.



## Wellness

Comprehensive wellness programs for real, sustainable change.



## Safety

We offer effective, customizable solutions for new or improved safety strategy.



## Recognition

Combine all recognition efforts and corporate initiatives into one place.



# Value to City of Smyrna



## Eliminate Hidden Costs

We place the focus where it belongs – on employee engagement and participation. Unlike a PEPM, we only get paid if employees actively participate. There are never ANY hidden fees or add-on costs.



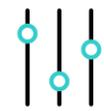
## Easy Implementation

Our dedicated, bilingual Program Management Team ensures a hassle-free experience, eliminating 90% of the admin work. We facilitate a quick setup and seamless implementation, guaranteed to enhance engagement.



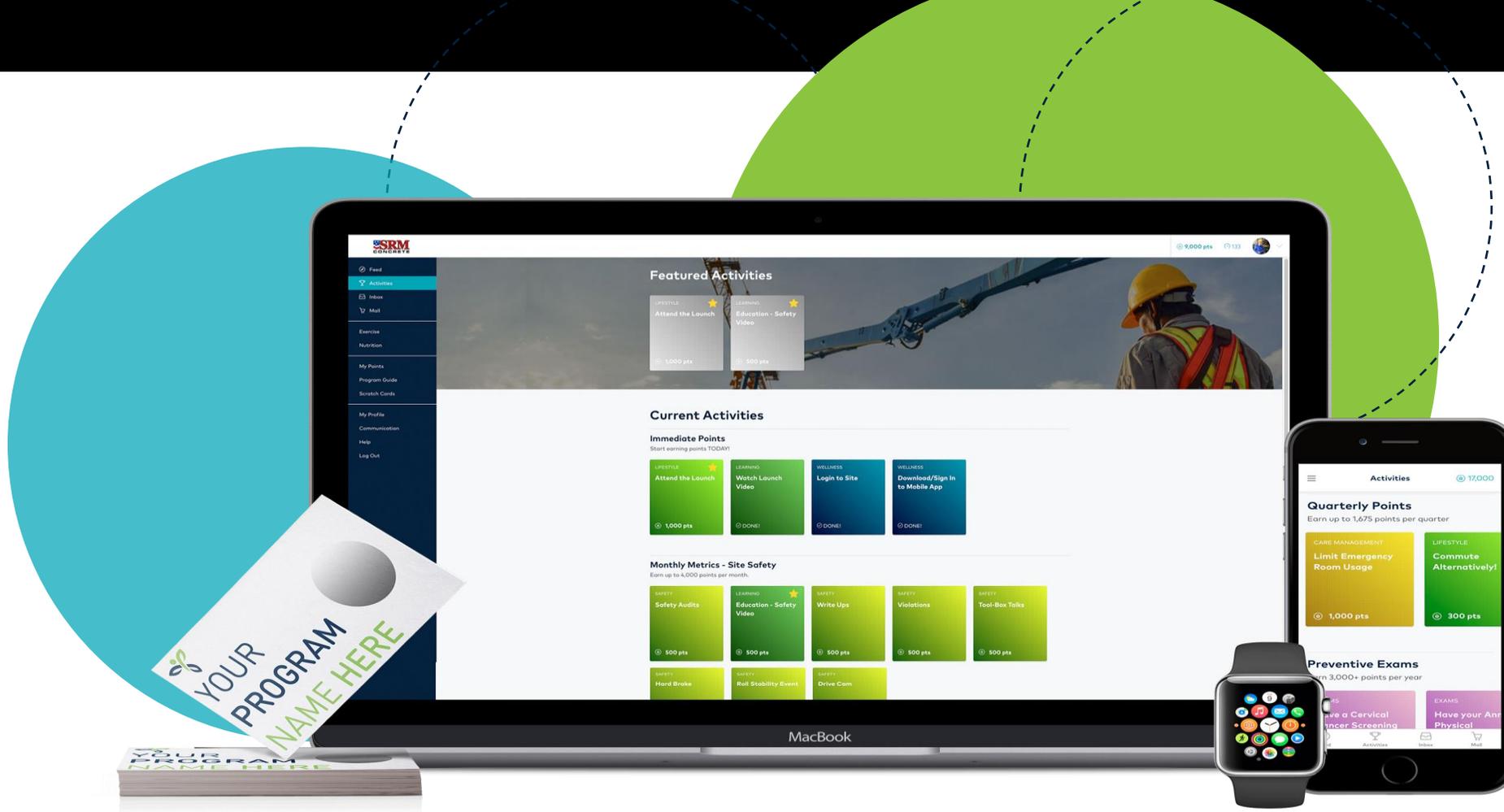
## Rewards Simplified

Employees earn points by participating in activities that boost overall wellness and workplace safety. Points can be redeemed in our world-class rewards marketplace featuring thousands of gift cards, electronics, experiences, and more.



## Life-Changing Results

Employees improve their overall wellbeing and get the acknowledgment they deserve. Employers achieve significant cost savings and higher productivity. Everyone benefits and reaps the rewards.



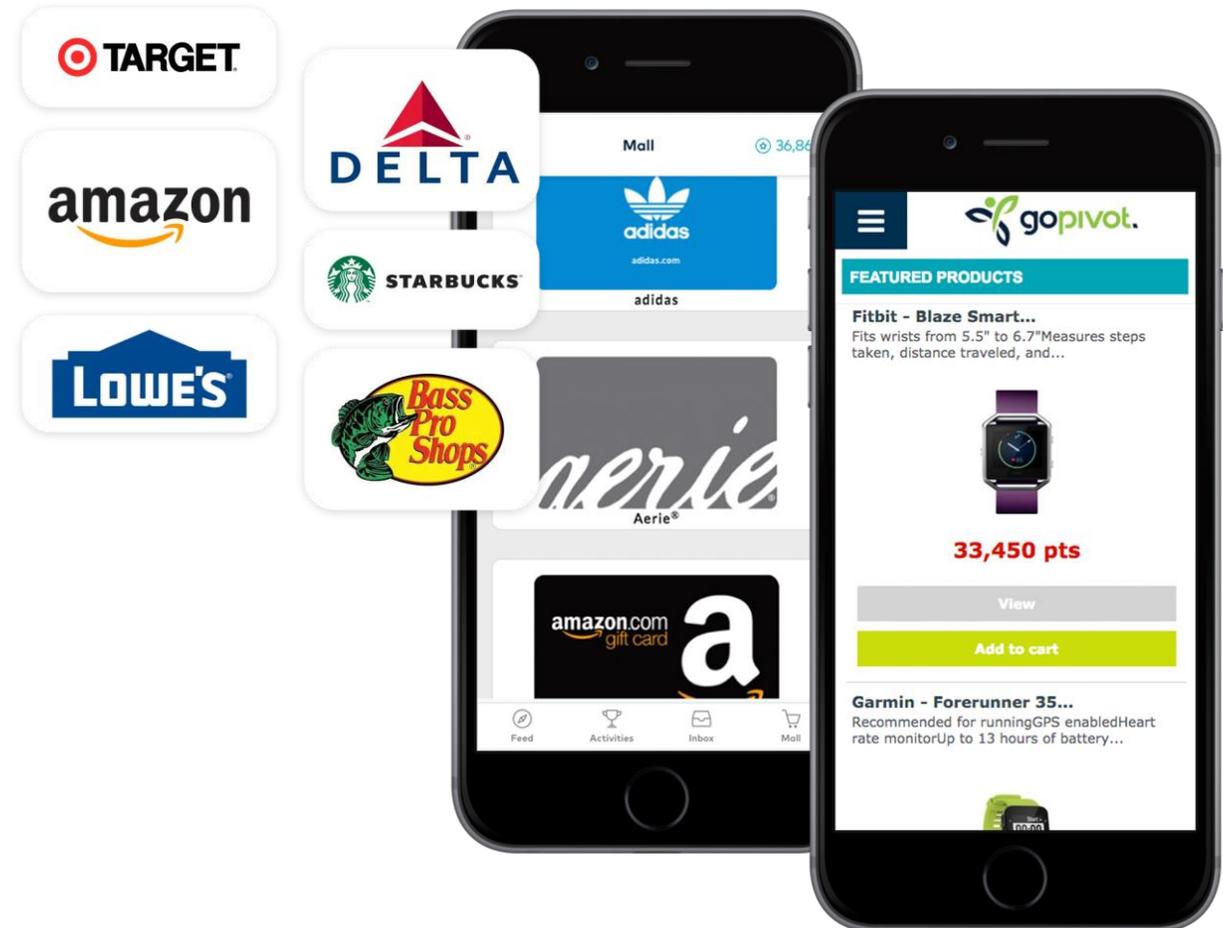
GoPivot™ uses point-based rewards as a more effective way to motivate your employees, improve health and wellness, or drive any other new initiative.



# WHAT EMPLOYEES CAN DO WITH EARNED POINTS

The GoPivot YourChoice™ Rewards Marketplace offers exciting and motivating rewards options. We thoughtfully designed our marketplace with a “something for everyone” mindset.

- Thousands of reward options (Gift Cards, Merchandise, Travel and Entertainment);
- Partner rewards from Best Buy and over 120 other name-brand vendors.
- Over 200+ card options, including digital and physical.





# WHAT EMPLOYEES CAN DO WITH EARNED POINTS

POINTS

EXAMPLES

POINTS

EXAMPLES

2,200 - 10,000



WIRELESS IN-EAR HEADPHONES



60 CAN THERMAL INSULATED BACKPACK COOLER



VINYL ALBUMS



\$50 AMAZON GIFT CARD

25,001 - 50,000



24V CORDLESS BRUSHLESS DRILL/DRIVER & IMPACT DRIVER



BOSE SOUNDLINK PORTABLE BLUETOOTH SPEAKER



6 GAL. AIR COMPRESSOR W/ 3 TOOLS

10,001 - 25,000



CAMPING PARTY COOLER



108 PIECE DEWALT MECHANICS TOOL SET



\$125 TARGET GIFT CARD

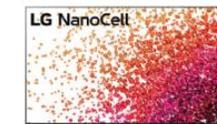
50,001 +



FREESTYLE WAKEBOARD WITH STRIKER



SPORTSMAN GRILL WOOD PELLET GRILL



LG 50" LED 4K UHD SMART WEBOS TV



# CITY OF SMYRNA **SURVEY RESULTS**

## 8 – 10 RATING:

- Annual Physical
- Health Education
- Flu Shots

## 5 - 7 RATING:

- Biometric Screening
- Age Based Test
- Challenges
- Wellness Opportunities
- Safety
- Other

## 3 -4 RATING:

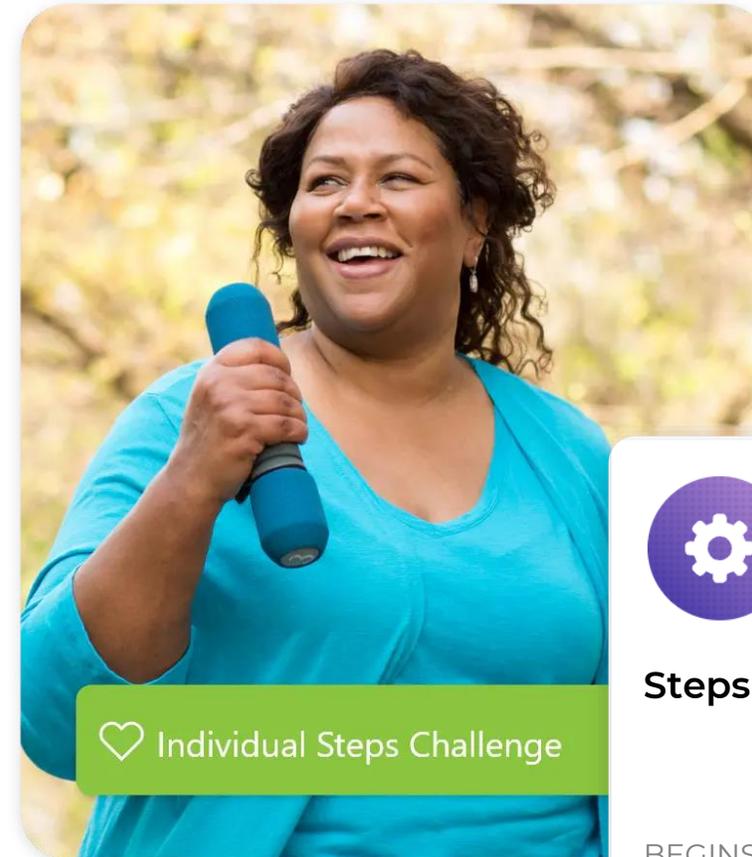
- Generic vs Name Brand Meds



# CUSTOMIZED CHALLENGES

## Challenges that Motivate & Inspire

- From step challenges, to sleep, nutrition, finance, culture, sales goals, and more, the possibilities are endless with GoPivot.
- Full challenge suite with user and administrator designed challenges.
- Ability to join, measure, track, and report progress.
- Unlimited availability to users and company administrators.



**Steps Challenge**

BEGINS SEPTEMBER 1

 15

# EXCLUSIVELY AT **GOPIVOT**

## SMILE™ Emotional Wellbeing Survey

Evaluate mental health in 5 key areas through our HIPAA-Compliant Smile™ survey. Employees can make adjustments for better well-being, while employers gain insights into the general well-being of their employees, and can use this tool to link to their Employee Assistance Programs (EAPs).

A woman with curly hair, wearing a yellow cardigan, is smiling and looking towards the left. She is in a meeting setting with other people blurred in the background.

How many days this week did you get 7 or more hours of sleep?

How many days this week did you have a good, hardy laugh?

How many days this week did you read a book or listen to a podcast?

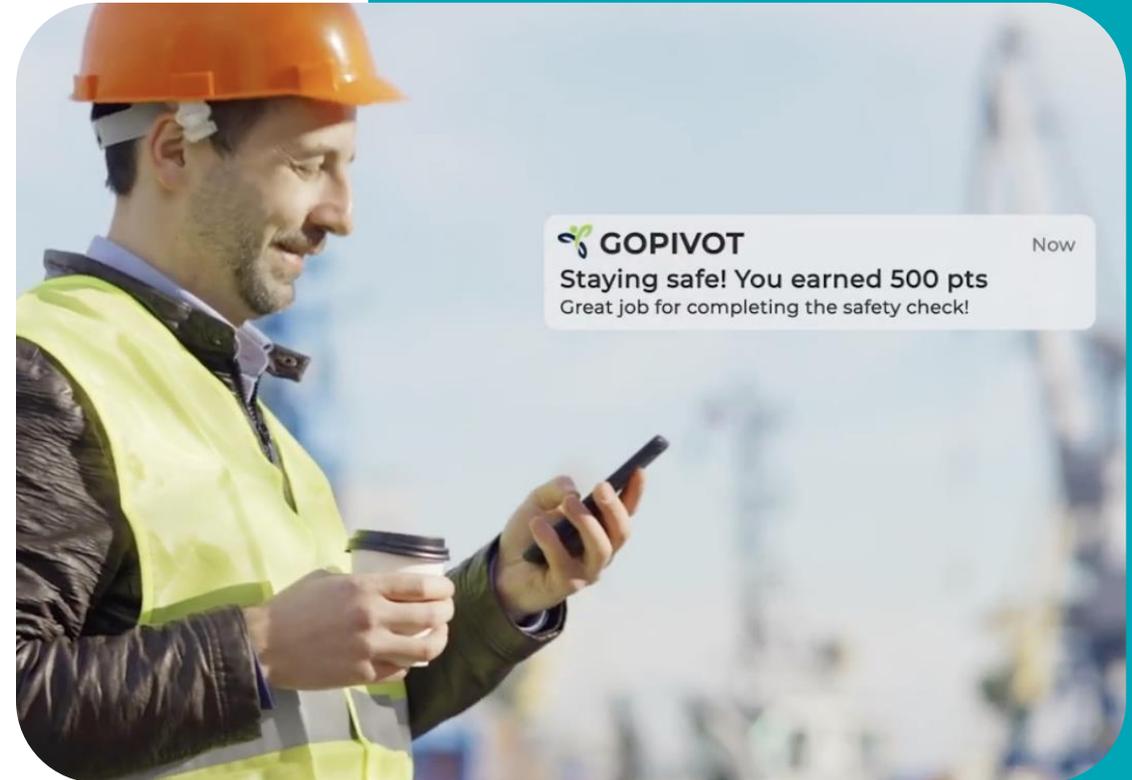
How many days this week did you stick to your financial goals?



# CITY OF SMYRNA WELLNESS & SAFETY

## PROGRAM GOALS:

- Engagement, Engagement, Engagement
- Easy Access
- Minimal Administration
- Prevention
- Corporate Challenge Involvement
- Enhance Culture of Health
- Education and Awareness
- Customized Plans
- Exercise and Nutrition
- Cost Savings Decisions





# HEALTHY REWARDS PROGRAM GUIDE

## EARN 65,200 POINTS OR MORE!

Complete the activities outlined in this program guide to earn points throughout the year. The points you earn can be redeemed for THOUSANDS of reward options in the online rewards mall! Choose from gift cards, merchandise, tickets, or travel.

### IMMEDIATE POINTS

### POINTS

Attend / View the Rewards for Wellness Launch	<b>1,500</b>
Download the GoPivot App and Log on First Time	<b>500</b>
Sync Fitness Tracker	<b>500</b>
Complete the Exercise and Nutrition Profile	<b>500</b>
Complete the User Journey	<b>1,500</b>

### DAILY & MONTHLY POINTS

### POINTS

Daily Exercise	<b>250</b>
Daily Steps	
• 10,000 steps on average of 15 days/month	<b>300</b>
• 7,500 steps on average of 15 days/month	<b>250</b>
• 5,000 steps on average of 15 days/month	<b>200</b>
Daily Mini-Activity/Challenge – 25 points/day	<b>500</b>
Monthly Educational (wellness) video	<b>500</b>
Daily Gratitude – 25 points/day	<b>500</b>
Daily Sleep (7-9 hours per night – 25 points/day	<b>500</b>
Log into the Portal/App	<b>100</b>

### MONTHLY BONUS POINTS

### POINTS

Complete 4 Activities/Month to Earn Bonus Points!	<b>1,000</b>
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<b>QUARTERLY POINTS</b>	<b>POINTS</b>
Participate in Company Quarterly Challenges	<b>1,000</b>
SMILE – Emotional Wellbeing Assessment	<b>1,000</b>
Complete the Quarter taking Generic vs Name Brand Prescriptions	<b>500</b>

<b>QUARTERLY DRAWINGS</b>	<b>POINTS</b>
<b>DRAWING</b> - Complete 4 Activities each Month in a Quarter to be Entered – 8 Winners per Quarter!	<b>10,000</b>

<b>TESTS + EXAMS</b>	<b>POINTS</b>
Annual Physical Exam	<b>2,500</b>
Cervical Cancer Screening	<b>1,000</b>
Mammogram	<b>1,000</b>
PSA (Prostate-Specific Antigen)	<b>2,000</b>
Colonoscopy (Once Every 10 Years)	<b>10,000</b>
Complete a Biometric Screening	<b>1,000</b>
Dental Exam (2x annually) 250 points each	<b>500</b>
Vision Exam	<b>500</b>
Skin Cancer Screening	<b>500</b>
Flu Shot	<b>500</b>

<b>SAFETY BONUS OPPORTUNITIES</b>	<b>POINTS</b>
Safety Scratch Cards – Distributed by supervisors for exhibiting safe behaviors.	<b>500</b>
	<b>1,000</b>
	<b>1,500</b>

## **Safety – Scratch Cards**

Scratch Cards – Each employee will have the opportunity to receive exceptional performance points for going above and beyond the call of duty to ensure safety for City of Smyrna. Scratch cards will be given out by your supervisors when they see employees exhibiting safe behaviors such as:

- Recognizing and Correcting Merging Hazards
- Implementing a Safety Enhancement idea
- No Safety Compliance Violations
- "Got Your Back" assisting co-workers to ensure safe practices.
- Continual Workspace Clean-Up
- Other – such as reporting a near miss.

The cards will be given out in 500 -, 1,000- and 1,500- point increments. Supervisors will not know the amount on the cards when dispersed.

Be Safe and Earn Bonus Points!



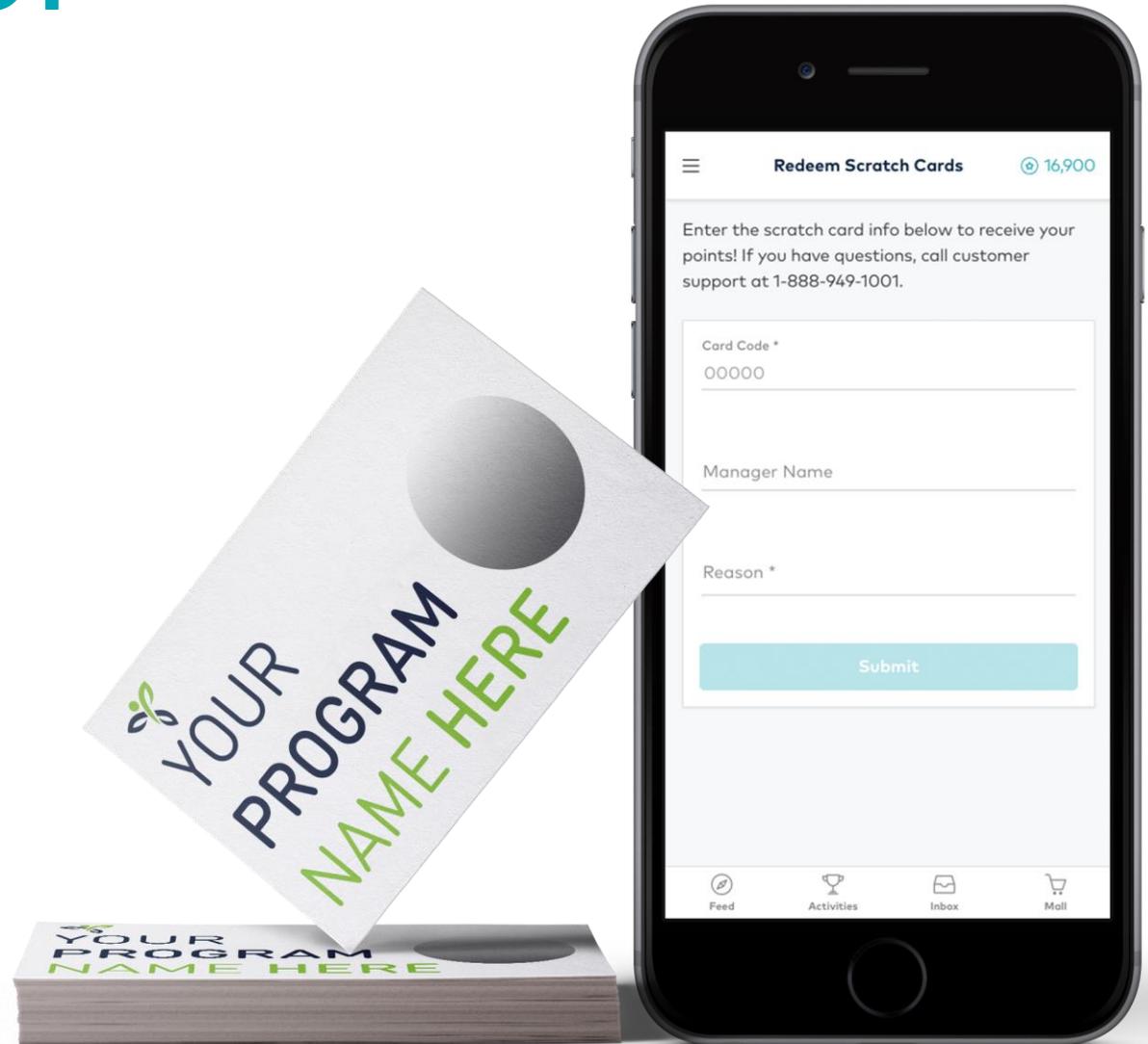
# EXCLUSIVELY AT **GOPIVOT**

## Recognize, Reward, Repeat.

Behaviors that get recognized on-the-spot get repeated. **Scratch4Change** is a real-time solution that allows employers to recognize and reward employees for any reason.

Our safety programs use scratch cards to remain OSHA compliant by focusing on leading vs. lagging indicators.

Our wellness programs use scratch cards for everything from special awards, to goal-driven objectives, to milestone achievements, and many more – the sky is the limit.





## Healthy Rewards Program

Program Inputs			
Number of Associates	489	Annual Projected Cost/associate	\$115.24
Point Cost	\$ 0.01	Monthly Projected Cost/associate	\$9.60
		Hourly Projected Cost/ associate	\$0.06
		<b>Total Annual Program Investment</b>	<b>\$56,350.60</b>

Hook Activities	One Time 'Hook' Points		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
Attend/View the Rewards for Wellness Launch	489	1,500	60%	440,100	\$4,401.00		
Download GoPivot App and Log in First Time	489	500	30%	73,350	\$733.50		
Sync Fitness Tracker	489	500	15%	36,675	\$366.75		
Complete Exercise and Nutrition Profile	489	500	10%	24,450	\$244.50		
Complete User Journey	489	1,500	10%	73,350	\$733.50		
			<b>Annual Point Total</b>	<b>647,925</b>	<b>\$6,479.25</b>	<b>Annual Cost</b>	<b>\$6,479.25</b>
Behavior Change Activities	Monthly Points		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
Monthly Exercise	489	250	10%	12,225	\$122.25		
Monthly Steps - 10,000, 7,500, 5,000	489	250	10%	12,225	\$122.25		
Complete the Monthly Mini Challenge	489	500	10%	24,450	\$244.50		
Monthly Educational (wellness) video	489	500	30%	73,350	\$733.50		
Daily Gratitude	489	500	15%	36,675	\$366.75		
Daily Sleep (7-9 hours per night)	489	500	15%	36,675	\$366.75		
Log into the Portal/App	489	100	20%	9,780	\$97.80		
			<b>Monthly Point Total</b>	<b>205,380</b>	<b>\$2,053.80</b>	<b>Annual Cost</b>	<b>\$24,645.60</b>
Behavior Change Activities	Monthly Bonus and Drawings		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
BONUS POINTS - Complete 4 monthly activities in a month and receive 1000 bonus points	489	1,000	5%	24,450	\$244.50		
			<b>Monthly Point Total</b>	<b>24,450</b>	<b>\$244.50</b>	<b>Annual Cost</b>	<b>\$2,934.00</b>
Behavior Change Activities	Quarterly Points		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
Participate in Company Quarterly Challenges	489	1,000	15%	73,350	\$733.50		
SMILE - Emotional Wellbeing Assessment	489	1,000	25%	122,250	\$1,222.50		
Generic vs Name Brand Prescriptions	489	500	30%	73,350	\$733.50		
			<b>Quarterly Point Total</b>	<b>195,600</b>	<b>\$2,689.50</b>	<b>Annual Cost</b>	<b>\$10,758.00</b>
Behavior Change Activities	Quarterly Bonus and Drawings		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
DRAWING - Complete 4 activities each month in a Quarter and have an opportunity to win 10,000 points in a Quarterly drawing -8 winners per quarter	8	10,000	100%	80,000	\$800.00		
			<b>Quarterly Point Total</b>	<b>80,000</b>	<b>\$800.00</b>	<b>Annual Cost</b>	<b>\$3,200.00</b>
High-Value Activities	Tests and Exams "Company Clinic"		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
Annual Physical Exam	489	2,500	25%	305,625	\$3,056.25		
Female - Pap > 21	185	1,000	25%	46,250	\$462.50		
Female - Mammogram > 40	140	1,000	25%	35,000	\$350.00		
Male - PSA (Prostate-Specific Antigen) > 40	304	2,000	25%	152,000	\$1,520.00		
Colonoscopy > 50 - Awards once every 10 years	100	10,000	5%	50,000	\$500.00		
Complete Biometric Testing	489	1,000	15%	73,350	\$733.50		
Dental Exam (2x Annually )250 points each	489	500	15%	36,675	\$366.75		
Vision Exam	489	500	20%	48,900	\$489.00		
Skin Cancer Screening	489	500	10%	24,450	\$244.50		
Flu Shot	489	500	25%	61,125	\$611.25		
			<b>Annual Point Total</b>	<b>833,375</b>	<b>\$8,333.75</b>	<b>Annual Cost</b>	<b>\$8,333.75</b>
High-Value Activities	Safety Bonus Opportunities		Participation	Total Points	Dollar Cost	Annual Cost	
	Number Associates	Unit Points					
Scratch Cards (500, 1,000, 1,500)	489		20%	0	\$0.00		
			<b>Annual Point Total</b>	<b>0</b>	<b>\$0.00</b>	<b>Annual Cost</b>	<b>\$0.00</b>
<b>Total Annual Program Investment</b>					<b>\$56,350.60</b>		



# PROGRAM INVESTMENT

Program:	Projected Cost
<b>489 EMPLOYEES</b>	<ul style="list-style-type: none"><li>• One Time Launch Fee: \$2,000</li><li>• \$.06 Cents/Hour</li><li>• \$9.60 /PEPM (includes incentive)</li><li>• \$115.24/PEPY</li><li>• <b><u>Total Projected Cost: \$56,350/Year</u></b></li></ul>

\$0.01/Point Earned Pricing Includes:

- \* Employee Incentive
- \* Mobile-First Platform
- \* Custom Programming (Client and User defined)
- \* Device Integration
- \* Branded Marketing Materials
- \* Third-party File Feeds
- \* Customer Service
- \* Dedicated Program Manager
- \* 100% Guarantee on Merchandise Shipping & Handling



# WHAT CITY OF SMYRNA CAN EXPECT

## IMMEDIATE 0-6 Months

- Awareness – everyone now has an interest and reason to change
- APP Engagement
- Increase in Challenge Participation
- Tracker Syncing
- Early Adoption Chatter
- Questions – Program Clarification

## SHORT-TERM 10-18 Months

- Points Begin to Accumulate
- Redemptions of Product Begins (Word Spreads, Adoption Grows)
- Steady Improvement (Prevention, Participation, HRA and Biometrics, Challenge Participation)
- Decision Making Change
- Employee Suggestions

## LONG-TERM 16-36 Months

- Culture Change
- Engagement Continues to Grow
- Program Growth
- Transparency Savings Opportunities
- Platform Usage



# NEXT STEPS

Review & Verify

Review Program Guide and Calculator/Costs including metrics, projected participation & points

Finalize

Finalize program guides, launch materials and metric tracking

Launch

Determine potential launch strategy and dates



Thank you

