



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.



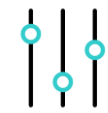
Easy Implementation

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.



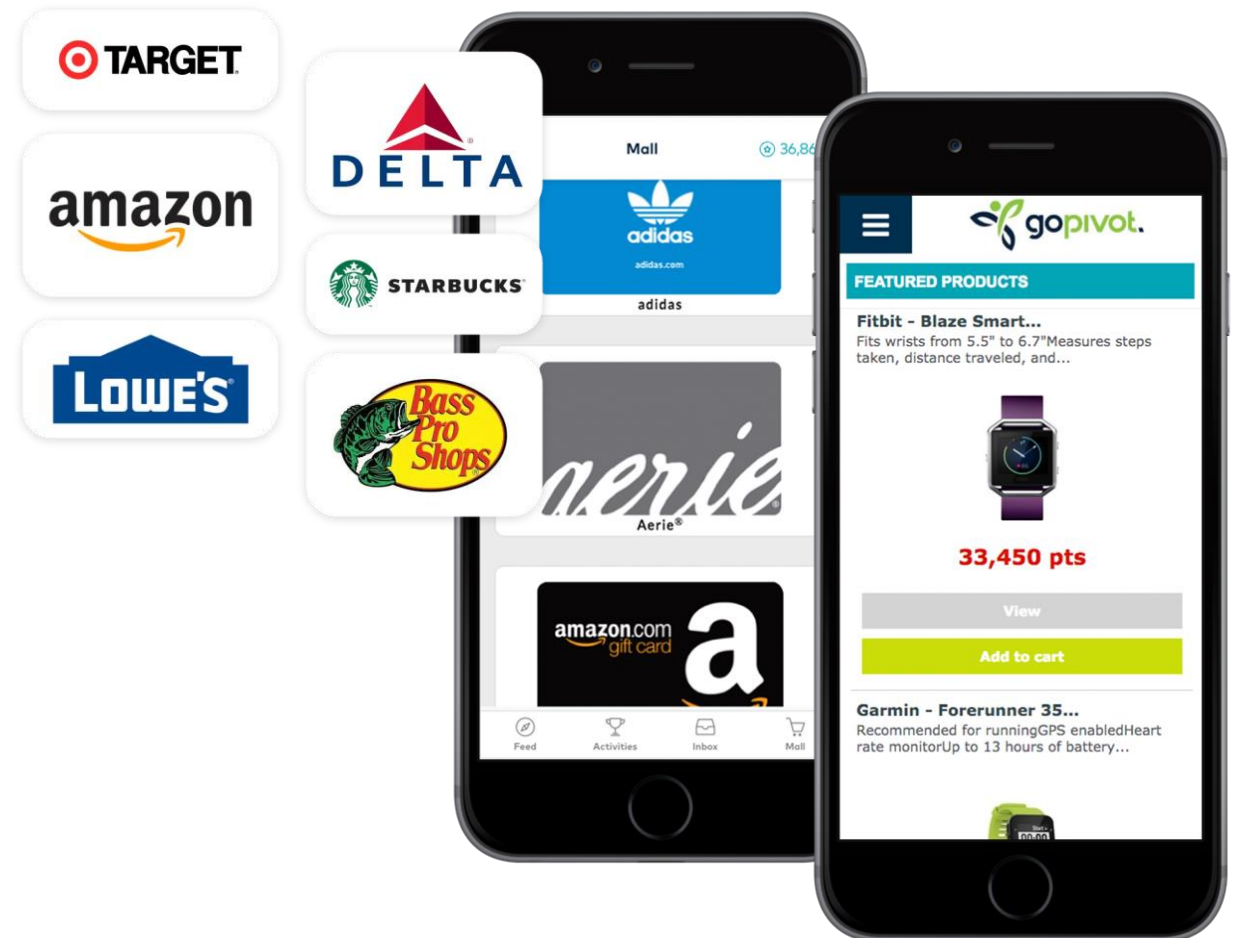
GoPivot™ uses point-based rewards as a more effective way to motivate your employees, improve health and wellness, or drive any other new initiative.



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

**2,200 -
10,000**



WIRELESS IN-EAR
HEADPHONES



60 CAN THERMAL
INSULATED BACKPACK
COOLER



VINYL
ALBUMS



\$50 AMAZON
GIFT CARD

POINTS

EXAMPLES

**25,001 -
50,000**



24V CORDLESS BRUSHLESS
DRILL/DRIVER & IMPACT DRIVER



BOSE SOUNDLINK PORTABLE
BLUETOOTH SPEAKER



6GAL. AIR COMPRESSOR
W/ 3 TOOLS

**10,001 -
25,000**



CAMPING PARTY
COOLER



108 PIECE DEWALT
MECHANICS TOOL SET



\$125 TARGET
GIFT CARD

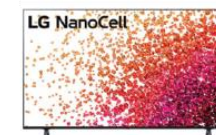
50,001 +



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.



♥ Individual Steps Challenge



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 shaking hands with another person whose back is to the camera. In the background, a man in a blue shirt is visible.

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?

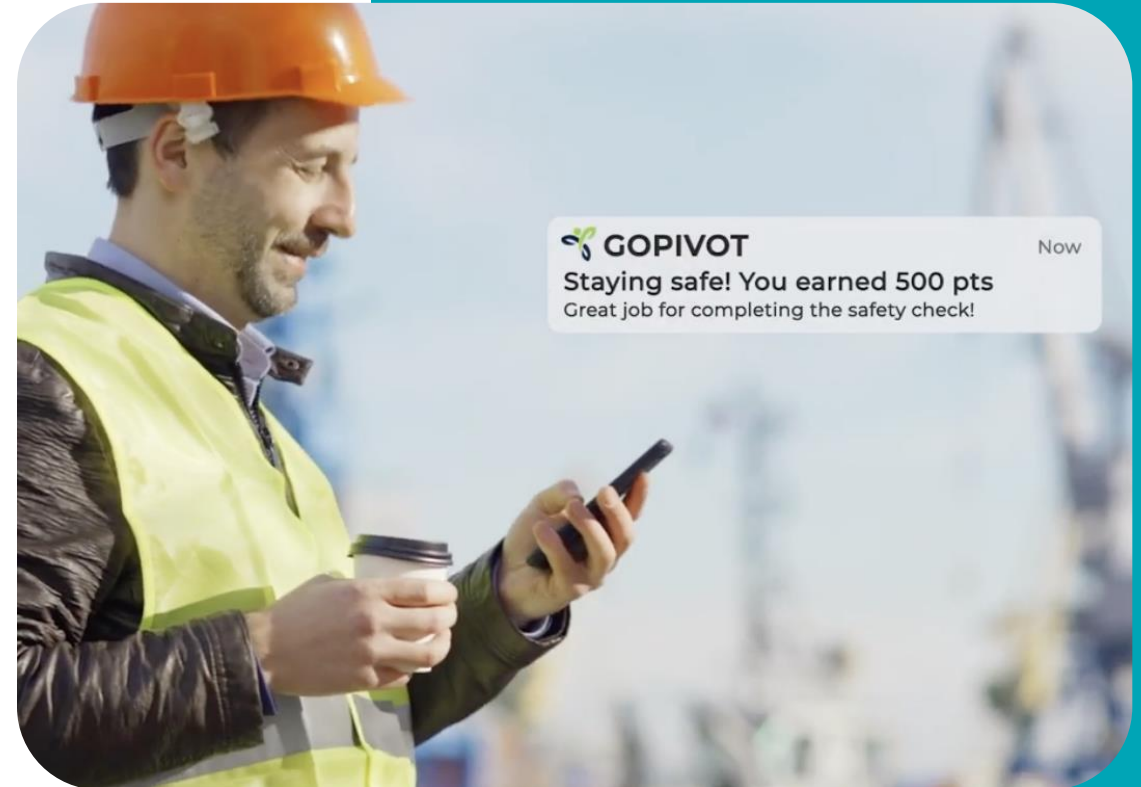
How many days this week did you stick to your financial goals?



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	1,500
Download the GoPivot App and Log on First Time	500
Sync Fitness Tracker	500
Complete the Exercise and Nutrition Profile	500
Complete the User Journey	1,500

DAILY & MONTHLY POINTS

POINTS

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

MONTHLY BONUS POINTS

POINTS

Complete 4 Activities/Month to Earn Bonus Points!	1,000
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QUARTERLY POINTS

POINTS

Participate in Company Quarterly Challenges	1,000
SMILE – Emotional Wellbeing Assessment	1,000
Complete the Quarter taking Generic vs Name Brand Prescriptions	500

QUARTERLY DRAWINGS

POINTS

DRAWING - Complete 4 Activities each Month in a Quarter to be Entered – 8 Winners per Quarter!	10,000
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TESTS + EXAMS

POINTS

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

SAFETY BONUS OPPORTUNITIES

POINTS

Safety Scratch Cards – Distributed by supervisors for exhibiting safe behaviors.	500
	1,000
	1,500

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!



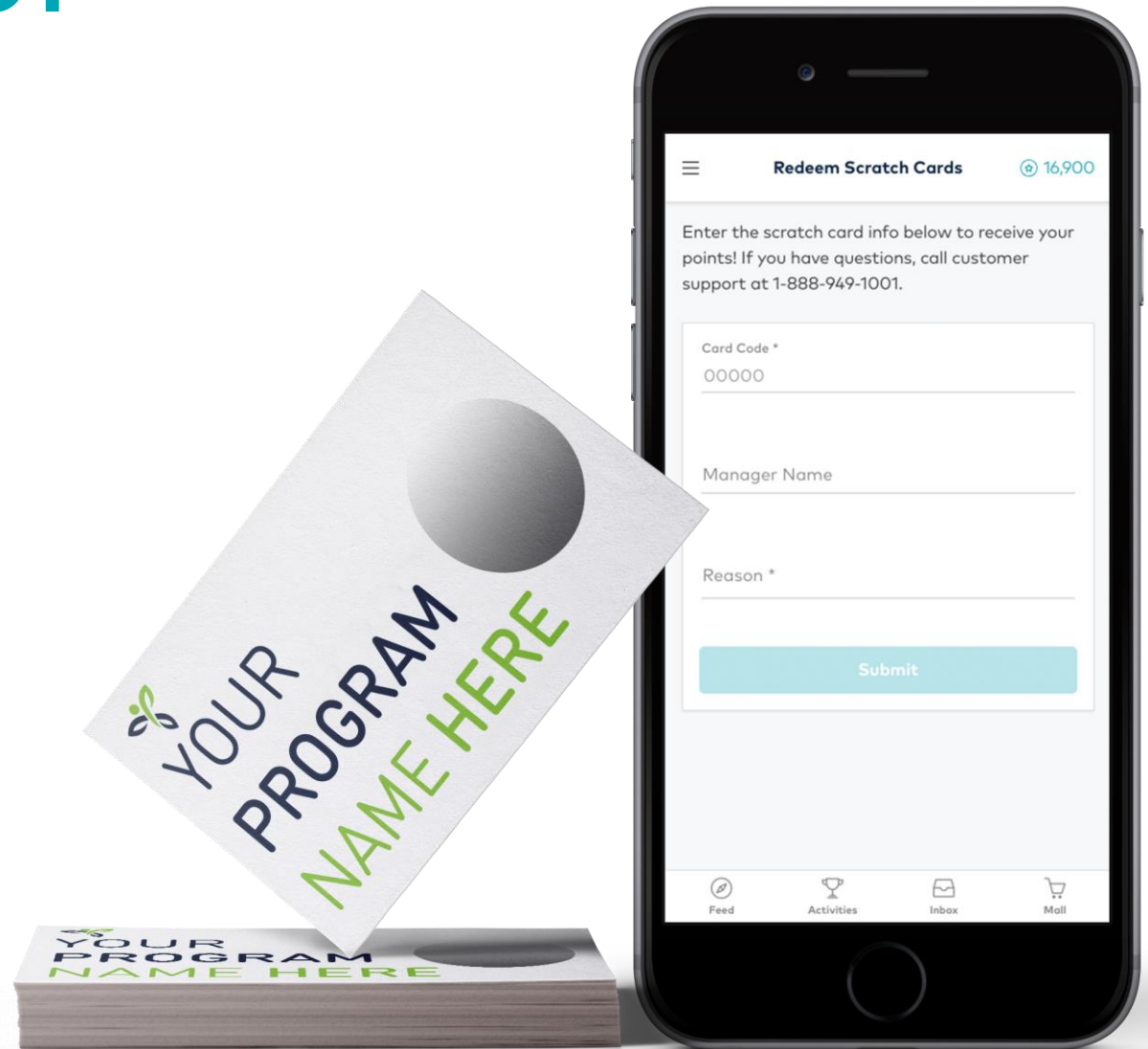
EXCLUSIVELY AT **GOPIVOT**

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			
		Total Annual Program Investment		\$56,350.60			
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	489	1,500	60%	440,100	\$4,401.00		
	489	500	30%	73,350	\$733.50		
	489	500	15%	36,675	\$366.75		
	489	500	10%	24,450	\$244.50		
	489	1,500	10%	73,350	\$733.50		
			Annual Point Total	647,925	\$6,479.25	Annual Cost	\$6,479.25
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	489	250	10%	12,225	\$122.25		
	489	250	10%	12,225	\$122.25		
	489	500	10%	24,450	\$244.50		
	489	500	30%	73,350	\$733.50		
	489	500	15%	36,675	\$366.75		
	489	500	15%	36,675	\$366.75		
	489	100	20%	9,780	\$97.80		
			Monthly Point Total	205,380	\$2,053.80	Annual Cost	\$24,645.60
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	489	1,000	5%	24,450	\$244.50		
			Monthly Point Total	24,450	\$244.50	Annual Cost	\$2,934.00
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	489	1,000	15%	73,350	\$733.50		
	489	1,000	25%	122,250	\$1,222.50		
	489	500	30%	73,350	\$733.50		
			Quarterly Point Total	195,600	\$2,689.50	Annual Cost	\$10,758.00
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	8	10,000	100%	80,000	\$800.00		
			Quarterly Point Total	80,000	\$800.00	Annual Cost	\$3,200.00
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	489	2,500	25%	305,625	\$3,056.25		
	185	1,000	25%	46,250	\$462.50		
	140	1,000	25%	35,000	\$350.00		
	304	2,000	25%	152,000	\$1,520.00		
	100	10,000	5%	50,000	\$500.00		
	489	1,000	15%	73,350	\$733.50		
	489	500	15%	36,675	\$366.75		
	489	500	20%	48,900	\$489.00		
	489	500	10%	24,450	\$244.50		
	489	500	25%	61,125	\$611.25		
			Annual Point Total	833,375	\$8,333.75	Annual Cost	\$8,333.75
Number Associates		Unit Points	Participation	Total Points	Dollar Cost		
	489		20%	0	\$0.00		
			Annual Point Total	0	\$0.00	Annual Cost	\$0.00
Total Annual Program Investment						\$56,350.60	

Hook Activities

Behavior Change Activities

High-Value Activities



PROGRAM INVESTMENT

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

\$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

