

SUCCESS STORY**Wellness case study**

SRAM boosts wellness program participation while lowering medical claims

The goal

As one of the world's largest bicycle component manufacturers, SRAM is dedicated to expanding cycling's potential by creating products and experiences that inspire riders. With a geographically dispersed U.S. workforce spanning diverse job roles, multiple languages, and varying levels of technological proficiency, SRAM sought a solution to offer benefits that effectively support and engage their multigenerational team while optimizing overall costs. SRAM aims to be "best-in-class" and an industry leader in delivering comprehensive wellness and benefits programs to their employees.

The action plan

Driven by a passion for physical activity, SRAM focused on raising awareness across all aspects of wellbeing, with a particular emphasis on preventive care and mental health support. To better serve their employees, SRAM partnered with Marsh McLennan Agency (MMA) to explore innovative ways to engage participants and strengthen their wellness program.

In 2021, SRAM and MMA implemented a digital health solution that offered mental health coaching and therapy visits at no cost to employees and their family members. They also launched an annual wellness program featuring wellness education and challenges to further increase employee engagement.

Building on these initiatives, in 2023 SRAM introduced a points-based program rewarding employees for proactive health actions such as completing preventive care visits, engaging in physical activity, and participating in mental health education. To boost participation, SRAM transitioned the program to an online platform for easier access and introduced a wellness premium discount for employees who complete biometric screenings and annual physicals.

Your future is limitless.™**Client profile**

Cycle Manufacturer

83%

biometric screening participation rate

10%

decrease in claims for biometric screening participants

54%

of wellness participants completed preventive care measures

79%

increase in wellness program participation

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As a result of these efforts, SRAM saw a significant rise in their biometric screening participation and a reduction in overall medical claims. Over two years, medical claims decreased by 2% for program participants, while increasing by 7% for non-participants. By motivating employees to complete additional preventive care measures, SRAM achieved a 54% completion rate. Additionally, wellness participants reduced their per employee per month (PEPM) costs for chronic conditions by 59%.

The result

The successful enhancements to SRAM's wellness offerings led to an impressive 83% participation rate in biometric screenings during the 2025 plan year, along with a 79% increase in overall program participation. Employees who engaged in the wellness program during its first two years incurred 36% lower medical plan costs per member compared to non-participants. In 2024, claims costs for biometric screening participants averaged a remarkable 10% reduction.



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