

# How a centralized wellness platform expanded access beyond metro offices

How a global enterprise replaced a fragmented, metro-limited wellness offering with a centralized platform, taking wellness participation from 29% to 71% and tripling preventive health checkup bookings across its distributed workforce.

## CAPABILITIES USED

<p><b>WELLNESS ECOSYSTEM</b>  <b>Centralized health &amp; wellness platform</b>                  Preventive healthcare, fitness programs, mental health support, and pharmacy services consolidated into a single platform, with nationwide coverage including tier-2 and tier-3 cities.</p>	<p><b>MENTAL HEALTH</b>  <b>Confidential counseling &amp; mental wellness</b>                  Employees connect with licensed therapists and mental health professionals confidentially, managing stress, building resilience, and accessing support without stigma.</p>
<p><b>FITNESS</b>  <b>Step challenges, wellness campaigns &amp; rewards</b>                  Employees participate in stepathons and fitness challenges, earning rewards when they hit milestones like 25,000 steps, making wellness active and motivating.</p>	<p><b>HR INSIGHTS</b>  <b>Wellness utilization reporting &amp; dashboards</b>                  Centralized dashboards show program participation, provider usage, and wellness trends, giving HR leaders visibility to optimize investment and identify high-impact initiatives.</p>

## THE CHALLENGE

### Wellness programs that stopped at city limits

With 2,000+ employees spread across multiple regions, the organization understood that health and wellness support was essential to its people strategy. But its existing approach had a structural problem: it was built for employees in large metropolitan areas and didn't scale beyond them.

Wellness providers operated primarily in major cities. Employees in tier-2 and tier-3 locations had limited or no access to the same preventive healthcare services, mental health support, or fitness programs available to their metro-based colleagues. Managing separate vendors for different wellness services added operational complexity for HR teams without solving the coverage gap, and without a centralized system, measuring utilization or understanding which programs were actually valuable was nearly impossible.

Only 29% of employees participated in wellness initiatives. Mental wellness services saw minimal uptake, not from lack of need, but from lack of access to trusted providers. Fitness programs lacked the engagement mechanisms that would motivate employees to participate consistently. HR leaders were investing in wellness without the data to know whether it was working.

## THE SOLUTION

### One wellness platform. Every city. Verified providers. Real engagement.

The organization implemented Xoxoday Empuls Health & Wellness Benefits, creating a centralized wellness ecosystem that consolidated multiple services, preventive healthcare, fitness, mental health, and pharmacy, into a single platform with nationwide provider coverage and built-in engagement mechanics.

**Nationwide healthcare coverage**, through Empuls' partner network, employees access health checkups, diagnostic services, and consultations across multiple cities, including tier-2 and tier-3 locations. Every employee, regardless of where they work, receives consistent healthcare access.

**Verified provider network**, employees connect with a curated network of doctors, counselors, and wellness professionals, building confidence in the quality of care available and removing the uncertainty that had previously deterred utilization.

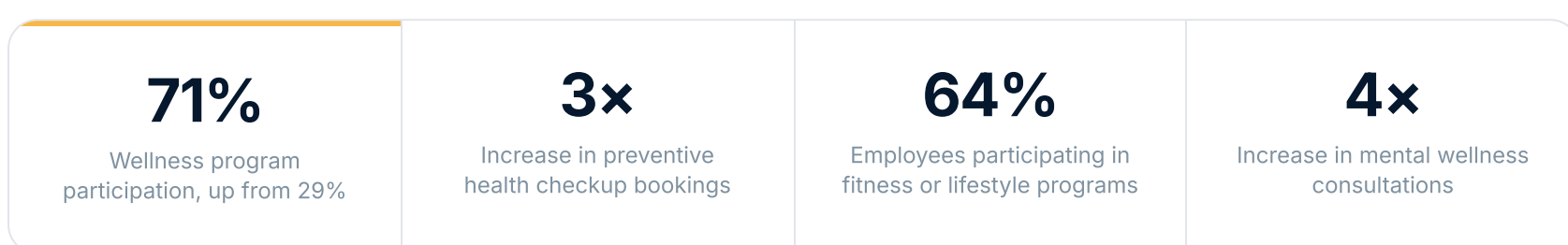
**Confidential mental wellness support**, licensed therapists and mental health professionals are accessible through the platform, with confidentiality built in. Employees manage stress, build emotional resilience, and access support without stigma or complexity.

**Fitness challenges with rewards**, step challenges and wellness campaigns give employees tangible goals, 25,000 steps, fitness streaks, wellness milestones, with reward points when they hit them. Wellness becomes competitive, social, and motivating rather than passive.

**Centralized wellness dashboards**, HR leaders see program participation, provider usage, and wellness trends in one place. Investment decisions are based on data, not assumption. High-impact programs are identified and expanded; lower-utilized ones are optimized.

## THE RESULTS

### 71% wellness participation. 4x mental wellness consultations.



Wellness program participation more than doubled, from 29% to 71%. Preventive health checkup bookings tripled as employees in cities previously underserved by existing providers gained access through Empuls' expanded network. 64% of employees began participating in fitness or lifestyle programs. Mental wellness consultations increased 4x, reflecting both improved access and the trust that confidential, platform-based support creates.

For HR leaders, the shift from invisible utilization to centralized dashboards transformed how wellness programs were managed. Investment moved from assumption to evidence. Programs with high engagement were identified and scaled; others were adjusted based on real participation data. The organization built a more inclusive, measurable, and genuinely effective wellness culture across its entire distributed workforce.



Our wellness programs existed on paper. Employees in tier-2 and tier-3 cities simply could not access them.

**Empuls consolidated everything into one platform. Employees now book preventive checkups, access confidential mental wellness support, and join fitness challenges that actually motivate them. For the first time, we can see which programs are working and make decisions based on real utilization data.**

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## COMPANY PROFILE

**WORKFORCE**  
 2,000+ employees, multi-region

**PROGRAM TYPE**  
 Health, fitness & mental wellness

**CHALLENGE**  
 Fragmented vendors, limited coverage

**COVERAGE**  
 Nationwide incl. tier-2 & tier-3 cities

## CAPABILITIES

- Wellness ecosystem
- Preventive healthcare
- Mental wellness support
- Verified provider network
- Step challenges
- Fitness rewards
- Pharmacy services
- Utilization dashboards

*Wellness coverage expanded from metropolitan areas to every city, with centralized HR visibility into participation and utilization*