



COMPANY B CASE STUDY

MANUFACTURING INDUSTRY



COMPANY AND POPULATION OVERVIEW

This Milwaukee-based, employee-owned company specializes in metal fabrication and architectural railing systems. Founded in 1955, it has grown from a small workshop into a leading manufacturer serving fabricators, contractors, and architectural designers nationwide.

Company B has 144 eligible members, with 65% male and 35% female. Additionally, 34% of the workforce is aged 50 or older.

WELLNESS PROGRAMMING

Following R&R's recommendation, Company B launched its first formal wellbeing program by implementing Vitality in December 2023. In its first year, 83% of eligible members registered—well above the typical 30% participation rate seen across Vitality's Book of Business.

Of those who registered, 78% completed a biometric screening, and 83% completed a health assessment to identify areas for improvement.

Members who engaged more deeply with the program, achieving Gold and Platinum status, reported higher job satisfaction, a better perception of their health, and significantly lower turnover rates.

As an organization in the manufacturing industry with a predominantly male workforce, Company B demonstrates that high engagement and impactful results can be achieved by any group, regardless of demographic.

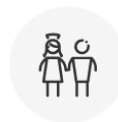


83%

Health
Assessment
completion



26.8%
higher than
Book of
Business



78%

Biometric
screenings
completion



67.8% higher
than Book of
Business



Gold and Platinum
members have:

+2%

↑
Job
Satisfaction

+70%

↑
Perception
of Health

-58%

↓
Turnover
Rates

**Vitality's Book of Business is based on ~300,000 members*