GOOMI GROUP

CORPORATE WELLNESS CONCIERGE

INSURANCE BROKER CASE STUDY

Goomi Group provides customized wellness solutions to support insurance brokers and their clients globally during the pandemic.

Twenty twenty was a whirlwind of uncertainties, and the universal experience was the disruption of "business as usual." In the turn of a few calendar pages, companies and organizations across the U.S. suddenly needed to move health and wellness benefits into the virtual space. With no playbook to go on, many looked to their insurance broker partners for help. One leading Chicago-based insurance broker with a nationwide network of risk insurance, benefits, and wealth management specialists reached out to Goomi Group in the Spring of 2020 to help their clients with this transition.

CHALLENGE

Like many companies, in the early days of the pandemic, the insurance broker recognized that they needed to offer their clients remote access to their health benefits solutions. Connecting their clients with a professional, reliable corporate wellness partner that offered a variety of services while delivering a turnkey program was important to them.

GOALS

As their client's workplace pivoted to a remote model, the insurance broker wanted a corporate wellness company that could virtually bring employees together to boost morale, increase physical activity, and be an advocate for good mental health. Essentially, they needed a strong corporate wellness program that created an environment of education and awareness around health and wellbeing.

OTHER FACTORS CONSIDERED

The insurance broker chose Goomi Group as the preferred partner for their corporate health and wellness program. Goomi Group is known for being reliable, flexible, and professional, and they also offered a variety of options. Even better, Goomi built each program within the insurance broker's budget parameters.

SOLUTION

Goomi Group began the onboarding process by connecting directly with the insurance broker's clients with face-to-face conversations via Zoom.

The team determined that the pandemic was wreaking havoc—on everything. Collectively, they decided that their focus for this client at that particular point in time should be on:

- Mental health
- Financial health
- Childcare

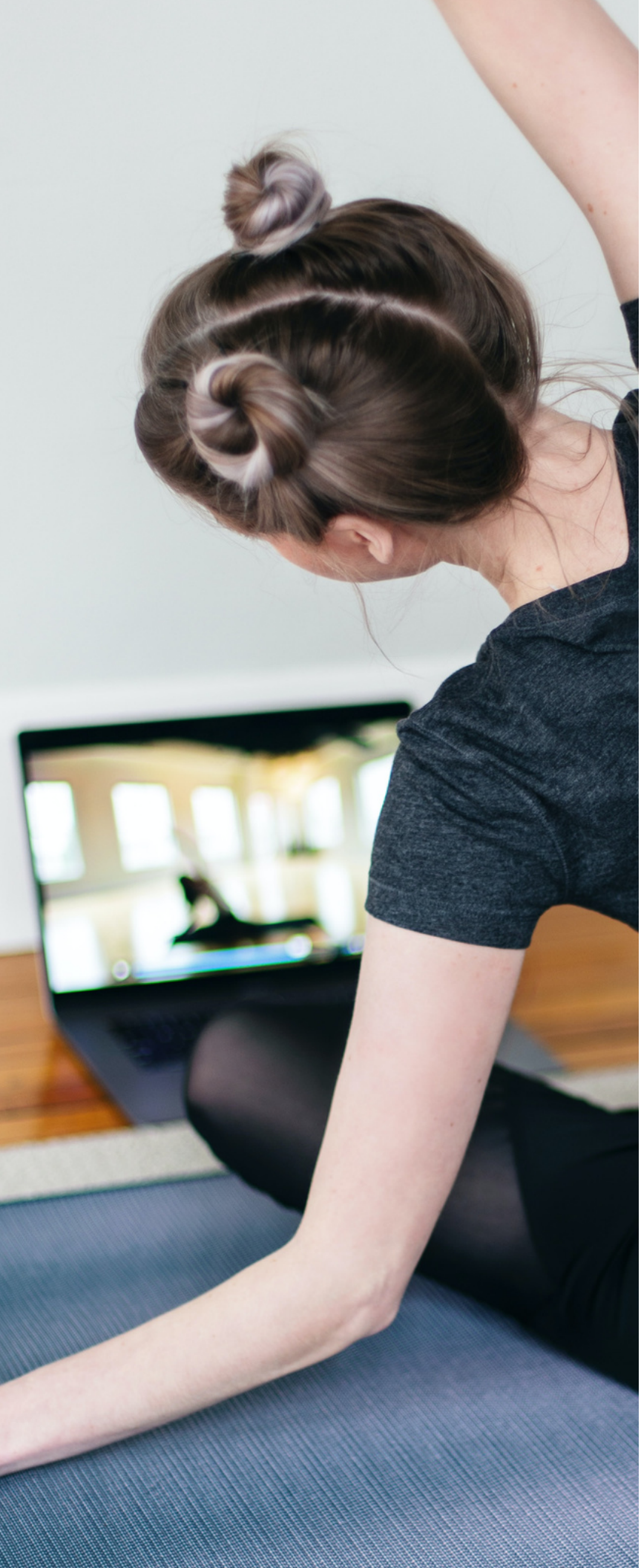
The team's strategy included 24/7 access to Goomi's on-demand library of resources - inclusive of every level of fitness ability.

Goomi Group regularly reviewed data and requested feedback to be able to respond quickly to the needs of clients and employees.

They used surveys as a tool to better learn what was/wasn't working, and programs were modified as necessary to achieve the highest possible impact and engagement.

RESULTS

A post 2020 review showed consistent employee engagement with both the live virtual classes and the on-demand video library. The client also reported an enhanced culture of well-being where "employees felt invested in and supported" - particularly during these unprecedented times.



ABOUT GOOMI

Goomi Group is a woman-owned company that provides on-site, virtual, and on-demand health and wellness solutions to companies across the globe. Wellness is not a "one-size-fits-all" solution; that's why Goomi creates a personalized concierge experience for each of our customers. Our programs are flexible, affordable, and easily accessible. At Goomi, we imagine a world where every company offers a corporate wellness program to employees.

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