

# *XYZ Health Drives Employee Wellness*

---

**INDUSTRY:** HEALTHCARE/HOSPITAL SYSTEM

**O'BRIEN CAPABILITY:** INCENTIVES & RECOGNITION, COMPANY STORES,  
KITTING / FULFILLMENT

---

XYZ Health is a 900-bed hospital system with over 80 locations in the Chicago-Land area. O'Brien was engaged to assist in XYZ's rebranding by creating an online store for pre-approved branded apparel and hard goods. Shortly after launch, XYZ's human resources department asked O'Brien to expand the site to provide rewards to employees as part of their system-wide wellness program.

O'Brien generated a contemporary, easy to navigate, and user-friendly e-commerce site where users could utilize earned points to request specialty goods at no cost. Should they wish to order additional pieces above their earned point level, the XYZ employees also have the option to use their personal credit cards in lieu of or in conjunction with their points.

All products are produced weekly on-demand which allows the program to operate efficiently with no inventory. Completed orders are drop-shipped directly to the requestor's residential address with no added shipping cost.

XYZ Health has seen an increase in company pride on top of the benefits associated with an incentivized wellness program. The XYZ Store sees thousands of visitors each year and is a consistent "go-to" delivery mechanism for custom apparel, hard goods, and seasonal system promotions (i.e. selling pink t-shirts for Breast Cancer Awareness Month).

*a case study*

