

## On-demand offerings and custom marketing materials lead to surge in engagement

### About

LSU Health Shreveport is an academic medical center that focuses on educating and training health care professionals, providing graduate medical education as well as a robust research enterprise.

They have more than 4,000 faculty, staff, students, residents, and fellows who have demanding schedules and limited time to devote to health and wellness classes.

### The Challenge

While the students, residents, and fellows are being trained by faculty and staff to help patients with their health and wellness, they have little time to devote to their personal health. This has led to limited physical activity which can impact energy, mental resilience, and overall wellbeing. LSU Health required a solution that would allow for flexible, on-demand health and wellness classes.

Prior to implementing Burnalong, LSUS had limited wellness options including a weight room and discounted gym rate at a nearby university. Engagement and participation were limited due to their academic schedules.



## The Solution

Burnalong provided access to content on fitness, stress management, stretching, sleep support, financial literacy, nutrition, and so much more to support their holistic wellness. Working with their Assistant Vice Chancellor of Institutional Wellness, we created custom engagement plans including:

- Internal marketing flyers and emails: The client re-branded Burnalong resources for internal distribution including a welcome flyer, postcard with QR code for easy sign-up, how-to and instruction flyers to get people enrolled, custom landing page to register accounts, and an annual wellness calendar with monthly wellness events to encourage engagement. This resulted in hundreds of enrollments within the first two months.
- A private community to spur engagement: Initially started to support a week-long cooking challenge during their wellness week, employees still post recipes and encouragement for one another in a private Burnalong community.
- Burnalong hosted live/virtual events: The client offered a wellness week for employees with a number of in-person and virtual events including a mindfulness body scan, financial wellbeing seminar, and smoothie workshop with Burnalong instructors and staff.

This resulted in a surge of enrollments and participation with live and on-demand content across traditional fitness and specialty programs. In fact, 40% of classes are in emotional support and specialty categories.

Students and staff utilized Burnalong's diverse emotional support programming with:

- 34% of classes taken in meditation and mindfulness categories
- 19% for stress management
- 17% of completed classes on mental health support

Further, the specialty categories reflect the diverse needs met by Burnalong programming with:

- 22% of classes taken were office workouts
- 22% of classes were in "Fit Over 50"
- 19% focused on nutrition

**"Burnalong has provided a way for our students and staff to have access to a myriad of wellness classes that fit everyone's busy schedules."**



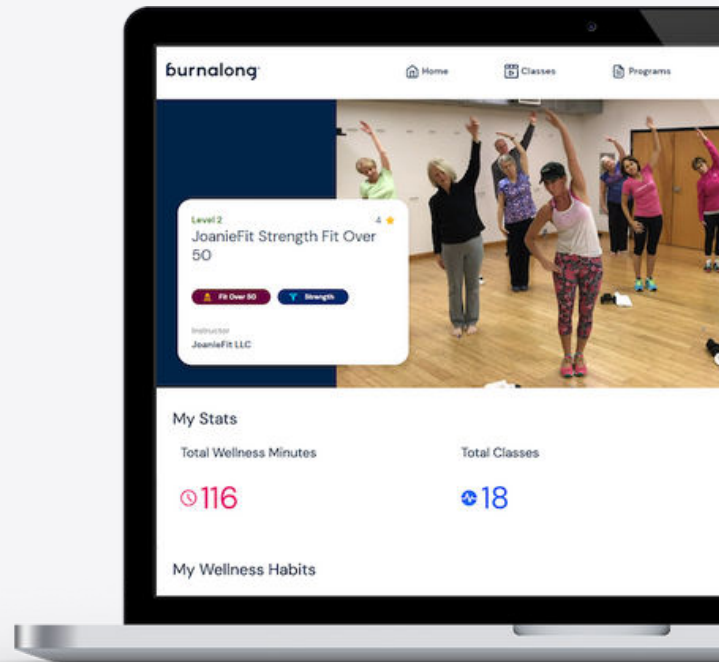
Dr. Marie Vazquez Morgan,  
Assistant Vice Chancellor of  
Institutional Wellness

## The Results

After 7 months, faculty, staff, students, and residents have completed 4,400+ minutes of 700+ live and on-demand wellness classes. They currently have 32% of their faculty, staff, students and residents enrolled and engaged, as well.

Nearly 100 family sub-accounts have also been enrolled adding to the social motivation of their private Burnalong community to include their family and friends.

The on-demand offering, plus custom support of LSU Health Shreveport's Customer Success Manager, has led to continued growth and health improvement of all Burnalong members.



100 family  
accounts added



32%  
engagement



4,400+ minutes of  
classes completed

If you would like to learn how Burnalong can fit into your organization's busy schedules, providing quality health and wellness programming on-demand, [reach out for a demo today.](#)

