



Client success story

# Creating lasting behavior change through personalized engagement

**SAP**

Market leader in enterprise application software

**Background**

- Headquarters in Walldorf, Germany
- 107,000+ employees globally

**Virtual care offering**

- Diabetes Management
- Hypertension Management

SAP is on the forefront of creating a flexible and engaging work culture that enables employees to thrive. By offering benefits that give its workforce the option to seek virtual care alongside traditional care, SAP empowers its employees to engage with their health in a way that fits best into their everyday lives.

SAP partnered with Teladoc Health in 2017 to offer virtual chronic condition management programs starting with diabetes and hypertension. Today, over 1,200 of their employees are enrolled in these programs and seeing positive results in their health and well-being.

**Challenge**

SAP has a discerning workforce that's highly engaged and highly expectant of experiences that are customizable to their needs. When SAP rebalanced its benefits package, it sought partners that reflected its values and long-term strategy. That includes a dedication to addressing health equity, improved well-being and offering a personalized approach to engagement. To meet its employees where they are and drive lasting positive behavioral change, SAP recognized that it needed a vendor that would help ensure that all employees and their dependents could successfully access care.

SAP sought a program that was flexible enough to work for its general employee population as well as for those with chronic conditions like diabetes and hypertension. And regardless of the broad or niche nature of the offering, the enterprise wanted to ensure that it was cost-effective enough for all employees.

**Results<sup>1</sup>**

**56%**  
of recruitable employees enrolled

**37%**  
of employees enrolled in both the diabetes and hypertension programs

**86%**  
of employees engaged in self-guided activities

## Approach: Personalized, actionable and timely support

SAP began by offering the Diabetes Management and Hypertension Management solutions to its eligible employees. SAP also extended these programs to covered dependents to help ease the load on caregivers. The data-driven approach of both solutions provides employees with personalized, actionable and timely support to drive lasting positive outcomes.

Connected devices such as cellular meters and blood pressure monitors empower self-monitoring, while health nudges and one-on-one coaching drive smaller everyday habits that lead to lifelong behavior changes. By providing these convenient, accessible and ongoing whole-person solutions, SAP was able to extend their approach to help employees live their healthiest lives.

## Solution



**Effortless data collection through connected devices**—including cellularly enabled glucometer and blood pressure cuff—empower self-monitoring and provide real-time feedback.



**Personalized outreach** through Health Nudges™ which deliver calls to action when members are most receptive and health challenges to inspire ongoing engagement.



Access to 1:1 live expert coaching, medication support and 24/7 remote monitoring to **help employees stay on track with their health.**



“

We believe that everyone deserves quality access to care, because if there's no access, there's no change. We've been happy with the wide availability and efficient, personalized care that Teladoc Health provides to all our employees. The positive results speak for themselves.”

Jessy Rosales, Vice President of North America  
Total Rewards, SAP



“

**The Teladoc Health app is easy to use and helps me make better decisions about my health. And I really like the education and coaching it offers— I feel much healthier since I began using it.”**

**SAP employee**

### **Clinical improvement**

Almost five years after rolling out the diabetes and hypertension management programs, SAP continues to see improved clinical outcomes across its chronic condition population as they engage in lasting, positive behavior change. Meanwhile, engagement remains high, with 86% of employees engaged in self-guided activities.

With Teladoc Health, SAP is well-positioned to extend its benefits package to include more virtual care options beyond chronic condition management, all from a single partner.

### **Results<sup>1</sup>**

**1.1%**  
reduction in A1c

**7.2 mmHg**  
reduction in systolic blood pressure

**+54**  
Net promoter score (NPS)

**TeladocHealth.com | [engage@teladochealth.com](mailto:engage@teladochealth.com)**

<sup>1</sup>Teladoc Health Business Review for SAP with member outcome data through February 28, 2022.

The testimonials, opinions and statements reflect one client's experience with Teladoc Health. Results and experiences may vary from client to client. The testimonials are voluntarily provided and are not paid.

**About Teladoc Health:** Teladoc Health is empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.