

# CASE STUDY

Digital  
Wellness  
Platform



Manitoba Blue Cross (MBC) is a trusted not-for-profit health benefits provider that has been serving the province of Manitoba for nearly 50 years. Offering an extensive range of plans, including health and dental benefits, life insurance, and travel coverage.

Building on their strong reputation, MBC wanted to take their services a step further by becoming a leading wellness provider.

To achieve this vision, MBC collaborated with Online Business Systems to develop a comprehensive Digital Wellness Platform, catering to the holistic well-being of their existing clientele and tapping into new markets.



# THE CHALLENGE

For nearly 50 years, Manitoba Blue Cross has been committed to providing health and wellness solutions for Manitobans living both locally and out of province.

As part of this commitment, MBC had a vision to make comprehensive wellness accessible to everyone, irrespective of their insurance background or current coverage status.

Through a new Digital Wellness Platform, MBC sought to seamlessly integrate their existing health and dental plans with new wellness products and services. The goal was to create a unified, all-encompassing solution that nurtured the well-being of their members across every dimension of life. MBC aimed to empower individuals and groups with personalized resources, encouraging them to take proactive steps towards their wellness goals.

Secondarily, MBC wanted to extend their support to all Manitobans who had no prior health and dental benefits with the organization and needed to develop a strategy to reach beyond their existing clientele.



# THE SOLUTION

Manitoba Blue Cross partnered with Online to develop a Digital Wellness Platform that supported the diverse wellness offering. The platform offered a holistic solution with the following features and services:



- 1. Wellness Dimensions:** Users could complete a wellness assessment regularly, gauging their progress across six dimensions of wellness: physical, emotional, financial, occupational, social, and intellectual.
  - Physical: A selection of resources and virtual programs curated to address physical health needs.
  - Emotional: Personalized support extended to meet unique emotional resilience requirements.
  - Occupational: A wealth of knowledge assimilated to improve occupational life.
  - Financial: A suite of tools made available for managing debt, learning about credit, and planning for retirement.
  - Social: Resources provided to strengthen social connections and enhance conflict management skills.
  - Intellectual: A compilation of resources designed to stimulate and expand intellectual capabilities.

## 2. Personalized Recommendations:

Based on the results of the wellness assessment, the platform provided personalized recommendations to meet users where they were on their wellness journey. Encouragement and tailored resources were offered to support their wellness goals.

## 3. Consolidated Wellness Resources:

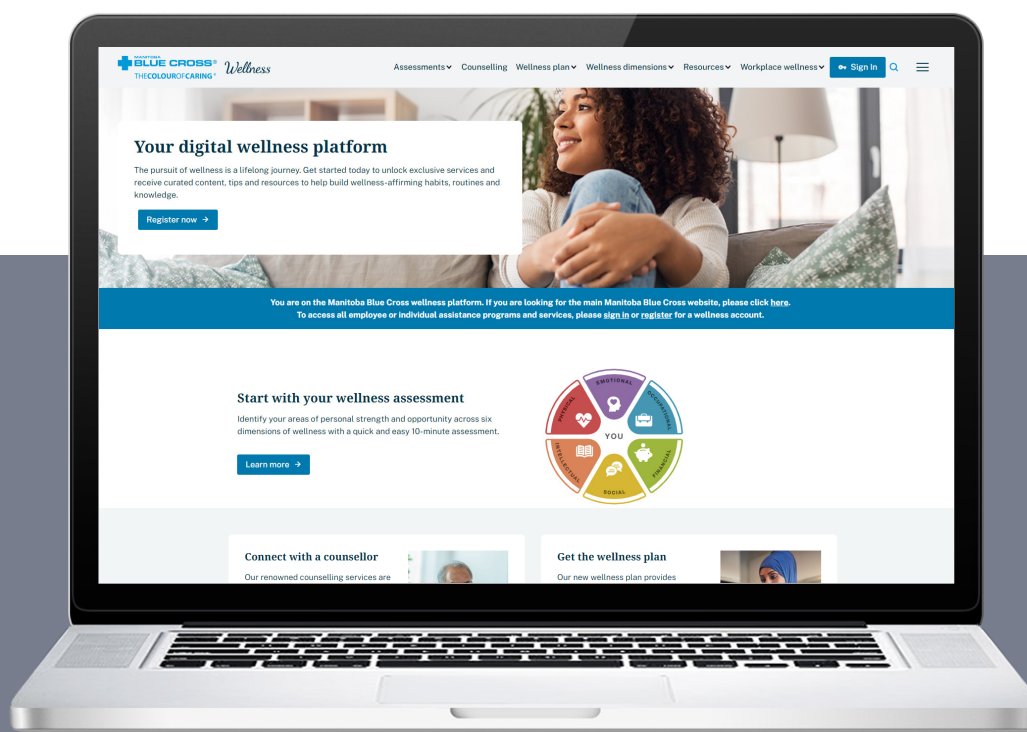
The platform brought together fragmented wellness resources from MBC's parent site, including wellness articles, blogs, and informational videos. Additionally, new resources like instructional videos and wellness dimensions were incorporated to create an enriched hub for wellness.

## 4. Expanded Counselling Services:

MBC opened up access to counselling services, previously exclusive to group members, for the public. Users could book and purchase counselling services to address various mental health and well-being concerns.

## 5. Sleep Program:

The platform included a sleep assessment tool to help users identify issues like insomnia or other sleep-related conditions. Depending on their coverage, users could access a sleep consultation, counselling session, or third-party tool to address their specific sleep-related concerns.

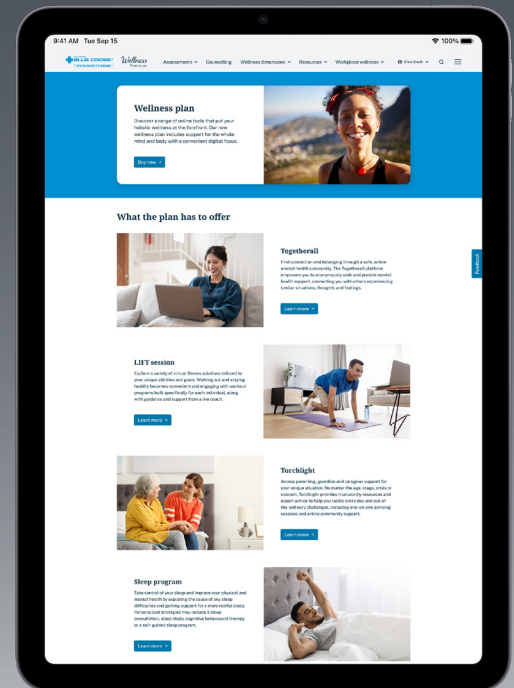
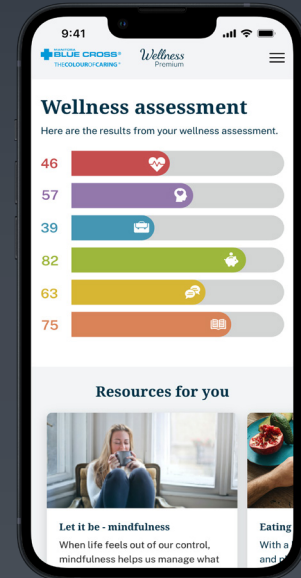


# Wellness

## Expanding the Platform:

As the Digital Wellness Platform gained traction, Online and Manitoba Blue Cross further expanded the offerings to meet evolving needs:

- **Email Reminders:** Users were provided with email reminders to complete wellness assessments at their preferred intervals, ensuring consistent engagement with the platform.
- **Individual Wellness Plans:** The public could now purchase an individual wellness plan as an annual subscription, granting access to third-party tools supporting physical, financial, and emotional well-being.
- **Workplace Wellness Resources:** The platform introduced a destination of workplace wellness resources for organizational leaders and managers. It included consultations, downloadable materials, trauma response support, leader resilience training, workshops, and a streamlined way to request customized information.





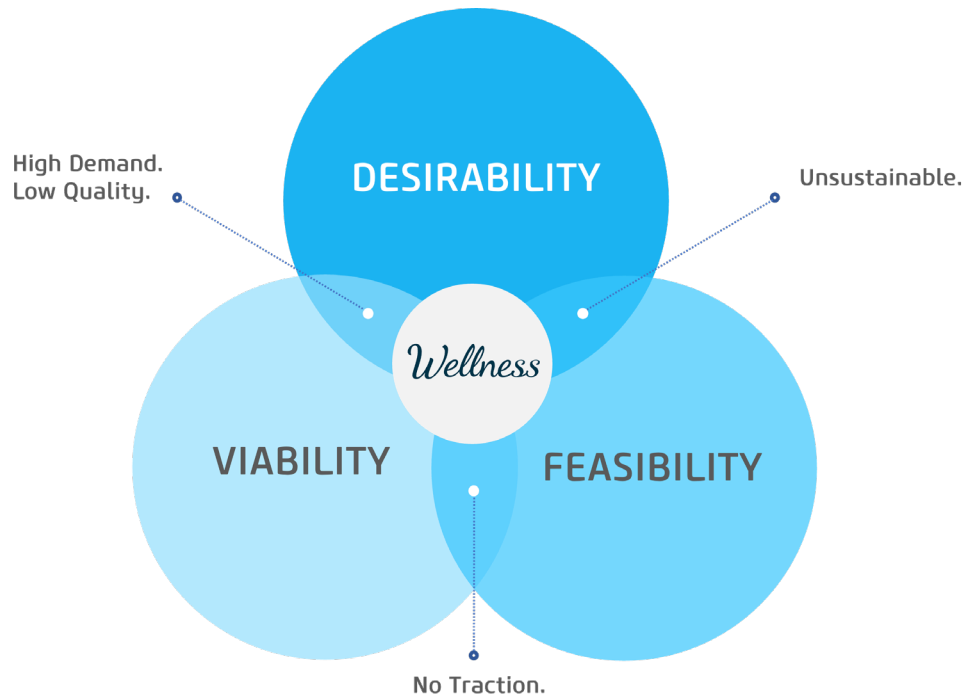
# HOW WE DID IT

## **Discovery Process:** Laying the Groundwork for Success

Discovery experts from Online's Digital Studio team met with Manitoba Blue Cross's product team to ensure that we understood the purpose and drive for the product. The approach was thorough and inclusive to translate the idea into a clear plan to meet their needs.

- **Product Vision:** We started by understanding the business strategy for the product by aligning on the purpose, the customer needs, the core value proposition, and the solution concept.
- **Personas and Value Propositions:** Understanding the target users was crucial. We developed detailed personas to comprehend the needs and expectations of those who would use the wellness platform, and what features would best meet those needs.
- **Feature Prioritization:** We achieved alignment on the most critical features through collaborative prioritization, ensuring that our efforts were focused on what mattered most: delivering the highest value to clients, achieving the desired business outcomes, and ensuring technical and operational feasibility.
- **Design Thinking Workshop:** We explored sources of inspiration, and co-created key opportunities through User Journeys and feature designs that could be tested, demonstrated to stakeholders, and would provide the foundation for the product requirements and roadmap.
- **Wireframes:** Early visualizations of the wellness hub were created to start shaping its look and feel.

- **Architecting the Solution:** We crafted the most opportune path forward that would enable Manitoba Blue Cross to hit the market and drive momentum and a roadmap for learning and growing the product to achieve the product's goals.



We worked with Manitoba Blue Cross to determine the right starting place for their product that would align what their client needs in a way that would deliver maximum value for the effort.

### Delivery Process: Agile and Collaborative

1. **SME Touchpoints:** Engaging with Subject Matter Experts (SMEs) 2-3 times per week, we refined user stories and product features in line with the product vision through various techniques like requirements and product exploration workshops, user story mapping, and task flows.
2. **Development Sprints:** Bi-weekly development sprints with sprint planning and backlog grooming sessions ensured that we continuously focused on the client's top priorities, adapting as needed.
3. **Bi-weekly Demos:** Regular product demos for stakeholders showcased the latest progress, maintaining transparency and alignment.
4. **Phased Approach:** The project was structured in two phases – an initial six-month phase followed by a two-month phase, allowing for focused development and timely delivery.



# THE RESULTS

The Digital Wellness Platform drove high user engagement with personalized recommendations, enhancing overall well-being. Market reach expanded to serve individuals without prior benefits. Workplace wellness resources showcased technological finesse, empowering organizational leaders. Manitoba Blue Cross remains a leading force, positively impacting health and wellness.

- > **Enhanced Thought Leadership:** With the Digital Wellness Platform, MBC established itself as a leading wellness provider, leveraging its existing ecosystem and thought leadership in the health benefits industry.
- > **Improved User Engagement:** The platform witnessed a surge in user engagement due to personalized recommendations and comprehensive resources, contributing to overall well-being improvements.
- > **Expanded Market Reach:** By offering individual wellness plans to the public, MBC tapped into new markets, providing unique wellness services to individuals without prior health and dental benefits.
- > **Strengthened Organizational Wellness:** The introduction of workplace wellness resources bolstered organizational well-being, benefitting both employees and employers.



For more insights and details about this project, we encourage you to read MBC's [press release](#) and explore [CTV News' coverage](#) of the platform.

## NEXT STEPS

To learn more about how Online Business Systems can help your business, visit [obsglobal.com](https://obsglobal.com)

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