

BACKGROUND

Launched in May of 2000 by parent company Discovery — an international life and health insurance company that revolutionized healthcare in South Africa by pioneering consumer driven health plans (CDHPs) there — Destiny Health had a proud history of empowering change throughout the industry and across the globe.

With its proprietary Vitality program leading the way, Destiny was successful in motivating people to be proactive in their quest for health and wellness. And with nearly two million members enrolled in its health plan in South Africa, Discovery believed it was time to introduce Destiny to the U.S. market, beginning by marketing Vitality as a supplement to conventional insurance offerings for companies through local broker networks, and developing relationships with more than 2,000 employer groups in the U.S.

OBJECTIVE

Destiny wanted to evolve its business model and growth strategy by changing how business leaders think about and buy health insurance products for their employees. In the fall of 2006, HBG Health partnered with Destiny to assess how to leverage Vitality as Destiny's core differentiator. Our task was to develop a brand strategy that would allow the company to successfully enter new geographic markets and optimally leverage its existing broker and client relationships for continued growth.

Historically, Destiny viewed its business as having two distinct components: its insurance offerings and the Vitality program. In order for the company to effectively position its core distinction, HBG Health endeavored to create a strategy where the insurance products and Vitality are inextricably linked and fully integrated.

HIGHLIGHTS

Recommended that Destiny change the name of the company to "Vitality Health" to demonstrate that the core differentiator of the business — the Vitality program — is integral to its product offering, while retaining the word "health" in the name to demonstrate the company's position in the health sector.

Crafted a visionary, motivational brand strategy, "The Power of Health," to create a movement that positioned Vitality as the driver for reducing healthcare costs and enhancing employee health, not just as an ancillary health rewards program. The Power of Health communicated:

- The power of people to take control of their health and live their lives fully, as a result of optimal health
- The power of employees to come to the workplace as healthier, more productive individuals
- The power of a company to improve employee health, while reducing healthcare costs and absenteeism
- The power to impact and motivate a corporate culture in a positive way
- The power of individuals to change their usage of health insurance and the entire healthcare system at large

Reengineered the Vitality program to include health-based rewards, user customization, education and resource tools, clinical advisory services, and linkage to healthcare providers in order to better achieve its intended goal of motivating healthy behaviors, and to be a more engaging, member-focused resource.

Leveraged the successes of parent company Discovery as an evangelist for healthcare transformation to position Destiny's innovative approach for improved health with new products focusing on consumer self-management.

Recommended that Destiny develop new criteria for selecting brokers to represent the company's product offering and train them appropriately to present the brand — including sales training and teaching them to serve as Vitality coaches to implement the Vitality program.

Established operational task forces to determine how to develop all aspects of the company to be in-sync with the vision, including human resources, customer service, account management, information technology, marketing/communications and partner relationships.

Instituted a broker program to create a preferred broker status through advanced training, education, and sales materials and messaging to bring the Destiny products to market.

Created a new position — Chief Wellness Officer (CWO) — responsible for ensuring that the internal culture reflects the new vision of the company, and for assessing how well all external actions are aligned with the corporate vision.

Streamlined all communications materials (i.e. website, sales collateral) to more effectively communicate the company's point of difference — the integration of the Vitality program with insurance.

Destiny Health





WHAT IF HEALTHCARE COSTS WENT DOWN THIS YEAR?



WHAT IS THE POWER OF HEALTH?

VISION BOOK

WEBSITE



MEMBERSHIP CARD



COMMITMENT WALL



TEASER BILLBOARD



to go here

THE VITALITY HEALTH EMPOWERMENT PLAN

The Vitality Health Empowerment Program is an innovative approach to wellness... helping individuals in a proactive pursuit of health... with a variety of tools, resources, and support...



The Power of Health at Work

The Vitality Health Empowerment Program engages employees in activities that proactively prevent...

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BROCHURE INSERTS



BROCHURE FOLDER



what if your health insurance premiums went down this year?

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