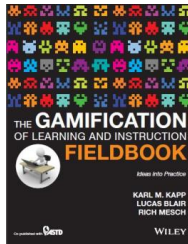
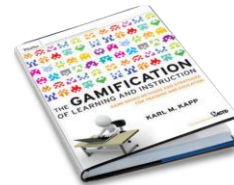


Show Me the Numbers — Five Case Studies Illustrating the Effectiveness of Games and Gamification for Learning



Dr. Karl M. Kapp



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By Karl M. Kapp
Bloomsburg University
Gamification of Learning & Instruction
BLOG: <http://karlkapp.com/kapp-notes/>

Professor Author Consultant Speaker

Karl M. Kapp
Intelligently Fusing Learning, Technology & Business

Insights Resources Learn Now Learn With Karl About Contact

Fieldbook Coming Soon!

Keep up with my blog at
<http://karlkapp.com/kapp-notes/>

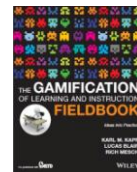
THE **GAMIFICATION**
OF LEARNING AND INSTRUCTION
FIELDBOOK
Ideas Into Practice

Poll Question

- In terms of games and gamification for learning, are you...
 - A. Doing it currently.
 - B. Thinking about it.
 - C. Just curious.
 - D. Want to do something but don't know where to start.

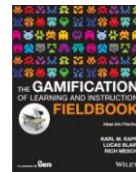
Agenda

- What type of business results can be expected from games and gamification?
- What elements of games and gamification lead to success?
- What tools are used to create games and gamification results?
- What are the “Lessons Learned” from the five case studies?



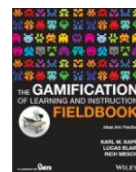
Elements

- Repetition
- Distributed Practice
- Story/Narrative
- Characters
- Socialization
- Clearly Defined Rules
- Points, Badges and Leaderboards



Case 1: Retail Environment

- Reduce Inventory Shrinkage
- Reduce Safety Incidents



The screenshot shows the Pep Boys website homepage. At the top left is the Pep Boys logo. To the right are links for 'Need Help? Click here for live chat', 'My Account', 'Appointment History', 'Order History', 'Help / Customer Care', and 'Find a Store'. Below these are links for 'For the Professional', 'Sign up for Email Exclusives', 'Rewards', 'Gift Cards', '\$\$\$ Savings', and a 'View Cart' button with '0 Items'. A navigation bar includes 'Service Center', 'Shop Online', and a search bar. A secondary navigation bar lists categories: 'Tires', 'Parts', 'Car Care & Maintenance', 'Accessories', 'Performance', 'Tools & Recreation', and 'Electronics'. Below this are links for 'My Vehicles: ADD A VEHICLE', 'My Stores: ADD A STORE', 'My Appointments: MAKE AN APPOINTMENT', 'Log In', and 'Create Account'. A red banner states 'FREE SHIPPING on Orders Over \$75* *Some Exclusions Apply'. The main banner features a car wheel and the text 'More tread for your trip. BUY 3 get the 4TH FREE AFTER MAIL-IN REBATE'. Below the banner are three featured product cards: 'Service' (Schedule your vehicle repairs and maintenance online in minutes. Make an Appointment), 'Tires' (Browse our large selection of quality tires and schedule installation today. Shop Tires), and 'Parts & Accessories' (Thousands of products to find what you need for your next project. Shop Parts & Accessories).

Featured Products & Specials

This screenshot is identical to the one above, but includes a large blue callout box with white text. The text reads: 'Pep Boys has over 700 stores in 35 states and Puerto Rico; those stores have more than 7,000 service bays. Does over \$2 billion dollars of business a year by focusing on meeting the needs of the do-it-yourself crowd as well as people who come in for routine and emergency services and sales to professional garages.' The callout box is positioned over the main banner and the 'Service' featured product card.

Featured Products & Specials

Need Help? Click here for live chat | My Account | Appointment History | Order History | Help / Customer Care | Find a Store

Service | Tires | Parts | My Vehicles: AD | View Cart | Items | Create Account | Items Apply

More for your trip.

BUY 3 get the **4TH FREE**
AFTER MAIL-IN REBATE

Shop Tires

Service
Schedule your vehicle repairs and maintenance online in minutes.
Make an Appointment

Tires
Browse our large selection of quality tires and schedule installation today.
Shop Tires

Parts & Accessories
Thousands of products to find what you need for your next project.
Shop Parts & Accessories

Featured Products & Specials

Pep Boys wanted to solve two problems—Reduce Inventory Shrinkage and Reduce Safety Incidences.

Axonify™
Learning that sticks.

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Ensure learning gets applied.

Maximize your employees' knowledge retention and operationalization with proven brain science. Read our whitepaper on Interval Reinforcement.

GET THE WHITEPAPER

The Natural Forgetting Curve Starts At Just 75% Retention.

percent remembered

time since training

Lesson Ends

Reinforce

- Immediately
- 24 Hours Later
- 48 Hours Later
- 72 Hours Later

VENDOR
<http://www.axonify.com/>

LEADING THE WAY:

Walmart | Toys R Us Canada | KAPLAN | PEPBOYS | mca Chartered Accountants | Business

Brain Science
Backed by the latest brain science, Axonify's use of spacing, repeated retrieval and bite-sized learning dramatically improves

Engaging
Axonify uses elements of gamification to make the platform fun and social for employees. There is also an entire rewards

Personalized
Axonify delivers truly personalized training, adapting and reducing knowledge gaps as the employee progresses through the

The best way to determine whether a box is heavy is to:

To lift it and put it on a scale.

Nudge the box with your toe to see how heavy it is.

Associated received daily reinforcement of the monthly safety and loss prevention training.

In a quiz-type game, associates answer quick, targeted questions related to risk, loss prevention, safety, and operational policies and procedures—standard questions in these areas.

Powered by Acuity

To lift up one corner of it first.

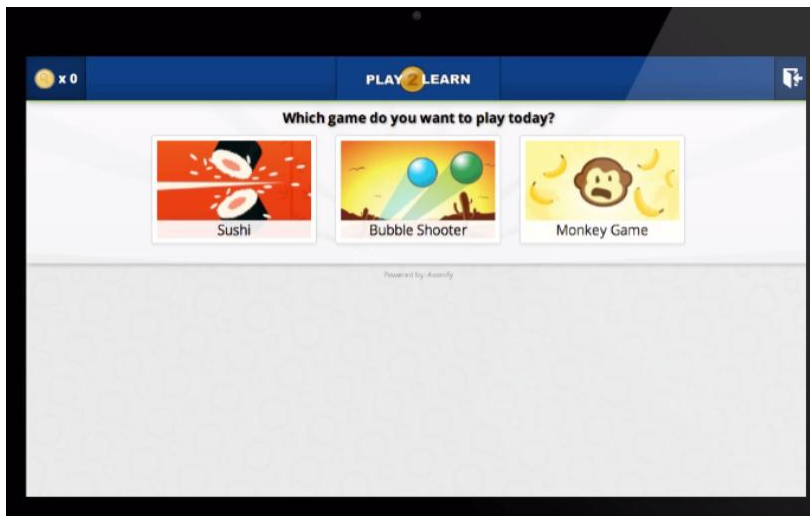
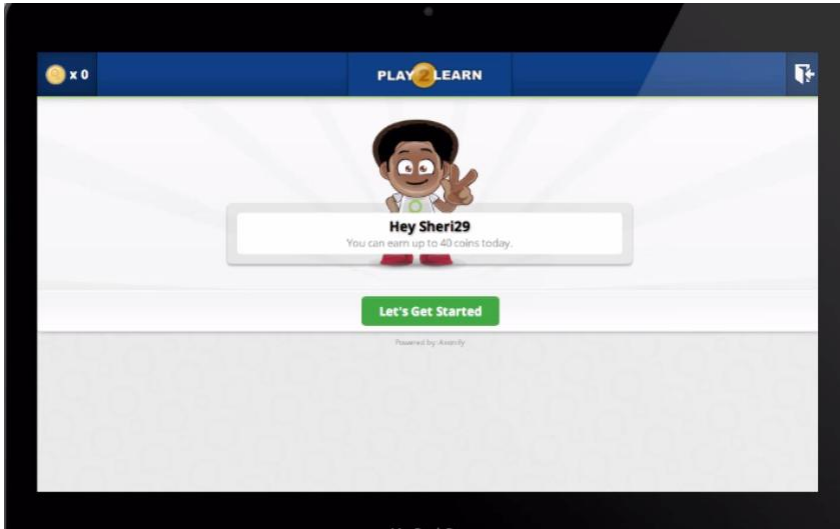
To lift it and put it on a scale.

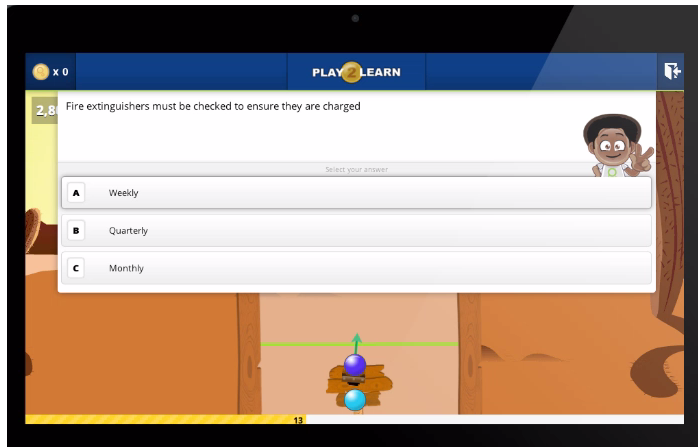
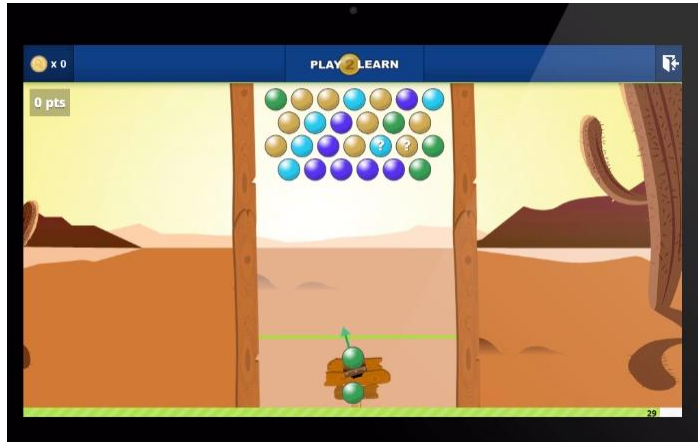
Nudge

If they answered correctly, they played a slot-machine game titled "Quiz to Win" for a chance to win cash prizes

If answered incorrectly, the system immediately presented a short training piece designed to specifically address the topic covered in the initial question. Questions repeated at various intervals until the associate demonstrated mastery of the topic.

Powered by Acuity





The screenshot shows a game interface with a blue header containing a coin icon and 'x 10', the 'PLAY2LEARN' logo, and a share icon. The main content area has a white background with a question: 'Fire extinguishers must be checked to ensure they are charged'. Below the question are two options: 'C Monthly' (highlighted in green with a checkmark) and 'A Weekly' (highlighted in red with an 'X'). A central orange button shows '+ 10' coins. Below the options, a text box says 'Routine monthly checks of fire extinguishers help ensure safe operation.' and a green 'Continue' button with a right arrow is at the bottom. A cartoon dog character is visible in the top right corner. The background features a stylized illustration of a fire extinguisher.

The screenshot shows a game interface with a blue header containing a coin icon and 'x 30', the 'PLAY2LEARN' logo, and a share icon. The main content area is titled 'Prize Auction' and lists three items for sale:

- 1 Vacation Day**: Closes in 3w 5d 18h 5m. Price: Place bid 5.
- \$25 Starbucks Gift Card**: Closes in 1d 18h 20m. Price: Place bid 1, Buy Now 25.
- \$15 iTunes Gift Card**: Closes in 12w 5d 22h 10m. Price: Place bid 1, Buy Now 15.

At the bottom, there is a green 'Next' button with a right arrow. Below the button, it says 'Powered by Auctivity'.

The screenshot shows a 'PLAY & LEARN' interface. At the top, there is a blue header with a gold coin icon and 'x 15' on the left, and 'PLAY & LEARN' in the center. Below the header is a white area with a cartoon character and a box containing the text 'Keep Working Hard!'. Below this is a table with two columns: 'USERS' and 'TEAM'. The 'USERS' table has columns for 'USERS', 'RANK', and a gold coin icon. The 'TEAM' table has columns for 'TEAM' and 'RANK'. A small note at the bottom left says '*Stats show the past 30 days'.

USERS	RANK		TEAM	RANK
Sean1	1	160	East (Your Team)	1
Sher50	2	110	Waterloo	2
Sean10	3	80	Area 1	3
Sher28	66	30		
Sher29 (You)	67	30		
Sher60	68	30		

*Stats show the past 30 days

The screenshot shows a 'PLAY & LEARN' interface. At the top, there is a blue header with a gold coin icon and 'x 20' on the left, and 'PLAY & LEARN' in the center. Below the header is a white area with a question: '2. Setting goals for both minimum standards and exceptional achievement is important for which of the following reasons?'. To the right of the question is a cartoon character. Below the question is a blue callout box with the text: 'The entire process takes 30-90 seconds each day and associates do it either at the beginning of a shift or during downtime throughout the day.' Below the callout box are three multiple-choice options: A, B, and C. The background of the interface is a desert landscape with cacti and a blue ball on a green line.

2. Setting goals for both minimum standards and exceptional achievement is important for which of the following reasons?

The entire process takes 30-90 seconds each day and associates do it either at the beginning of a shift or during downtime throughout the day.

A Associate

B Associates only work to minimum standards.

C Minimums are expected but don't always create a competitive advantage.

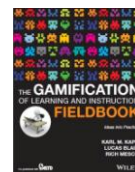


Business Results

- Voluntary participation rate of over 95 %.
- Safety incidents and claim counts reduced by more than 45% with an increase in the number of stores and employees.
- Reduction in shrinkage has been at a level of 55 %.
- In the case of internal loss, each time a burst of content related to employee theft is pushed out, they see at least a 60% increase in their “Integrity Pays” hotline calls, resulting in a direct reduction in inventory loss.

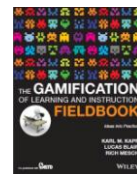
References

- The Gamification of Retail Safety and Loss Prevention Training
 - <http://www.learningsolutionsmag.com/articles/1206/the-gamification-of-retail-safety-and-loss-prevention-training>



Case 2: Business Operations

- Lawley Insurance
 - Looking for a strategy to convince the sales team of the value of salesforce.com and encourage them to use it on a more consistent basis.



Rest insured.

Lawley

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HOME PROTECTING YOUR BUSINESS MANAGING YOUR BUSINESS RISK PROVIDING FOR YOUR EMPLOYEES PROTECTING YOUR FAMILY CLIENT CENTER

Introducing Lawley Marketplace

Looking for a way to streamline your employee benefits administration, control your company's costs, and offer employees more benefits options? Then talk to us about Lawley Marketplace, our brand new online private benefits exchange that offers a fresh approach to the employee benefits process.

[Learn more](#)

Spotlight On...

Lawley Ranked #1

Great news! Lawley was ranked #1 in Business First's article "The List of Western New York Insurance agencies! This was based on premium volume. Kudos to all Lawley Associates!

[Click here to view The List!](#)

File a Claim

Our dedicated team of claims experts are standing by to help you through the loss reporting process.

Click below to report a claim to our office or your insurance company.

[Report a Claim](#)

Lawley In The News

Lawley Unveils Private Benefits Exchange Program	07/11/2013
Lawley Sees Opportunity in Affordable Care Act	07/11/2013
Lawley Ranked #1 Insurance Agency in WNY	06/17/2013
Lawley, Liaison unveil private health insurance exchange	05/22/2013
The High Cost of a Data Breach	05/20/2013
Todd Tevens Joins the Lawley Counter Advisors Team	04/30/2013

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Lawley

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Lawley Insurance, headquartered in Buffalo, NY is a independent regional firm of insurance professionals specializing in property and casualty, employee benefits, and risk management consulting. Recently, Lawley was ranked #1 in Business First's article "The List" of Western New York Insurance agencies.

Spotlight On...
Todd Tevens Joins the Lawley Courier Team
 Lawley Courier Advisors continues to grow and develop its expertise in retirement plan services for WNY businesses with the addition of Todd Tevens as Retirement Plan Advisor. Todd brings more than 12 years of industry experience, most recently as regional vice president for John Hancock.

Hurricane Sandy: We're Here
 We here at Lawley understand the devastating effects of Hurricane Sandy. We are here to help you through the claim reporting process. Click below to report a claim to our office or your insurance company.

Lawley In The News
[Todd Tevens Joins the Lawley Courier Advisors Team](#) 04/30/2013
[Lawley Insurance Named Best Place to Work in Western New York](#) 03/11/2013
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HOME PROTECTING YOUR BUSINESS MANAGING YOUR BUSINESS RISK PROVIDING FOR YOUR EMPLOYEES PROTECTING YOUR FAMILY

Struggling with getting good forecasting data, expired close dates, lack of proper staging. Also looking to increase sales activities such as making calls and logging client meetings.

Goal was to make data entry fun!

Spotlight On...
Todd Tevens Joins the Lawley Courier Team
 Lawley Courier Advisors continues to grow and develop its expertise in retirement plan services for WNY businesses with the addition of Todd Tevens as Retirement Plan Advisor. Todd brings more than 12 years of industry experience, most recently as regional vice president for John Hancock.

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 We here at Lawley understand the devastating effects of Hurricane Sandy. We are here to help you through the claim reporting process. Click below to report a claim to our office or your insurance company.

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- Engage your sales team
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VENDOR
<http://leveleven.com/>

WHAT PEOPLE ARE SAYING...

"Raising the Bar with Contests. In every case we have seen significant positive movement with everyone on the Team."

Dan Oleson, Comcast

Step 1
Step 2
Step 3
Step 4
Step 5
Done

General Information

NAME: Create and Close

GOAL: Pipeline Behaviors

RANK: Total number of points

START: 4/17/2013 1:12 PM

END: 4/17/2013 1:12 PM

Behaviors to Motivate

2 Behaviors Motivated

Prizes

Top performers can win the following:

2 Prizes Worth a Total of \$749

Eligible Participants

This is your current step.

Notifications

Select up to 2,500 contest participants and up to 50 contest observers. Participants are the users who will be tracked on the leaderboard. Observe

Contest Participants and Observers Back Cancel Next

Team Based Contest

If this is a team based contest, check the box below. After selecting the contest participants, you will press Next which will allow you to create tea

Team Based Contest

Select Participants and Observers

Search All Columns Search --View All-- Show only Users with

<input checked="" type="checkbox"/> Participant	<input type="checkbox"/> Observer	Name	Role	Profile
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Albert Mandelsteiner		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Bobby Joemama		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Charles Franken		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Chatter Expert		Chatter Free User
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dareth Higgins		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Darnell Bagh		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Dill Dillon		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Donna Albertson		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Dustin Leiber		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Horace Voyce		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Julia Trulia		Chatter Free User
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kevin O'Hara	System Administrator	
<input type="checkbox"/>	<input type="checkbox"/>	Larp Vonogabber		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Lon Darkensen		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Mark Johnson	CEO	System Administrator

Step 1 Step 2 Step 3 **Step 4** Step 5 Done

Select up to 2,500 contest participants and up to 50 contest observers. Participants are the users who will be tracked on the leaderboard. Observe

General Information

NAME: Create and Close
GOAL: Pipeline Behaviors
RANK: Total number of po
START: 4/17/2013 1:12 PM
END: 4/17/2013 1:12 PM

Behaviors to Monitor

2 Behaviors Motivated

Prizes

Top performers can win the following:
 2 Prizes Worth a Total of \$749

Eligible Participants

This is your current step.

Notifications

Desired Behaviors (2 Week Pilot)

- 1) Move the stage of Opportunities to anything but "nurture" (even Closed Lost—50 points)
- 2) Update the close date to 9/1/2012 or greater—50 points
- 3) Log Prospect phone calls —25 points
- 4) Log Prospect meetings—75 points

Contest Participants and Observers	Back	Cancel	Next
<input type="checkbox"/>	<input type="checkbox"/>	Dareth Higgins	Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Darnell Bagh	Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Dill Dillon	Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Donna Albertson	Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Dustin Leiber	Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Horace Voyce	Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Julia Trulia	Chatter Free User
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kevin O'Hara	System Administrator
<input type="checkbox"/>	<input type="checkbox"/>	Larp Vonogabber	Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Lon Darkensen	Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Mark Johnson	CEO System Administrator

Current Contest

Big Sales Contest

View Contest Details
 > View Leaderboard
 View All Entries
 Edit Notifications
 Ad Hoc Points
 Back to Contests

LEADER TV

CONTEST chatter

Other Active Contests

Test Team
 Test Percent To Goal
 Create and Close

powered by leveleven



Hello, Kevin O'Hara

Your Ranking

3 out of 20

Total Points

88,845

Days Left

44

Search:

Pos	Participant	Points
1st	 Darnell Bagh	96,341
2nd	 Steven Domaskis	91,115
3rd	 Kevin O'Hara	88,845
4th	 Donna Albertson	69,661
5th	 Mark Johnson	65,857
6th	 Pip Stork	63,253
7th	 Shawanna Lombana	60,944
8th	 Albert Mandelsteiner	57,048
9th	 Dareth Higgins	50,937
10th	 Lon Darkensen	49,586

Showing 1 to 10 of 20 entries

4th 69,661 Total Points

Donna Albertson



Account Executive
 testuser2@testdev1.levelleven
 313-373-1111

Pole Position

26,680 Catch the leader

Average **4,976** points

Ranked **4** out of **20**

On their heels **19,184**

Value Earned Comparison





Results

During the 2 week pilot...

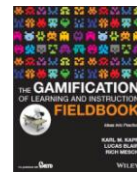
Activity logging increased 257% over the average weekly activities created during the prior 7.5 months.

The Close Date for an activity was updated 307 times which was 152% higher than the Close Date updates that occurred in the prior 7.5 months.

Approximately 188 Stage Updates occurred which represented a 110% increase over the Stage Updates of the prior 7.5 months.

Case 3: Sales Force Training

- Increase Product Knowledge
- Increase Sales of Product



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ExactTarget is a global marketing organization focused on digital marketing tools – email, mobile, and web and was recently purchased by Salesforce.com. ExactTarget is a leading cloud marketing platform used by more than 6,000 companies including Coca-Cola, Gap and Nike.

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Make the most of your customer data with marketing automation, email, mobile, social, and personalized web solutions. Our cloud-based marketing software powers relationships between brands and consumers.

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Products Services Clients Resources Company

Introducing a new product, MobileConnect and wanted to bring the sales force up-to-speed on the features and functionality of the product.

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Make the most of your customer data with marketing automation, email, mobile, social, and personalized web solutions. Our cloud-based marketing software powers relationships between brands and consumers.

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Password:


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[Forgot Password?](#)
[Not Registered? Sign Up](#)

Welcome to ExactTarget's MobileConnect Guru Learning Game!

Do you think you're a Knowledge Guru when it comes to MobileConnect? Prove it! Take my challenge and deliver the scrolls of wisdom to me across each category to earn high scores, achievements, and best of all...bragging rights!

Have fun, good luck, and show everyone that you're a MobileConnect Guru!



ExactTarget. ExactTarget® is a global Software as a Service (SaaS) leader that provides a single platform to connect with customers via Email Marketing, Mobile Marketing, Social Media Marketing, dynamic Sites & Landing Pages. Powered by Knowledge Guru™ Bottom-Line Performance, Inc. © 2012

MobileConnect GURU Logged in as: SharonBLP [My Account](#) [Scoring Info](#) [Save & Quit](#)

Click/Touch, a page to read more...



Think you're pretty smart? Your presence here means you believe you have what it takes to join my amazingly brilliant self atop my Mountain of Knowledge.

We'll see. Becoming a guru isn't easy.
Not at all.



You must ascend a mountain for each topic you need to master. However, a **single** ascent proves NOTHING. That's too easy. You have to ascend each mountain **three times** - bringing me a scroll of wisdom each time.

Skip this story next time I sign in [Skip Narrative](#)

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MobileConnect GURU

Logged in as: SharonBLP

My Account Scoring Info Save & Quit

Talk Mobile:

To master this topic you must complete each of the paths!

2 of 3 paths completed

Back to Menu

Seeds of Knowledge
19 of 27 earned

Pearls of Wisdom
0 of 1 earned

1 2

Delivered Delivered Play Path

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MobileConnect GURU

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My Account Scoring Info Save & Quit

Score: 0

ExactTarget does not offer FTEU programs.

True False

Talk Mobile: Question 1 with 8 remaining on this path

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MobilConnect
GURU
Logged in as: SharonBLP
My Account
Scoring Info
Save & Quit

Score: 0

You Answered Incorrectly

About your misstep:

In a Free to End User (FTEU) program, subscribers opt in and receive MT (Mobile Terminated) text messages for which they do not incur any premium or standard texting fees from their wireless carrier.

550 points have been deducted from your score.

Continue
Return to Menu

Topic Progress:

Seeds of Knowledge
19 of 27 earned

Pearls of Wisdom
0 of 1 earned

Talk Mobile: 0 correct since your last misstep!

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QUESTION OVERVIEW REPORT

QID	QUESTION STEM	OBJECTIVE	CORRECT ANSWERS	WRONG ANSWERS	CORRECT RESPONSE %
1	SMS = short message service. MTA = mail transfer agent. Which one is associated with text messaging?	T1	497	0	100.00
2	You just received a text message from a friend. How was the message transmitted?	T1	433	24	94.75
3	You are a mobile customer who has opted in to receive updates to your local bus route via text. Will these be delivered via SMS or MTA?	T1	436	12	97.32
4	FTEU means free to end user. Customers who opt in to FTEU programs don't incur fees from their wireless carrier when they send or receive messages. Does ExactTarget offer FTEUs?	T1	457	199	69.66
5	You opted into a FTEU program offered by a retailer so you can receive notifications via text free of charge. This program was generated by ExactTarget's MobileConnect application.	T1	413	45	90.17
6	ExactTarget does not offer FTEU programs.	T1	428	22	95.11
7	If you go mobile with your marketing efforts, two kinds of text messages will probably be part of your plans: MOs and MTs. Which statement is correct?	T1	444	219	66.97
8	If you are the marketer, will you send MOs or MTs to your customers?	T1	431	24	94.73
9	You are a local grocer who has a mobile marketing program in place. Your customers are submitting their email addresses to opt in to a newsletter via text messaging. What type of message are your customers sending?	T1	422	57	88.10
10	Short (5 or 6 digits) and long (8- to 10-digits) codes are numbers used to send text messages. Outside of the U.S., which type must be used if the marketer wants to run a global campaign through one code?	T1	432	20	95.58
11	Which set of numbers is an example of a long code, the type of code typically used to run global messaging campaigns?	T1	424	34	92.58
12	Which statement is true?	T1	421	65	86.63



Player Results

"I can't tell you how many people are coming to me wanting another game solution."

"The repetition of the different paths helped me retain the information."

"I'm a pretty competitive person so challenging myself to get one of the top scores added a layer of fun to learning about the MobileConnect product."

"The game was a fun way to learn about MobileConnect. I enjoyed the scenario-type questions, which put it all into context."



Business Results

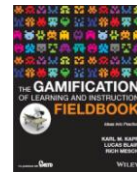
Average contract value 2x higher than for previous mobile product.

First call resolution (\$35 a call/average) is up 45%.

Of all the launches done in the previous two years prior to MobileConnect, the sales team built the quickest pipeline for this product.

Case 4: Health and Wellness

- “Daily Challenge”
 - New challenge each day in email
 - Earn points
 - Progress through levels



blue of california

follow us | Español | 中文 | Tiếng Việt | English

SEARCH

home my health plan find a provider find a plan pharmacy health & wellness quotes & applications

our affordable health plans can save you money!

discover our range of features with choices to fit your needs

learn more →

Blue Shield puts the care of our members first – not profit. As a not-for-profit company, it's our mission to provide access to high-quality care, health insurance, life insurance, dental and vision coverage to all Californians, at an affordable price.

Find a Health Plan

Individual and Family Plans
Not covered by your employer? Get details on available plans.

more →

Medicare Eligible Health Plans
Enhance your current Medicare coverage.

more →

Find a Provider

Find participating doctors, dentists, hospitals and urgent care centers

find a provider →

Get a Quote

View plans and prices for your age and location, and apply for coverage.

get a quote ▶

member login

Username

Password

LOGIN

Forgot Username?
Forgot Password?

register now →

Health Reform and You

How will health reform impact you and your family? [Find out.](#)

more →

Health Care Reform and You

7.1 million Californians

The screenshot shows the Blue Shield of California website. At the top, there is a navigation bar with the logo and links for "follow us" in various languages (Español, 中文, Tiếng Việt, English) and a search bar. Below the navigation bar is a horizontal menu with links: "home", "my health plan", "find a provider", "find a plan", "pharmacy", "health & wellness", and "quotes & applications". The main content area features a large blue callout box with white text that reads: "Blue Shield of California, an independent member of the Blue Shield Association, is a not-for-profit health plan dedicated to providing Californians with access to high-quality health care at an affordable price." Below the callout box, there are several sections: "our affordable health plans can help you save" with a "discover our rates" link; a paragraph stating "Blue Shield puts the care of our members first - not profit. As a not-for-profit company, it's our mission to provide access to high-quality care, health insurance, life insurance, dental and vision coverage to all Californians, at an affordable price."; three main service boxes: "Find a Health Plan" (with sub-sections for "Individual and Family Plans" and "Medicare Eligible Health Plans"), "Find a Provider" (with sub-section for "Find participating doctors, dentists, hospitals and urgent care centers"), and "Get a Quote" (with sub-section for "View plans and prices for your age and location, and apply for coverage."); and a "Health Reform and You" section with a "more ->" link and a "Health Care Reform and You" section with a "7.1 million Californians" statistic.

This screenshot is identical to the one above, showing the Blue Shield of California website. The callout box in this version contains the text: "Wanted to serve as a model of how an organization can successfully implement a wellness program that benefits employees and the organization." The rest of the website content, including the navigation bar, menu, and main sections, is the same as in the first image.

shape up

Turkey Dash

Team up with co-workers to compete, support, and challenge each other with a shared goal of better health.

[Join Now](#) or [Login](#)

Let's work together to...

- 1 Track Progress**
Set goals, track progress, compare results with peers, and share your successes.
- 2 Find Supporters**
Search the network and browse profiles to find colleagues to support you.
- 3 Join Fun Challenges**
Find challenges you like, invite your colleagues, and spread good health.

Dash to the finish line. Run. hike. walk 100,000 steps (that's an avg of 5,000 per day)

Already have an account? [Sign in](#)

Improved well-being. Delivered daily.

We send you a challenge every day. You do it and mark it as Done. Share with friends and family. Simple!

[Learn more...](#)

- Easy sign-up**
One click using Facebook.
- We'll send you challenges**
Something small you can do to help your health and well-being.
- Share**
Complete the challenge and share with friends!

Yes, Sign Me Up

Sign up now FOR FREE.

Chandra T. Daily Challenge member

"The Daily Challenge has been very helpful in suggesting small positive changes to my everyday life. I enjoy how simple, yet effective, each challenge has been."

https://challenge.meyourhealth.com/2013/7/25/take-a-walk-and-look-at-the-trees

Karl | Level 3, Planting | 6 | Settings | Help

Daily CHALLENGE

Healthy Behaviors | Well-Being Wire

Healthy Behaviors is about lifestyle habits, namely healthy eating and physical activity, which have proven connections to lifelong health and disease prevention.

Today's Daily Challenge

Healthy Behaviors | Thursday Jul. 25, 2013

EVERYDAY WELL-BEING

Take a walk and take a closer look at the trees.

How to do it

Go for a walk and really take time to focus on the trees along your route. Take note of the trunks and branches, and their different colors and textures. Notice the various shapes of the leaves, whether or not they have any flowers blooming, or if they have seed pods. Do they have any critters climbing their branches or buzzing in their foliage?

Why it matters

Spending time with trees means you're getting up and out, and walking is a great way to improve heart health, strengthen muscles, and lower your risk of certain diseases. And studying trees' many interesting features may motivate you to walk farther! Even though we see trees every day, we may take them for granted and not notice them. But they are an important part of our environment and can enrich your walk. They can also help to make you more mindful of your surroundings and help connect you to nature.

Karl K.

Challenge | TODAY
Posts | TODAY
Smiles | TODAY
Replies | TODAY

MY POINTS 621

MY STAMPS: You have 2 of 47 | See all

LEVEL 3: Planting

Private

Karl, measuring your well-being progress is important.

You haven't completed the Well-Being tracker, so we can't give you your score.

2 of 42 questions completed.

Share 1 meal that you like x

https://challenge.meyourhealth.com/2013/5/13/share-1-meal-that-you-like-to-cook-in-batches-and-freeze-for-later

Pin It | How America Can R... | New World Notes: Is... | COMDEX Virtual - N... | ProtonMedia | Transforming Under... | Three Views on #Ga... | authentic learning k... | Serious Games Sho...

Karl | Level 3, Planting | 6 | Settings | Help

Daily CHALLENGE

Home | Tracks | Well-Being Wire

Today's Daily Challenge

Healthy Behaviors | Monday May. 13, 2013

EVERYDAY WELL-BEING

Share 1 meal that you like to cook in batches and freeze for later.

How to do it

Do you have a favorite meal that lends itself to cooking in batches and freezing for later? Share it here! You don't need to share the recipe, just provide the gist of what you make.

Why it matters

Preparing and freezing extra portions of healthy food has so many benefits! Having food at the ready means you won't have to cook on a night when you're tired. You'll be less likely to order out if there is food on hand, saving you money. And if you have impromptu guests, you'll always have something to share and enjoy. Sharing your idea may inspire someone else to cook and freeze something new, and you might pick up some inspiration yourself.

Karl K.

Challenge | TODAY
Posts | TODAY
Smiles | TODAY
Replies | TODAY

MY POINTS 621

MY STAMPS: You have 1 of 47 | See all

LEVEL 3: Planting

Private

Karl, measuring your well-being progress is important.

You haven't completed the Well-Being tracker, so we can't give you your score.

Daily CHALLENGE by meyou health

YOU COMPLETED **2 of 7** CHALLENGES On the board!

2 PEOPLE SMILED AT YOUR POSTS

YOU'VE COMPLETED **3** CHALLENGES in the last 3 days

WEEK OF MAY 5th 2013

FEATURED POSTS

- "I just did my first ragdoll exercise. :) Thank you DCI! Thanks to you I discovered a new way to relax and ease my body, I will do it again!"
- "A middle-aged man owning a piece of unattractive clothing? Really DC, just where do you get these ideas? :-). Oh, those two drawers full..."

Daily CHALLENGE by meyou health

My Profile

Karl K. edit profile

Current track: Everyday Well-Being

621 POINTS

HIGHEST STREAK	CURRENT STREAK	COMPLETED	JOINED
2 days	2 days	3 challenges	MAY 10 2013

LEVEL 3: Planting
129 points to next level

My Well-Being Tracker Private

Karl, measuring your well-being progress is important.

You haven't completed the Well-Being tracker, so we can't give you your score.

2 of 42 questions completed.

GET MY SCORE

Recent Stamps

Karl K. reached level 3 a day ago

← → C https://challenge.meyouhealth.com/2013/7/25/take-a-walk-and-take-a-closer-look-at-the-trees--5#how ☆

Pass (I'd prefer not to do today's challenge)

Congratulations

You just earned:
HAPPY 29TH!



Returned at least 29 days after joining.

[Share](#) [close](#)

How Everyone Did It (1,284)

 Ken T. Branching **LEVEL 39**

I ftf generally go walking every day usually its very task oriented , let all get some exercise. Today I took a few photos which something I really like. photos makes me slow down and enjoy the environment. When I do that I always notice something I had not noticed before remarkable.

[Leave a reply...](#)

 Martha D. Sprouting **Level 7**

Every day I take a pre-dawn walk and enjoy everything about the world before it gets noisy and cluttered. Best time of my day.

1
5 minutes ago

[Leave a reply...](#)


 Dawn G. Growing **LEVEL 111**

Another nice one, I am lucky to have a garden which has a few trees, and lots of lovely green areas lined with trees in my area. A short distance away there is the local reservoir with many trees in the area. I think over the weekend I will have a family stroll around there and take time to pay closer attention to the trees.

0

← → C https://challenge.meyouhealth.com/tokens/about ☆

Tokens, Keys, and Tracks!


 **Karl K.**

MY POINTS 621

79 POINTS TO NEXT TOKEN

Choose your challenges!

Earn tokens, and unlock access to the small actions you care about the most.



MY TOKENS

Tokens & Keys

For every 100 points you earn, you are awarded 1 Token. You can earn points by completing challenges, posting how you did it, finishing pacts with your connections, and more!

25 Tokens can be exchanged for a Key! Each Key unlocks 28 days of access to a Daily Challenge Track of your choice.

Tracks

Tracks give you the choice to focus on one area of your well-being. For example, you could unlock access to a Track focused on stress relief, and receive daily challenges over the next 28 days that focus only on that topic.

Earn more points

- ◆ Complete each Daily Challenge
- ◆ Connect with others in the Daily Challenge
- ◆ Provide feedback on the Daily Challenge
- ◆ Tell people "How you did it" each day
- ◆ Complete challenges consistently in a row
- ◆ Get bonuses for doing weekend challenges
- ◆ Complete a 5-day pact with a connection
- ◆ Receive encouragement

[« Return to Today's Challenge](#)
[Browse available tracks »](#)



Health Results

Gamification is part of an over all effort that has resulted in...

80% of Blue Shield Employees participate in at least one wellness program.

The incidence of hypertension has fallen by two-thirds.

Disability claims are down.

50% drop in smoking prevalence and a similar increase in regular physical activity among employees



Business Results

Wellness program participants are paying \$3 million a year less in their share of insurance premiums.

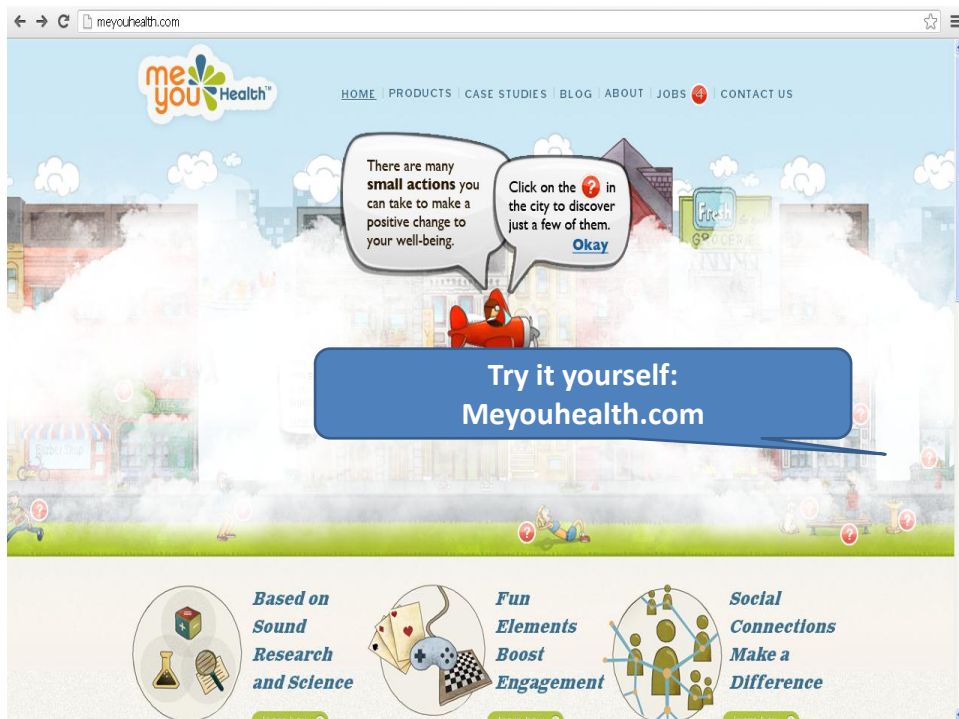
The company benefited by cutting annual health cost growth for its employees from double to single digits.

Blue Shield expects a 3:1 ROI for its wellness program-and gets it.

The company has seen its annual medical and lost-productivity costs drop by \$5 million.

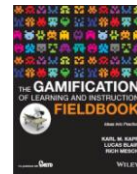
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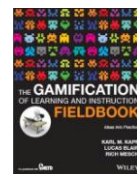
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Case 5: Professional Performance Program (p2p)

- Make an already successful training and certification program even better with increased usage, better utilization of existing resources, and by encouraging informal and formal learning.



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CARS | CUVs & SUVs | TRUCKS | HYBRIDS & EVs | COMMERCIAL | ALL | TECHNOLOGY | OFFERS | SHOPPING TOOLS

Utility Is Their Middle Name

2013 EDGE
Versatile, flexible interior provides up to 68.9 cu. ft. of cargo space

2014 EXPLORER
Optional shift-on-the-fly Terrain Management System™

2014 ESCAPE
Available class-exclusive* Foot-Activated Hands-Free Liftgate

Follow Ford

Learn how to get your own Employee Price.

See how the C-MAX is busting myths

Glimpse into the future of trucks

BETTER TOGETHER
Leading figures share their vision.

*Class is Small Utilities vs. 2013/2014 competitors.

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		Find a Dealer	About Ford
		To Apply for Credit	Heritage

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Utility Is Their Middle Name

Ford of Canada employs over 23,000 individuals in the fields of finance, sales and marketing, information technology, manufacturing and engineering, and human resources. This diverse workforce is responsible for the manufacturing and assembly operations that bring 320,000 vehicles and 425,000 engines to market.

Follow Ford

Learn how to get your own Employee Price.

See how the C-MAX is busting myths

Glimpse into the future of trucks

BETTER TOGETHER
Leading figures share their vision.

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CARS | CUVs & SUVs | TRUCKS | HYBRIDS & EVs | COMMERCIAL | ALL | TECHNOLOGY | OFFERS | SHOPPING TOOLS

Ford introduced a program themed around professional motor racing that motivates sales and service representatives to learn more by browsing the p2p portal, watching informational videos, downloading and consuming the latest product information, and taking web courses.

Learn how to get your own Employee Price.

See how the C-MAX is busting myths

Glimpse into the future of trucks

Leading figures share their vision.

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VENDOR
http://www.bunchball.com/

Canada shifted sales, teams into high gear gamification

Motivate Sales Teams

Nitro: The world's most advanced gamification engine

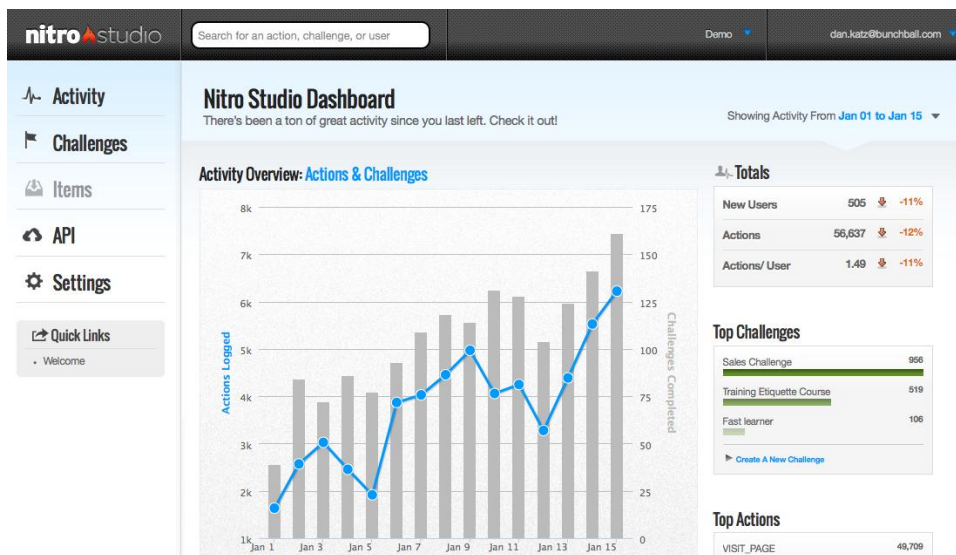
Request a Demo

Learn about Nitro

Customers, employees, and partners do more, learn more, and share more in ways that matter to your business. Now, you can harness the power of gamification to engage your audience.

Bunchball motivates millions of people to take action every day. We've tracked over 20 billion actions that lead to customer loyalty and employee engagement for our clients.

Participants earn RPMs (points) and Gear Up (level up), work toward individual goals, earn badges that are visible in a trophy case, compete with their peers on leaderboards, work together to accomplish team goals, compete against other dealerships, and receive real-time feedback as they engage in desired behavior.





Site Results

Received a 417% increase in site usage vs. the same period the previous year

Within the first three months of the program the site exceeded the traffic volume of the entire previous year

15% more unique visitors and a 30% increase in unique visits vs. the same period the previous year

An increase in volunteer learning –participants completing courses above and beyond what they were required to do for their annual certification requirements

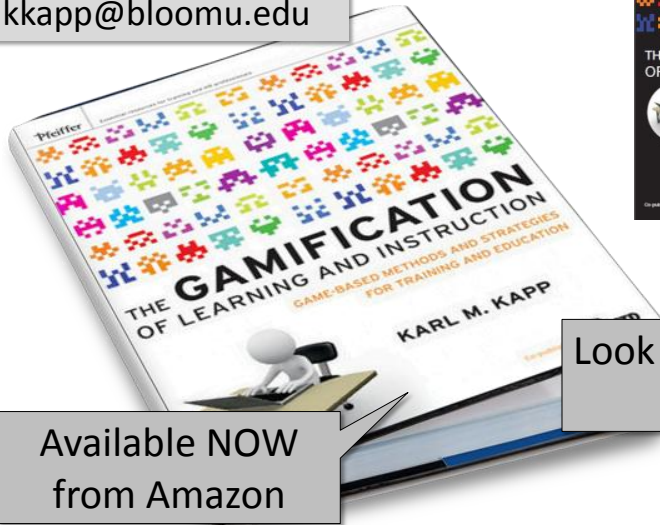
A positive correlation between engagement in the Ford p2p Cup and key performance measures including sales and customer satisfaction

Lessons Learned

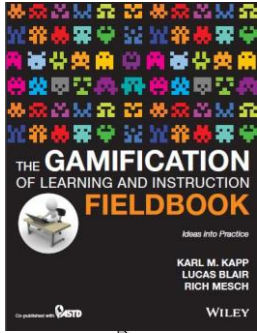
1. Chose right project for gamification
2. Chose a “proven” vendor
3. Start with a pilot implementation
4. Include games and gamification as part of a larger curriculum
5. Employee engagement does not need to be lengthy
6. Keep it simple, don’t gamify everything
7. Have a clear idea of what they are trying to accomplish from gamification initiative (goals and outcomes)
8. Establish clear metrics that you’ll use to measure those accomplishments.
9. Take an approach that is tailored to your audience and sub-audiences. Gamification is not a one-size-fits all exercise—it needs to resonate with the appropriate motivation, goals and rewards.



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