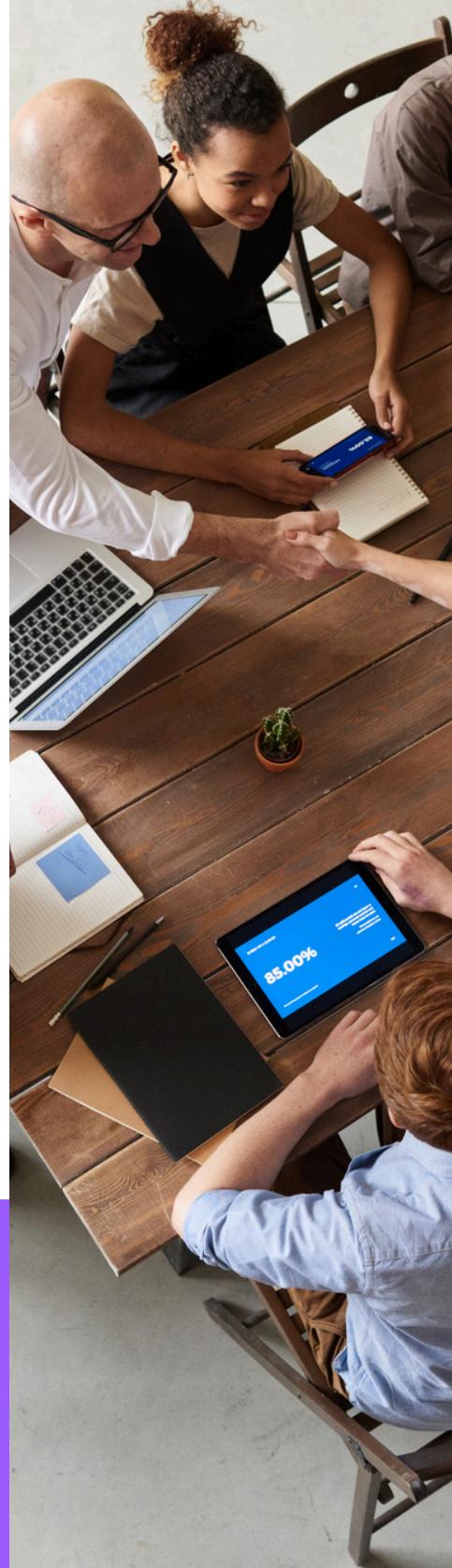

Dexcom's Global Wellness Transformation

From Previous Vendor to
Wellness Coach

*Cutting Costs, Boosting
Engagement, and
Reaching Every Employee*



Case Study Overview

Dexcom, a global leader in continuous glucose monitoring (CGM), serves millions and employs nearly 10,000 people in 20+ countries.

As the company grew, it recognized that employee health and engagement were essential to sustaining innovation. But its initial platform (previous vendor), struggled with low engagement and limited global reach. Dexcom began searching for a more effective solution to boost participation and meet its global wellness goals.

dexcom

- **Industry:** Medical Technology (CGM devices)
- **Global Presence:** 20+ countries
- **Employees:** ~10,000
- **Challenge:** Global engagement & wellness ROI

This case study explores how Dexcom transformed its employee wellness experience by switching to **Wellness Coach**, a modern, globally inclusive solution that dramatically increased participation, reduced costs, and delivered measurable impact across 20+ countries.

The Pain Points with previous vendor

Challenge	Impact	Summary
✗ Outdated user experience and limited features	Poor employee engagement.	Few employees were actively using the wellness tools or participating in challenges, undermining the program's goals.
✗ Limited Global Support	Limited language access. Many employees were excluded	For a company operating in ~20 countries, this lack of comprehensive language support was a major barrier to global adoption.
✗ Inefficient Rewards System	30–40% rewards budget waste	The platform charged Dexcom for rewards as soon as they were earned, even if employees never claimed them, wasting a large portion of the wellness budget.

Why Wellness Coach?

After evaluating alternatives, Dexcom chose **Wellness Coach** as its new wellness partner. Wellness Coach stood out as the ideal solution to address the shortcomings of previous vendor and to support Dexcom's global wellness initiatives. Key reasons for the switch included:

Unparalleled Global Support:

Designed for a global workforce, Wellness Coach **supports 133 languages** (vs. previous vendor's), allowing employees in all 20+ Dexcom countries to engage in their preferred language.

Transparent, Cost-Effective Rewards:

Wellness Coach's pay-for-performance model means Dexcom only pays for rewards when redeemed, not just earned, cutting waste and **saving up to 40% in the first year**, while still motivating employees.

Seamless Integration & Easy Adoption: Wellness Coach integrates with tools Dexcom employees use daily like **Microsoft Teams and a mobile app**, making wellness easily accessible and removing friction to join activities.

Preventive Care Integration: A standout feature of Wellness Coach is its ability to **sync with partners like Quantum and Meritain Health** to track preventive activities (e.g., physicals and screenings) and reward employees. This closed-loop system promotes healthy habits and provides HR with visibility into compliance.

The Transition Process

Switching from previous vendor to Wellness Coach was a smooth and swift process. The migration and onboarding took approximately 2–3 months from start to finish with zero disruptions reported during launch & training phase.

 1. Planning & Kickoff	 2. Data Migration	 3. Launch & Training
<p>Week 1–2</p> <ul style="list-style-type: none">• Coordination between Wellness Coach, HR & IT• Migration strategy defined	<p>Week 3–6</p> <ul style="list-style-type: none">• Existing wellness data imported• Platform configured to Dexcom's needs• Microsoft Teams + healthcare integrations connected	<p>Week 7–9</p> <ul style="list-style-type: none">• Internal rollout & communications• Employee training sessions• Zero disruptions reported

Results & Impact

After launching Wellness Coach, Dexcom saw dramatic improvements in its employee-wellness engagement and program effectiveness:



Participation soared:

Employees eagerly joined challenges, sessions, and coaching—far surpassing engagement levels with their previous vendor.



Global accessibility & inclusion:

Employees in 20+ countries now have access to wellness resources in **133 languages**, ensuring true inclusivity



30–40% Cost savings
on rewards



**95%+ CSAT from
employees**



**96% Effectiveness score
on wellness sessions**



We love Wellness Coach's innovative, streamlined platform and their ability to pivot quickly to ensure a positive client and employee experience. Our teams can't get enough of it!

– Dena, HR Representative, Dexcom

Conclusion

Dexcom's transition to Wellness Coach delivered a more engaged workforce, enhanced global accessibility, and a cost-effective rewards program. With a 95%+ CSAT score and a 96% effectiveness rating, Dexcom employees have embraced the platform as a core part of their well-being. Wellness Coach remains the only solution capable of fully supporting Dexcom's wellness initiatives across its global operations.

BOOK A DEMO TODAY!