

## SUMMARY

# Empowering Financial Health for Employees of WebMD's Health Services Clients

## THE CHALLENGE

WebMD's Health Services clients were seeing increasing financial stress among employees. WebMD sought a financial wellness solution that its clients could utilize as a one-stop-shop to address financial wellness issues amongst their employees. The solution needed to be flexible enough to cater to different employer groups across industries and health plan participants.

## THE SOLUTION

WebMD selected the Enrich Financial Wellness Program, a customizable and interactive financial wellness platform that includes courses, financial wellness and stress assessments, personalized recommendations, and financial management tools. The courses, tools, and resources offered on the Enrich platform also provide actionable steps for employees to improve their financial well-being. Through the Enrich program, users identified their key financial stressors and goals and were guided on a personalized learning journey that addressed their unique challenges.

## THE RESULTS

Across a 21-month period beginning January 2023 when the Enrich platform was implemented through September 2024:

- 37,000 participants registered on the platform for financial wellness support.
- 90% of participants completed the financial stress assessment and 20% retook the assessment after implementing changes.
- Of those who retook the financial assessment, nearly half reported reduced stress on their second assessment, 13% reported an increase in establishing an emergency fund, and 34% experienced an increase in budgeting.

- More than 40% of registered users completed at least one course, the most popular of which focused on setting up an emergency fund.
- After course completion, participants achieved a 73% increase in financial knowledge, demonstrating that the platform enhanced users' financial literacy, empowering them to make informed decisions.

## **CASE STUDY SOURCE**

**[Empowering Financial Health: How Enrich Drives Change for WebMD Services](#)**

**[Employer Groups and Health Plan Participants](#)**

## **ADDITIONAL INFORMATION**

**[From Financial Stress to Empowerment: How Enrich Transformed Financial Wellness for WebMD Health Services](#)**