

## A note from our Co-Founders...

In another year of tough decisions, many of our customers are wrestling with the conundrum of whether or not to mandate vaccinations, reward vaccinations, or penalize unvaccinated employees. Several clients have adopted a “carrot” approach — adding supplementary rewards for those who attest to or prove they’re vaccinated. The most generous incentive we’ve seen is \$200 in Boomer Bucks for each vaccinated employee!

On the other end of the spectrum, Delta Airlines recently announced a “stick” approach, imposing a premium surcharge of \$200 per month for unvaccinated employees. Citing a cost of roughly \$50,000 per hospital stay for COVID-19 patients, Delta claims that the surcharge intends to cover that added cost burden, stating that, “... all Delta employees who have been hospitalized with COVID were not fully vaccinated.”

Our customers are taking a wide range of creative approaches when it comes to return-to-work and vaccination strategies, and we want to acknowledge how burdensome these decisions are. While we won’t pretend to have the answers, we’re committed to supporting your benefits and rewards designs. Let us know how we can help; we’re happy to share the best practices that we’ve encountered thus far. Let’s keep our spirits up during another tumultuous year of difficult decisions.






Dana &






Bryan

## Our latest innovations and announcements...

-  **New contest chat!** This exciting addition allows contest participants to connect with one another on a centralized chat.
-  **Team-based leaderboards.** In addition to the new chat, participants can now see other participants’ names, versus just the team names, on contest leaderboards.
-  **New Boomer Bucks catalog.** Check out the updated look-and-feel of the Boomer Bucks catalog, which now includes the ability for non-U.S. members to shop around for prizes.

## Here's what's still to come (in 2021 and beyond)...

-  **In-app scheduling for coaching calls.** Members will soon have the ability to schedule or reschedule coaching appointments on their mobile device, making it easier to connect with their health coach
-  **Leaders and Goals.** Leaders will soon be listed underneath each user’s Activity Tracker graph within the Goals tab. Members will be able to view their progress and see who’s “winning” in each activity. Let the competition begin!
-  **Coach’s Corner migration.** Coach’s Corner will live on the homepage of the member portal (versus under the My Health tab). This will make it easier for members to manage their coaching calls and related goals.



## Client Spotlight:

Wagstaff tragically lost a member to pancreatic cancer earlier this year. To honor his memory and raise cancer awareness, they hosted a walking contest through Sonic Boom called “Pound the Pavement.” Members were encouraged to donate funds to research, and Wagstaff made a pledge to match all donations dollar for dollar. In the end, the event raised more than \$12,000 for the cause.



## Member Spotlight

### Kelly

In January 2018, Kelly was in a bad way and became dangerously ill. His liver and kidneys were beginning to fail. He had become jaundice and very weak. Some colleagues finally forced him to go the hospital and offered him a ride to make sure he went. He spent four months there and ultimately received a risky liver transplant in March – with barely two hours left to live.

As Kelly says, “My wellness journey began that day. My first goal was to walk again. I needed a walker for short distances and a wheelchair for longer ones. I started by walking to the mailbox, then the neighbor’s house. Within a couple of weeks, I could walk down to the corner of the street. By end of May, I could make longer treks.”



Since then, he’s completed 5Ks, 10Ks, half marathons, full marathons, 100-mile rides, rim-to-rim at the Grand Canyon, and more. Kelly credits Sonic Boom with giving him the ability to connect with people from across the nation and for supporting his health journey. “I love having the capability to see how others are getting out and getting after it. Whether it is a post of someone’s exercise routine for the day, a moment when they stopped to help someone in need, or simply a small gesture that brought a smile to someone’s face, it’s truly amazing to watch.”

Submit your feedback, questions, or comments to [social@sbwell.com](mailto:social@sbwell.com)