

The logo for meQuilibrium, featuring the word "meQuilibrium" in a white, sans-serif font. The letter "Q" is stylized with a dot above it, resembling a chemical symbol. The background is a solid teal color with several overlapping circles of varying shades of teal on the left side.

meQuilibrium

**STATE OF
WISCONSIN**

**WORKFORCE INTELLIGENCE
DATA FOR BOARD UPDATE**

April 12, 2023

PARTNERSHIP HIGHLIGHTS

MEQUILIBRIUM'S BENEFIT TO STATE OF WISCONSIN EMPLOYEES

Adoption Momentum

52% 

Enrollment Growth
Q1 2023
(1/1/2023-3/31/2023)

247 Q1 2023 Net New Enrollments

State of Wisconsin employees show a need for resilience training.

Employees were below the meQ norm in 14 of the 18 resilience factors with greatest needs in:

- Physical Activity
- Sleep
- Focus
- Positivity

Employees showed strengths Stress Mgt, Empathy and Work/Life Balance

Strong Engagement

54%

Engaged of Enrolled
Q1 2023 Average
(1/1/2023-3/31/2022)

State of Wisconsin employees stay engaged leveraging resources that match different learning styles.

Average sessions per user (7.1)

178 Skills (2 per user)

721 Activities (5.8 per user)

1,508 Blogs (7.2 per user)

103 Chatbot Sessions

60 Breathe Coach Sessions

122 Webinar Registrations

32 Streak Badges

53 Challenge Participants

8 Refer A Co-Worker Shares

Strong Efficacy

6 of 6

Reductions in Validated Risk Insights*

Employees who engaged with meQ experienced risk reductions in all 6 of the clinically validated insights.

Risk Reduction For:

- Anxiety 67%
- Productivity 32%
- Burnout 44%
- Depression 41%
- Resilience 16%
- Sleep Risk 15%

Improvement Gain in Core Wellbeing Factor

26% 

Improvement in Emotion Control Factor*

Employees with Emotion Control as a top factor drag in their assessment experienced a 26% improvement in this score after engaging with meQ.

Employees experienced improvements in all 18 Resilience factors

RII Improvement

37%

Resilience Indicator Index*

State of Wisconsin employees experienced 37% improvement on their lowest 4 factors after engaging with meQ.

ROI Savings of \$2,316 per member. Calculated from movement in factor score change and correlation to meQ's validation study applied to savings gains in depression risk absenteeism, productivity and turnover.

RESILIENCE PROFILE

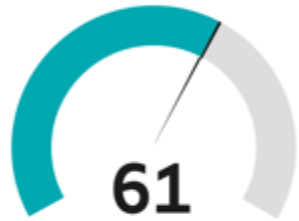
Show: Current

Compared to: Book of Business

[All Filters](#)

meQ SCORE

Population resilience level out of 100



61

Norm: 63

3% **below** Book of Business

SOURCES OF STRESS

Leading stressors for your population



ANXIETY



15%

Total 103 people

Show high risk of anxiety

Norm: 15%

BURNOUT



11%

Total 79 people

Show evidence of burnout

Norm: 10%

DEPRESSION



18%

Total 122 people

Have symptoms of clinical depression

Norm: 17%

PRODUCTIVITY



10%

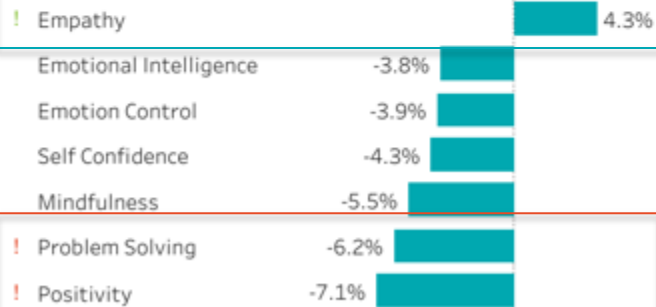
Total 67 people

Show signs of productivity impairment

Norm: 10%

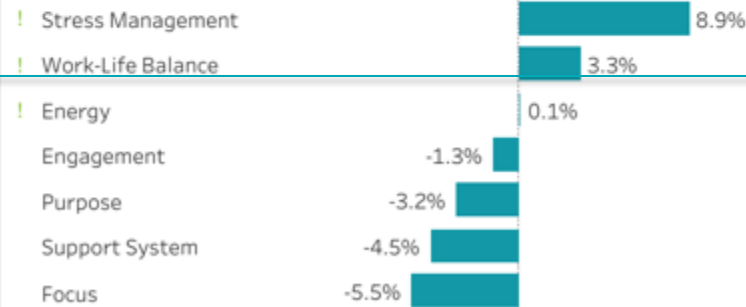
PRIMARY FACTORS

Primary Factors address thinking styles and core skills for healthy, resilient thinking.



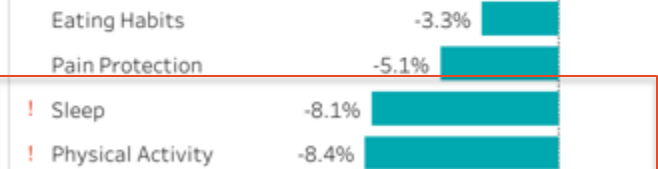
SUPPORTING FACTORS

Supporting Factors measure thinking patterns which reflect and amplify core resilience levels.



SOMATIC FACTORS

Somatic Factors are manifestations of resilience level in physical symptoms and health behaviors.



Assessed Members Factor Score Heatmap Across Departments- State of Wisconsin

			Primary Factors						Supporting Factors						Somatic Factors					
			Emotion Control	Emotional Intelligence	Empathy	Mindfulness	Positivity	Problem Solving	Self Confidence	Energy	Engagement	Focus	Purpose	Stress Management	Support System	Work-Life Balance	Eating Habits	Pain Protection	Physical Activity	Sleep
Age Group	18-29	n = 48	-15%	-4%	6%	-15%	-7%	-7%	-4%	-2%	-7%	-6%	-6%	-16%	1%	15%	3%	-12%	-1%	-12%
	30-39	n = 192	-5%	-3%	9%	-5%	-8%	-4%	-3%	-2%	-4%	-6%	-4%	5%	0%	3%	-4%	-7%	-4%	-8%
	40-49	n = 203	-6%	-4%	7%	-5%	-8%	-7%	-6%	-2%	-4%	-8%	-5%	7%	-6%	-1%	-10%	-9%	-12%	-11%
	50-59	n = 199	1%	-3%	0%	-4%	-6%	-7%	-4%	3%	3%	-3%	-1%	17%	-7%	6%	-1%	-1%	-10%	-6%
	60+	n = 83	4%	-4%	-1%	-1%	-4%	-4%	-2%	8%	10%	0%	6%	23%	-8%	5%	6%	3%	-6%	-1%
All	All	n = 725	-3%	-3%	5%	-5%	-7%	-6%	-4%	0%	-1%	-5%	-3%	10%	-4%	4%	-3%	-5%	-8%	-8%
Gender	F	n = 569	-7%	-4%	6%	-6%	-6%	-6%	-5%	0%	-1%	-6%	-2%	7%	-3%	2%	-7%	-9%	-12%	-11%
	M	n = 156	10%	0%	-2%	-1%	-9%	-6%	-2%	3%	2%	-1%	-4%	20%	-8%	11%	10%	10%	9%	3%
Structure Level 5	25500: PUBLIC INSTRUCTION, DEPT OF	n = 40	-8%	-5%	3%	-10%	-11%	-7%	-9%	0%	0%	-14%	-3%	13%	-9%	10%	11%	-8%	-7%	-19%
	37000: NATURAL RESOURCES, DEPT OF	n = 142	0%	0%	5%	-1%	-5%	-4%	-3%	1%	5%	-2%	-2%	8%	-5%	3%	4%	3%	0%	-7%
	43500: HEALTH SERVICES, DEPT OF	n = 383	-4%	-5%	5%	-5%	-7%	-7%	-5%	-1%	-4%	-6%	-3%	10%	-4%	2%	-6%	-8%	-12%	-8%
	45500: JUSTICE, DEPT OF	n = 44	2%	7%	9%	2%	-1%	-1%	0%	8%	13%	2%	5%	12%	-1%	4%	-2%	0%	5%	3%
	50500: ADMINISTRATION, DEP..	n = 62	-5%	-4%	1%	-9%	-12%	-9%	-4%	3%	-5%	-3%	-8%	12%	-6%	7%	-8%	-6%	-13%	-9%
	51500: EMPLOYEE TRUST FUNDS, DEPT OF	n = 31	-1%	-7%	2%	-11%	-7%	-6%	-4%	3%	1%	-10%	5%	11%	1%	12%	-4%	1%	-15%	-4%

Note: Groups with less than 20 assessed members will not display

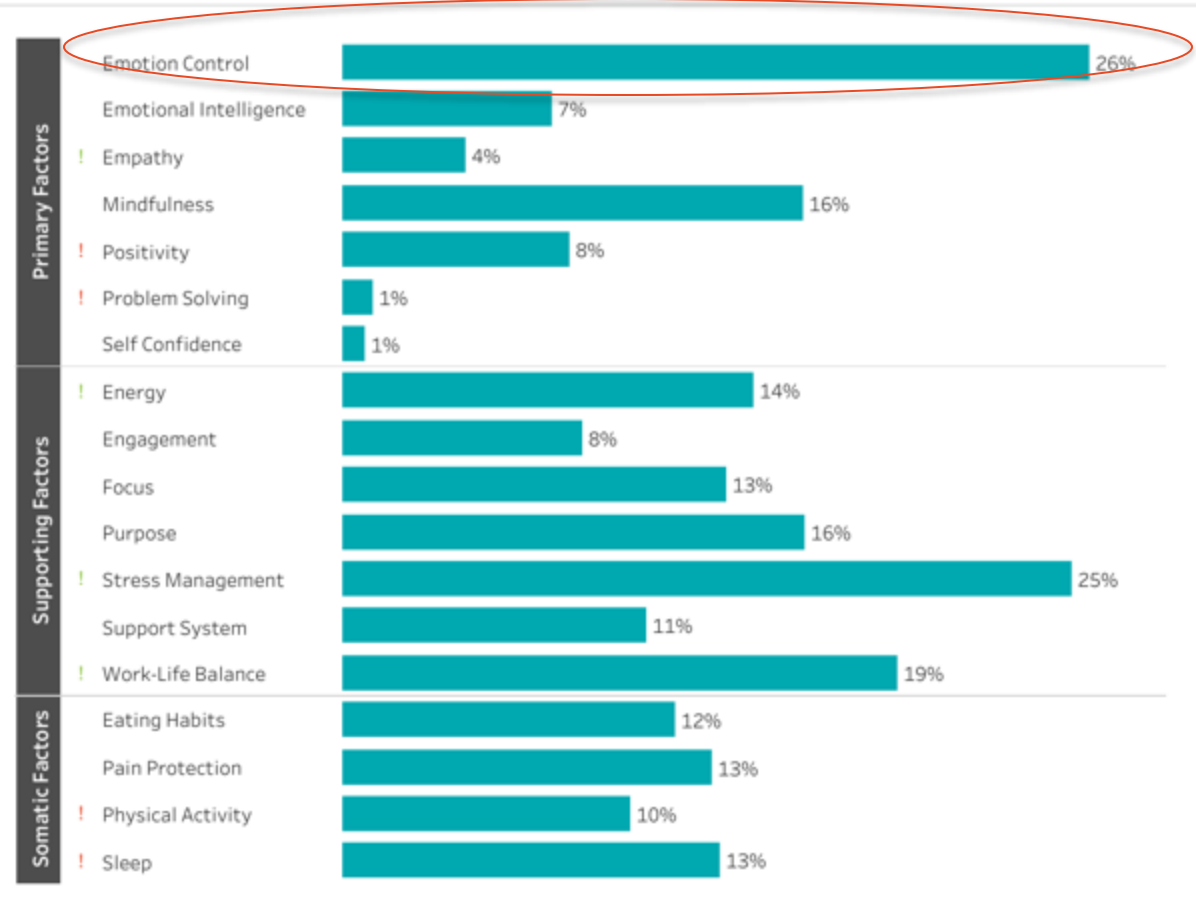
CHANGE

FACTOR SCORE

INSIGHT

All Filters

FACTOR SCORE CHANGE



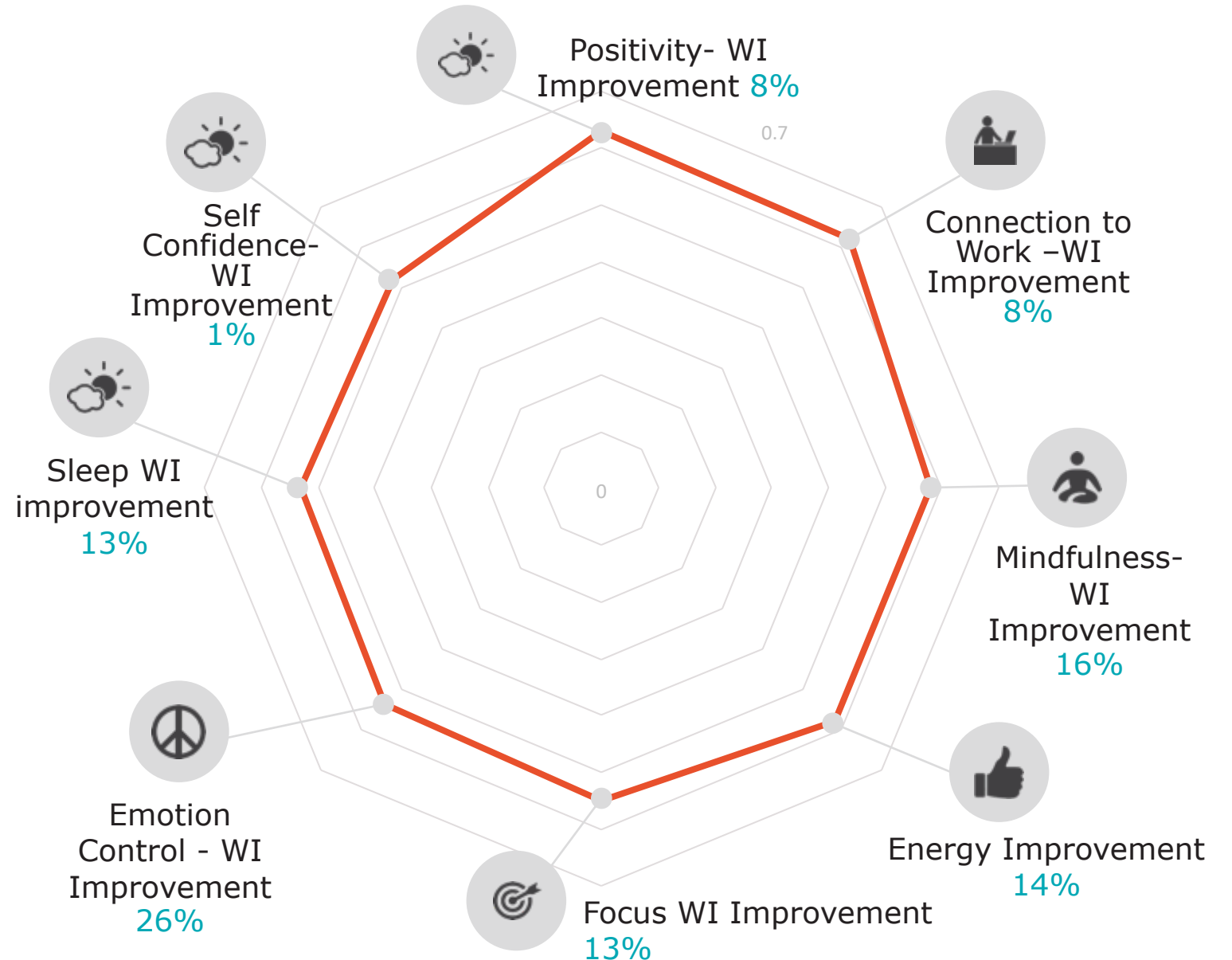
DEFINITION

Emotion Control	Ability to control their emotions and take action, especially when they are under pressure
Emotional Intelligence	Ability to recognize and reflect on their own cognitive and emotional responses
Empathy	Ability to respond to the needs and feelings of others to communicate effectively
Mindfulness	Ability to be aware of one's thinking and feeling at most times
Positivity	Ability to see the bright side especially in challenging situations
Problem Solving	Ability to get to the root cause of problems and solve them effectively
Self Confidence	Ability to feel confident in their capabilities to face challenges and succeed
Energy	Ability to meet the demands of their life
Engagement	Ability to feel satisfied and stay inspired at work
Focus	Ability to focus on the task or issue at hand
Purpose	Ability to feel a strong sense of connection to things greater than oneself
Stress Management	Ability to feel in control of the demands from any aspect of life and not feel overwhelmed
Support System	Ability to have a strong network of friends and family
Work-Life Balance	Ability to balance the tension between work life and home life and not be overwhelmed
Eating Habits	Ability to make healthy eating choices consistently
Pain Protection	Ability to control common physical symptoms of stress
Physical Activity	Ability to maintain regular exercise routines which help cope with stress
Sleep	Ability to have good sleep habits and get enough rest

The 8 meQuilibrium Factors that Develop Wellbeing

WELLBEING IMPACTS YOUR ORGANIZATION IN THE FOLLOWING WAYS:

- Absenteeism
- Healthcare Costs
- Safety
- Disability

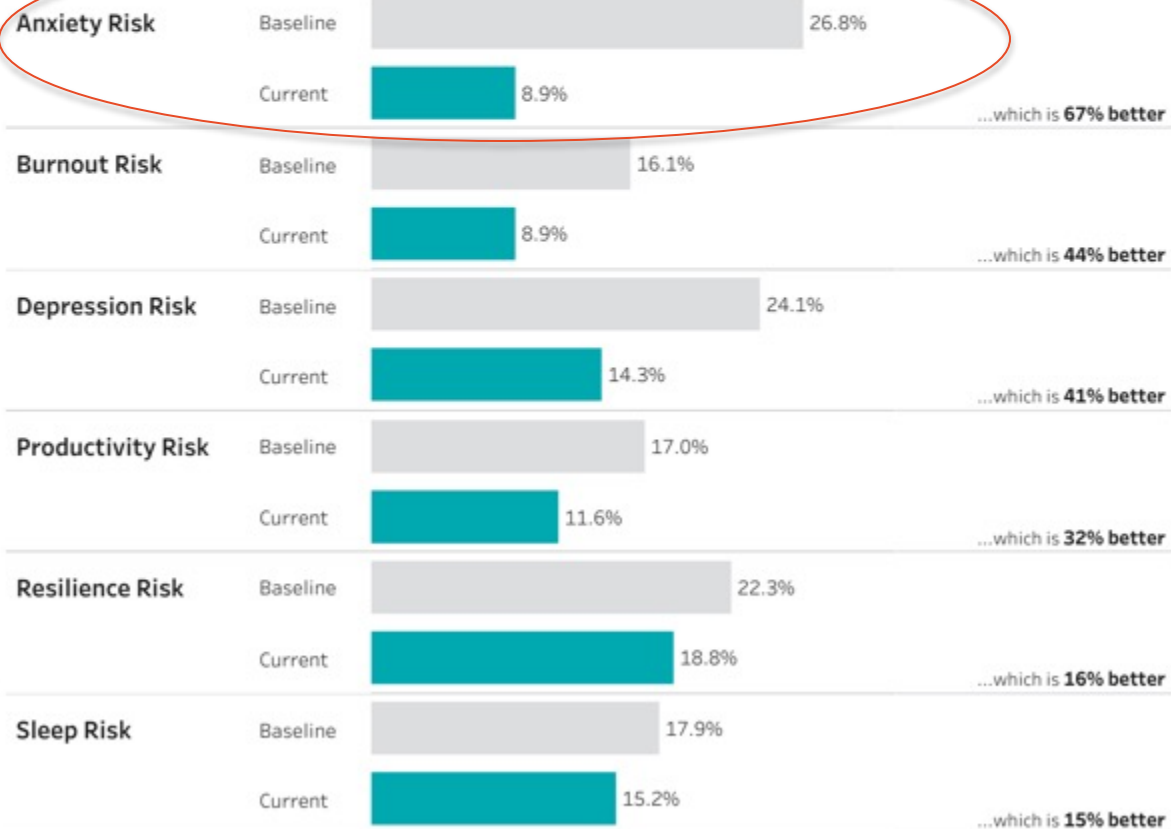


Assessed Members Insights Heatmap Across Departments- State of Wisconsin

			Anxiety Risk	Burnout Risk	Depression Risk	Productivity Risk	Resilience Risk	Sleep Risk	Stress Risk
Age Group	18-29	n = 48	19%		25%	19%			
	30-39	n = 192	19%	15%	19%	9%	17%	10%	5%
	40-49	n = 203	16%	14%	20%	12%	16%	14%	3%
	50-59	n = 199	11%	8%	15%	7%	11%	9%	
	60+	n = 83	12%		14%		11%	10%	
All	All	n = 725	15%	11%	18%	10%	14%	10%	3%
Gender	F	n = 569	17%	12%	19%	11%	14%	11%	4%
	M	n = 156	10%	8%	13%	5%	16%	8%	
Structure Level 5	25500: PUBLIC INSTRUCTION, DEPT OF	n = 40	18%		23%			20%	
	37000: NATURAL RESOURCES, DEPT OF	n = 142	14%	13%	15%	11%	15%	11%	5%
	43500: HEALTH SERVICES, DEPT OF	n = 383	16%	12%	18%	11%	14%	11%	3%
	50500: ADMINISTRATION, DEPT OF	n = 62	13%	13%	21%		16%		

Note: Groups with less than 20 assessed members or have less than 7 members at risk will not display

INSIGHT CHANGE



DEFINITION

- Anxiety Risk** This score is used to identify individuals at risk of suffering from clinically significant levels of moderate or worse anxiety (GAD-7 score of 10+). The meQuilibrium Anxiety Risk score is designed to mirror the Generalized Anxiety 7-item (GAD-7) Scale Score.
- Burnout Risk** This score is used to identify individuals at risk of suffering from specific job stress where they are at a state of physical or emotional exhaustion combined with doubts about their competence and the value of their work. The Burnout Risk score is based on predictive modeling and has been validated against the Copenhagen Psychosocial Questionnaire Burnout subscale.
- Depression Risk** The Depression Risk Score is used to identify individuals at risk of suffering from the signs and symptoms of clinical depression that can affect a person's thoughts, behavior, feelings, and sense of well-being. Early identifications allow timely interventions that reduce high cost care episodes and productivity lost. Developed on the basis of predictive models, the meQuilibrium Depression Risk Score correlates strongly with PHQ-9 score, a widely-used measure of depressive symptoms.
- Productivity Risk** Identify individuals' risk of disengagement which may result in presenteeism and productivity impairment at work. The Productivity Risk score is based on the results of models developed to predict an individual's overall level of productivity impairment and has been validated against the Work Productivity and Activity Index (WPAI).
- Resilience Risk** This score is used to identify individuals' capabilities to control their emotions and behaviors in times of stress, to be agile problem solver, and to believe in their ability to get through tough times. Individuals demonstrate resilience when they can face difficult experiences and rise above them. The Resilience Score has been validated against constructs including PsyCap, PHQ-9 Depression, SF-36 General Health, Perceived Stress Scale and other industry-standard measures.
- Sleep Risk** Sleep plays a vital role in good health and well-being throughout life. The Sleep Risk Score identifies individuals at risk of suffering from inadequate or low-quality sleep who may exhibit high levels of fatigue. The meQuilibrium Sleep Risk Score has been validated against sleep quality measures.
- Stress Risk** This score is used to identify individuals' average overall stress level across multiple common stressors. The Stress Risk score has been validated against the Perceived Stress Scale.

State of Wisconsin

VALUE IMPACT

10,145
eligible

718
enrolled (7% of eligible)

366
engaged (51% of enrolled)

24%
of reassessed at risk for depression at baseline

RII* Improvement

37%

meQ's clinically validated measure of organizational resilience

Depression Risk Reduction

38%

of reassessed moved out of being at risk for depression

Savings Per Member

\$2,316

average savings per member

Projected Savings for Engaged

\$0.8M
(366 x \$2,316)

ASSUMPTIONS

Average Salary = \$50,000

Productivity Ratio = 1.5

Weeks to Fill Position = 8

Total Savings for Engaged

Absenteeism Gain

\$0.12M

Turnover Gain

\$0.03M

Depression Gain

\$0.32M

Productivity Gain (Quantity of Work)

\$0.17M

Productivity Gain (Quality of Work)

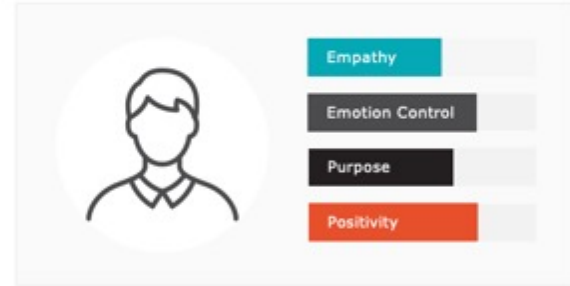
\$0.11M

Productivity Gain (Fewer Mistakes)

\$0.09M

STEP 1

Assess to know precisely where each employee needs support



STEP 2

Identify how these unique, individual barriers impact your business



Ted has lost his sense of purpose. He is constantly frustrated by organizational change and loses his temper in meetings due to low **Emotion Control, Empathy, Purpose** and **Positivity**. He frequently trolls LinkedIn looking for a better opportunity.

Anita shows signs of moderate depression. She misses work frequently and when she is at work, exhibits signs of **presenteeism**.

STEP 3

As members address these barriers with the personalized meQuilibrium program, reassess to measure improvements



Ted has learned techniques that help him navigate his thoughts and emotions. He is more positive about his job and sees how his work fits in to the company's goals, so he stopped looking for a job.



Anita can see how changing her thinking can turn around the way she feels. She has gained key coping strategies to help her emerge from depression.

ASSUMPTIONS:

SALARY

Assumed average salary of \$50,000

PRODUCTIVITY RATIO: 1.5X

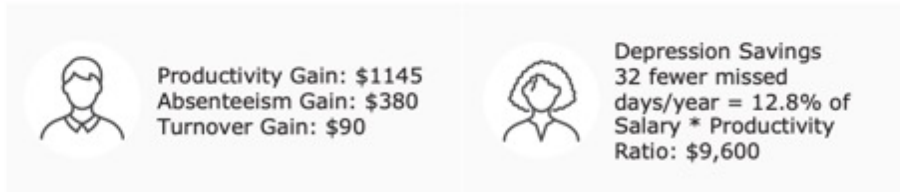
Value produced by employees as a multiple of their salary. Roughly equal to Revenue / People Expense. Conservatively assumed to be 1.5.

TIME TO FILL POSITION

Assumed 8 weeks. Only accounts for productivity lost by separated EE, not cost to hire and train.

STEP 4

Our data tells us about the relationships between improvements and key business outcomes



STEP 5

Improvements are aggregated to calculate company-wide ROI



On average, a 1 point improvement in factor scores produces \$166 in productivity gains, \$55 in absenteeism reduction, and \$13 in turnover savings.



STEP 1

Create factor composite scores

Take the average of each individual's lowest 4 factor scores

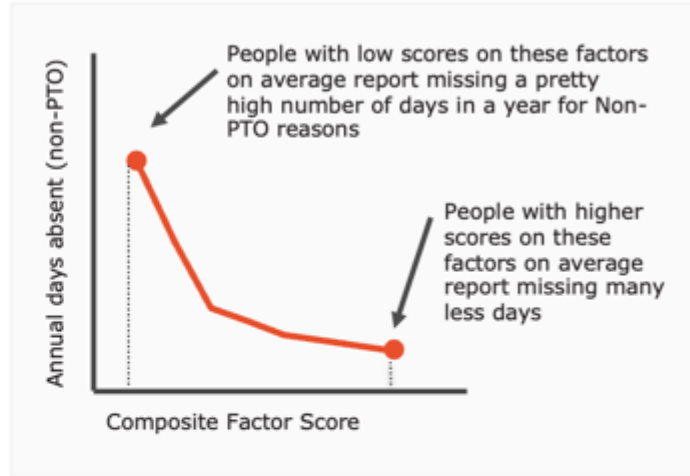


$$= \text{Total} / 4$$



STEP 2

Use Validation Study survey data to understand how composite factor score change relates to key business outcomes



On average, each 1 unit improvement in factor score is associated with 0.1835 fewer days or work missed



STEP 3

Combine Validation Study information with composite score change



A factor improvement of this size is associated with 1.27 fewer missed work days a year

$$6.9 * 0.1835 = 1.27 \text{ days}$$

Each day is worth \$300:

$$\$50,000 * 1.5 / 250 \text{ work days per year}$$

So, a 6.9 point factor score improvement is associated with \$380 in regained productivity due to absenteeism reduction

$$\$300 * 1.27 = \$380$$



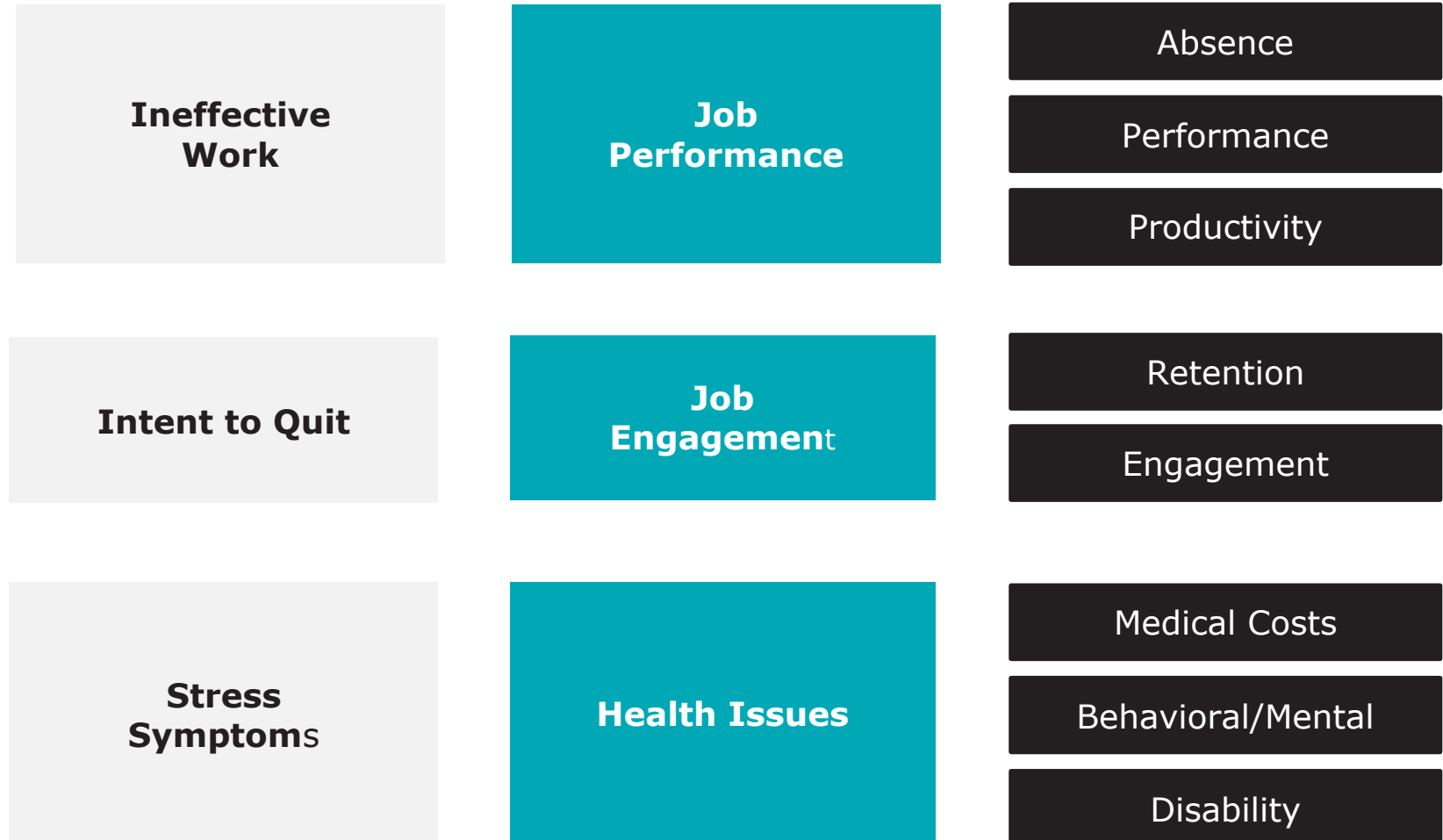
STEP 4

Repeat steps 1-3 for

- Factor composite change and productivity impairment, and
- Factor composite change and turnover intent








How Resilience Relates to Business Costs and Effectiveness

RESILIENCE



meQ 18 FACTORS

PRIMARY FACTORS:

-  Emotion Control
-  Emotional Intelligence
-  Empathy
-  Mindfulness
-  Positivity
-  Problem Solving
-  Self-Confidence





Address core skills for healthy resilient thinking

SUPPORTING FACTORS:

-  Energy
-  Engagement
-  Focus
-  Purpose
-  Stress Management
-  Support System
-  Work-Life Balance

Amplify core resilience levels

SOMATIC FACTORS:

-  Eating Habits
-  Pain Protection
-  Physical Activity
-  Sleep

Manifestations of resilience in physical symptoms and healthy behaviors

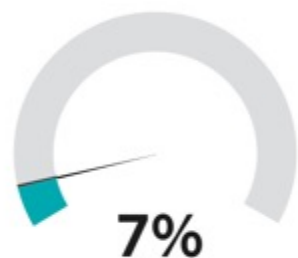
EXECUTIVE SUMMARY

Show: March 2023

With Launch Month: November 2021

[Across Groups](#)[Across Time](#)[All Filters](#)

ENROLLMENT



MARCH 2023

Launch Month: **17**
Eligible Count: **10,145**
Enrolled Count: **718**

▼ Best Practice at Launch Month: **28%**

Current enrolled : 751

ENGAGEMENT



MARCH 2023

Sessions Per User: **7.7**
Mobile Adoption: **38%**

▲ Benchmark Engagement Rate: **38%**
▼ Benchmark Sessions Per User: **9.9**
▼ Benchmark Mobile Adoption: **39%**

Q1 Average: 54%

EFFICACY TO DATE

RII IMPROVEMENT

37%

▲ Benchmark RII: **31%**

The Resilience Indicator Index (RII) is a leading indicator for building resilience. It represents an employee's average improvement on their lowest four factors.

Assessed Population: **697**
Reassessed Population: **112**

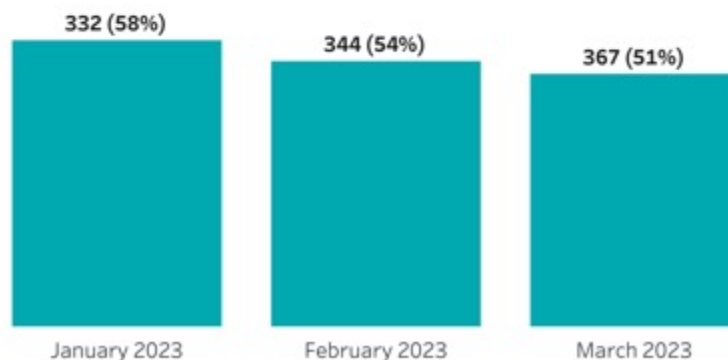
ENROLLMENT TOTAL BY MONTH

Between January 2023 and March 2023



MONTHLY ENGAGEMENT

Between January 2023 and March 2023



TOP FACTOR IMPROVEMENT

For 112 Reassessed Users



ENROLLMENT

Show: Enrollment Counts

Between: April 2022

And: March 2023

With Launch Month: November 2021

[All Filters](#)

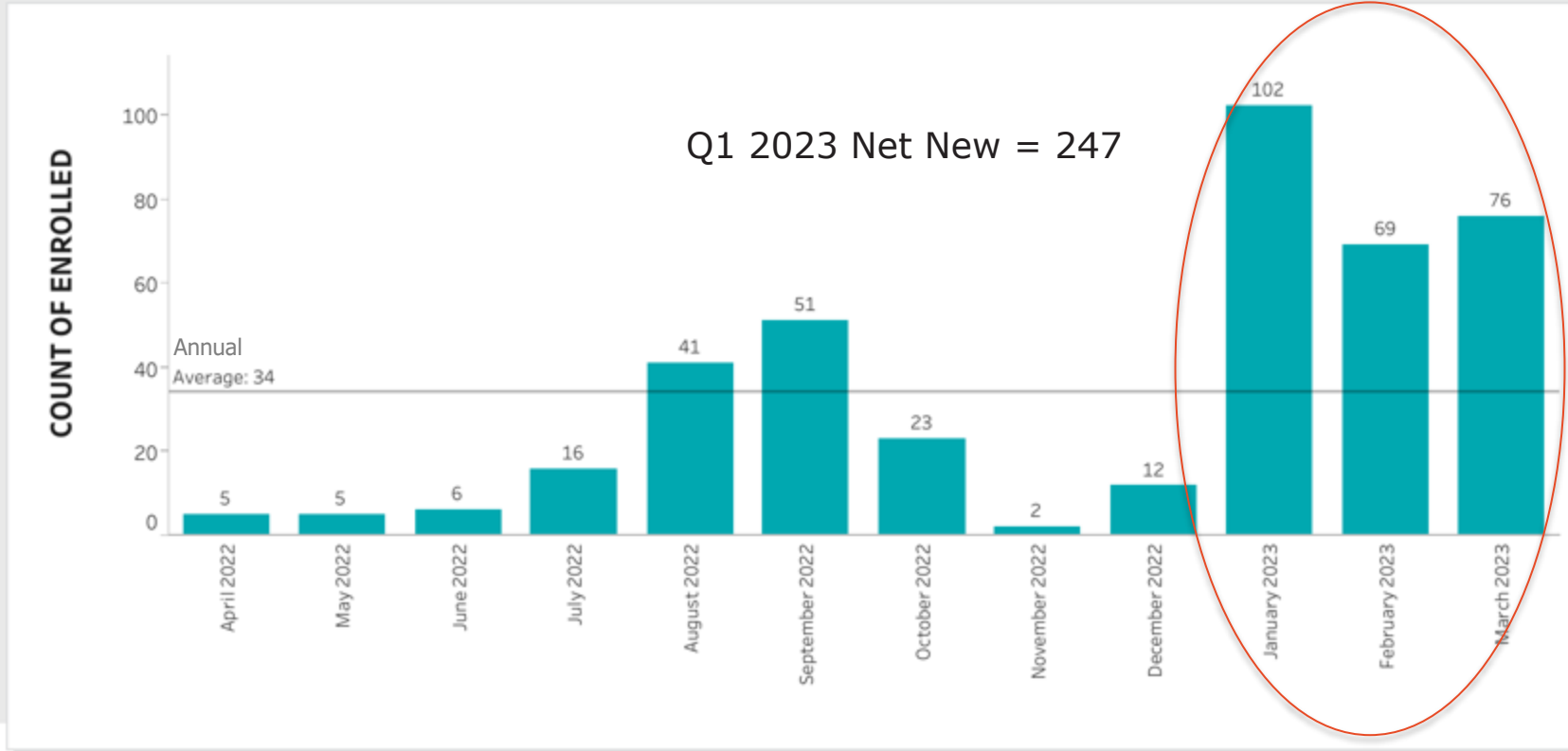
ENROLLMENT COUNTS

Between April 2022 and March 2023

Show Average:
Yes

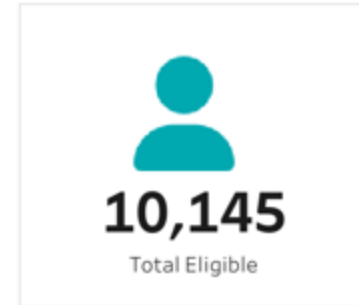
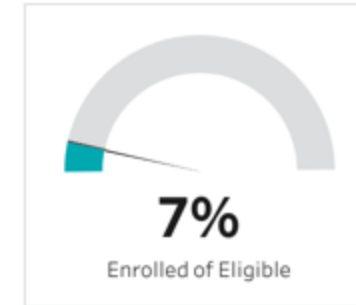
Show Benchmark*:
No

*Available for rates only

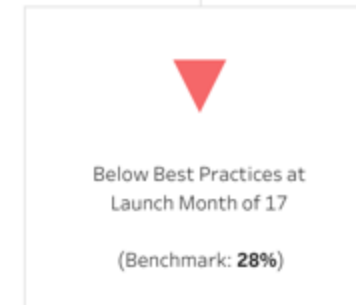


MARCH 2023

Launch Month: 17



BENCHMARK



Our Best Practices benchmark represents customers following best practice recommendations to drive enrollment.

2023 ENROLLMENT PLANNING WORKSHEET: MAPPING OUT THE YEAR

ENROLLMENT GUIDE ASSETS		CALM-CAST TOPICS	meQ QUARTERLY CHALLENGES	meQ/WebMD PROMOTION PLAN
Q1	JANUARY: <i>Reset</i>	5, 12, 19, 26 Retreat: 4 Webinars to Supercharge Your Wellbeing	Q1: 30 Day Reset Challenge (1/1/23-3/31/23)	Reset Challenge Card- completed Follow up email Rest Challenge promotion-completed
	FEBRUARY: <i>Empathy</i>	16th: Caring Enough: Emotional Intelligence/Compassion Fatigue		
	MARCH: <i>Sleep</i>	23rd: Sleep Better		Email to unenrolled on topic Wake Up Energized to Start Each Day-completed
Q2	APRIL: <i>Stress Personality</i>	20th: Escape From Self-Comparison Trap	Q2: De-Stress Your Life Challenge (4/3/23-6/30/23)	De-Stress Life Challenge Card-completed Email to unenrolled De-Stress Life Challenge promotion-completed With More Energy Home Mailer- completed
	MAY: <i>Mental Health Awareness Month</i>	18th: It's Okay to Be Not Okay Icebergs		Email to unenrolled Self-Discovery & promotion of Growth Mindset webinar Growth Mindset meQ 101 Webinar 5/10
	JUNE: <i>Money Mindset</i>	22 nd : Sharpen Workplace Communication		Email to unenrolled on topic Money Mindset
Q3	JULY: <i>Self-Care</i>	20 th : Super Charge Gratitude	Q3: 10 Days of Gratitude Challenge (7/5/23-7/31/23)	Email to unenrolled to promote Q3 Gratitude Challenge Home Mailer to promote Gratitude Challenge
	AUGUST: <i>Mindfulness</i>	8th: Daily Mindfulness at Work		Email to unenrolled on topic Mindfulness
	SEPTEMBER: <i>Community</i>	21 st : Change the Way You Think About Change		Email to unenrolled on topic Change
Q4	OCTOBER: <i>World Mental Health Day</i>	19 th: How to Get in the Zone & Perform Like a Pro	Q4: Master Your Focus Challenge (10/2/23-10/31/23)	Email to unenrolled to promote Focus Challenge
	NOVEMBER: <i>Gratitude</i>	16 th: Master Your Focus		
	DECEMBER: <i>Reflection</i>	14 th: People Pleaser's Guide to Boundaries		

Enrollment Across Departments- State of Wisconsin

Group	Enrolled End of Q4 2022	Enrolled Current	Current Assessed %
All	471	751	95%
PUBLIC SERVICE COMMISSION	1	6	100%
PUBLIC INSTRUCTION, DEPT OF	34	41	97%
NATURAL RESOURCES, DEPT OF	78	147	94%
HEALTH SERVICES, DEPT OF	264	397	96%
JUSTICE, DEPT OF	28	47	93%
ADMINISTRATION, DEPT OF	34	63	97%
EMPLOYEE TRUST FUNDS, DEPT OF	23	31	100%
PUBLIC DEFENDERS OFFICE	9	19	67%

ENGAGEMENT

Show: Engagement Rates

Between: April 2022

And: March 2023

[All Filters](#)

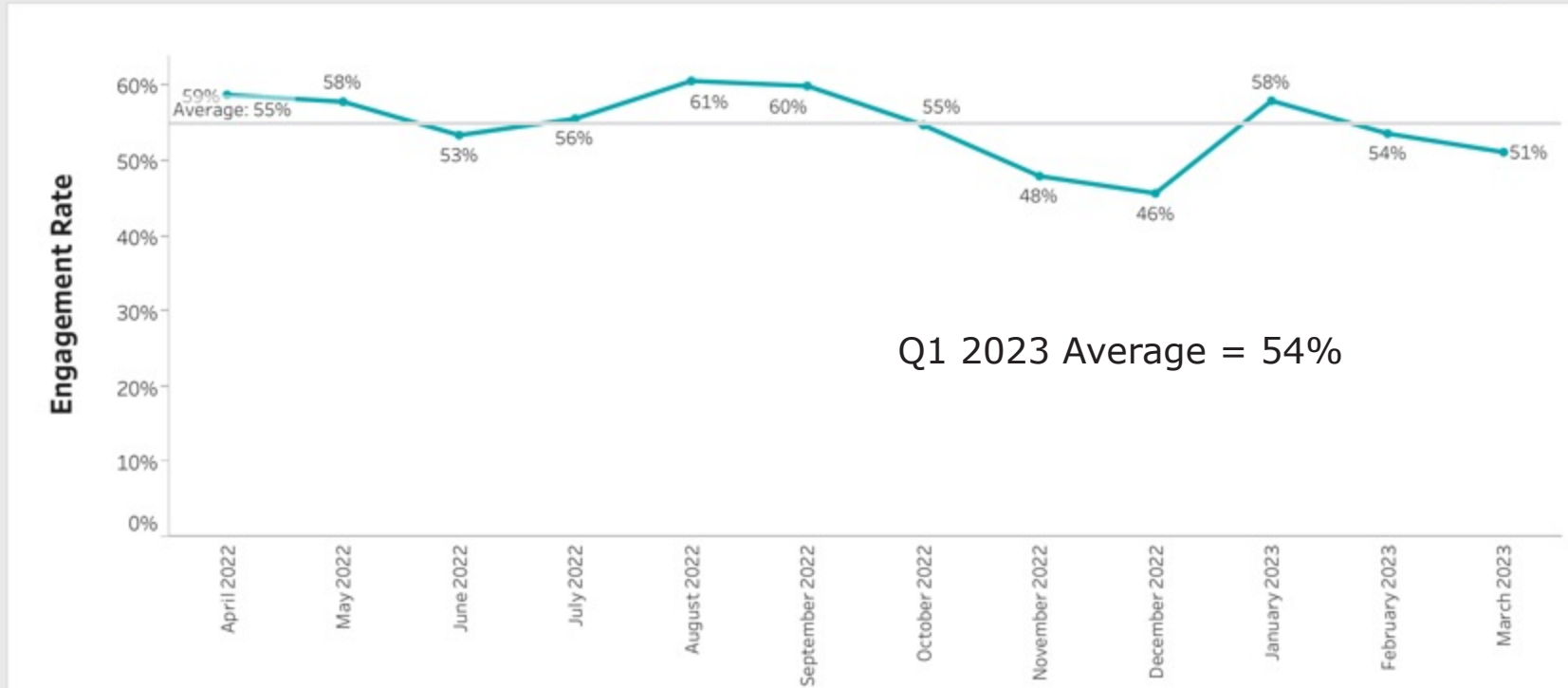
ENGAGEMENT RATES

Between April 2022 and March 2023

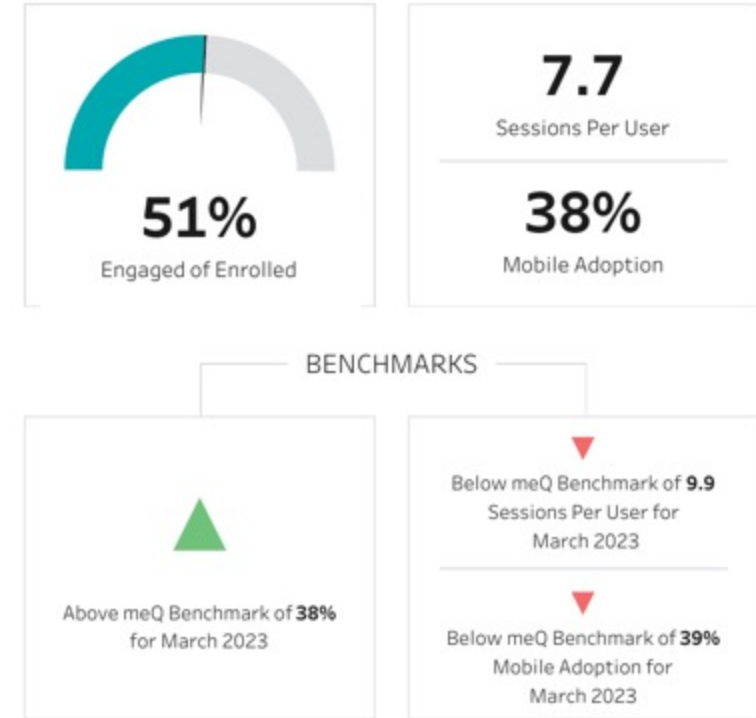
Show Average:
Yes

Show Benchmark*:
No

*Available for rates only



MARCH 2023





**THE PIVOTAL ROLE OF
MANAGERS IN WELL-BEING,
PRODUCTIVITY, AND
RETENTION: A 2023 meQ
Member Research Report**

January 2023 Self Check: The Basics

WHO

5,811
meQ members

70
Customers

WHAT

- Sixth in a series of semi-annual check-ins with members spawned by the COVID-19 pandemic
- 8 minute web-based survey with feedback to the member on how they compare to their past self and their peers
- Key themes: well-being, retention risk, self-reported productivity, workplace incivility, manager support for wellbeing, value of resilience

WHEN

Survey Fielded:
January 2023

Report Published:
March 2023

Five Central Findings

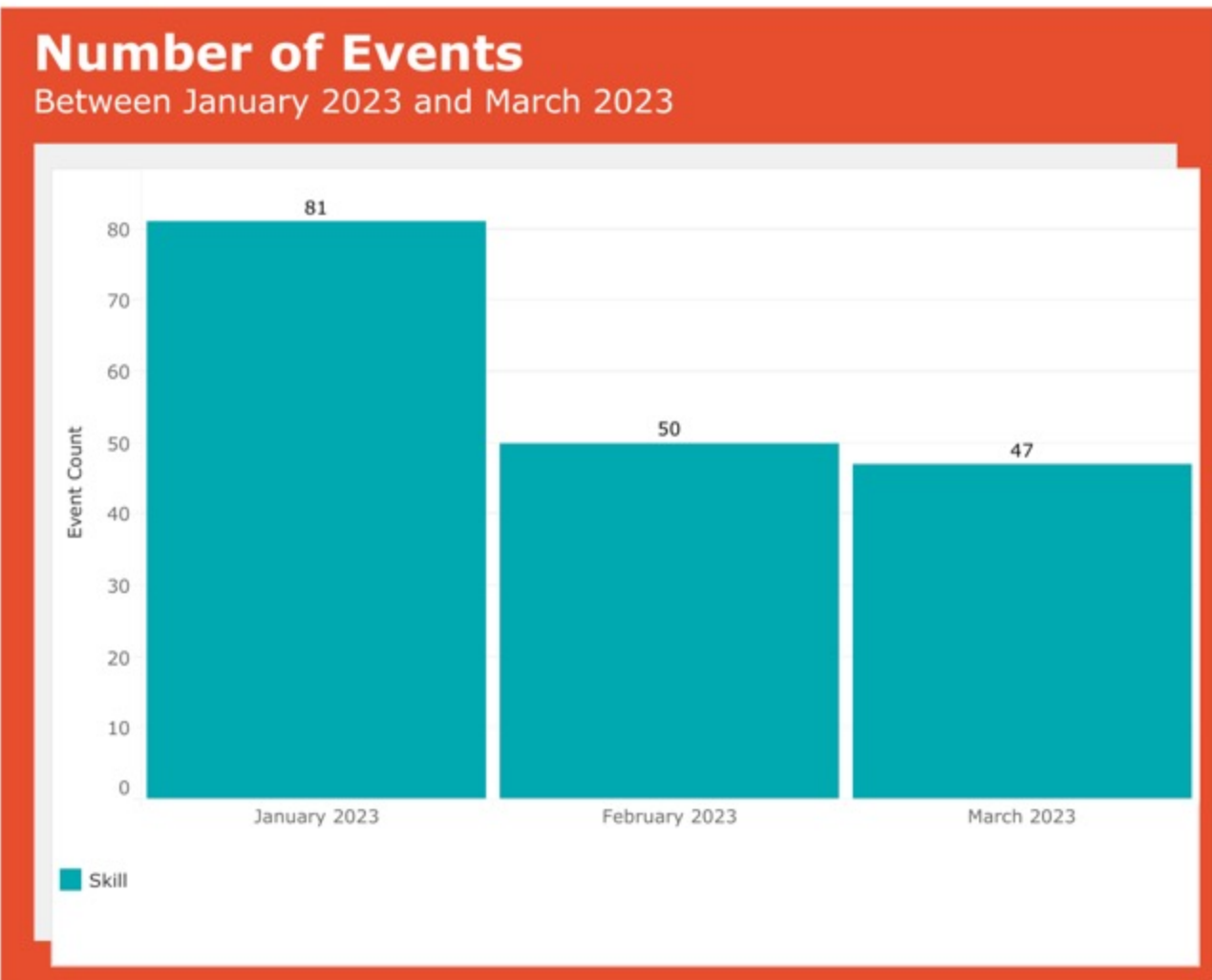
1. Our data confirm a productivity decline, especially among employees under 30.
2. Effective managers remain pivotal to retention, burnout risk, trust in management, and more.
3. Incivility at work is common and costly to retention, wellbeing, and productivity.
4. The mix of employees across work locations—hybrid, on-site, and remote—continues to shift, but there is no evidence of adverse outcomes among the remote-only workforce.
5. Highly resilient employees always fare better, even when things are difficult.

Content Overview - Skill

Customer... State of Wisconsin Event... Skill Show... Number of Events Between... January 2023 And... March 2023 Event Name... All Subgroup Filter

Factor Select		
Emotion Control	All	*
Emotional Intelligence	All	*
Empathy	All	*
Mindfulness	All	*
Positivity	All	*
Problem Solving	All	*
Self Confidence	All	*
Energy	All	*
Engagement	All	*
Focus	All	*
Purpose	All	*
Stress Management	All	*
Support System	All	*
Work-Life Balance	All	*
Eating Habits	All	*
Pain Protection	All	*
Sleep	All	*
Physical Activity	All	*

Included in Teams Content
All



Total Members	Total Events	Events/Member
91	178	2.0

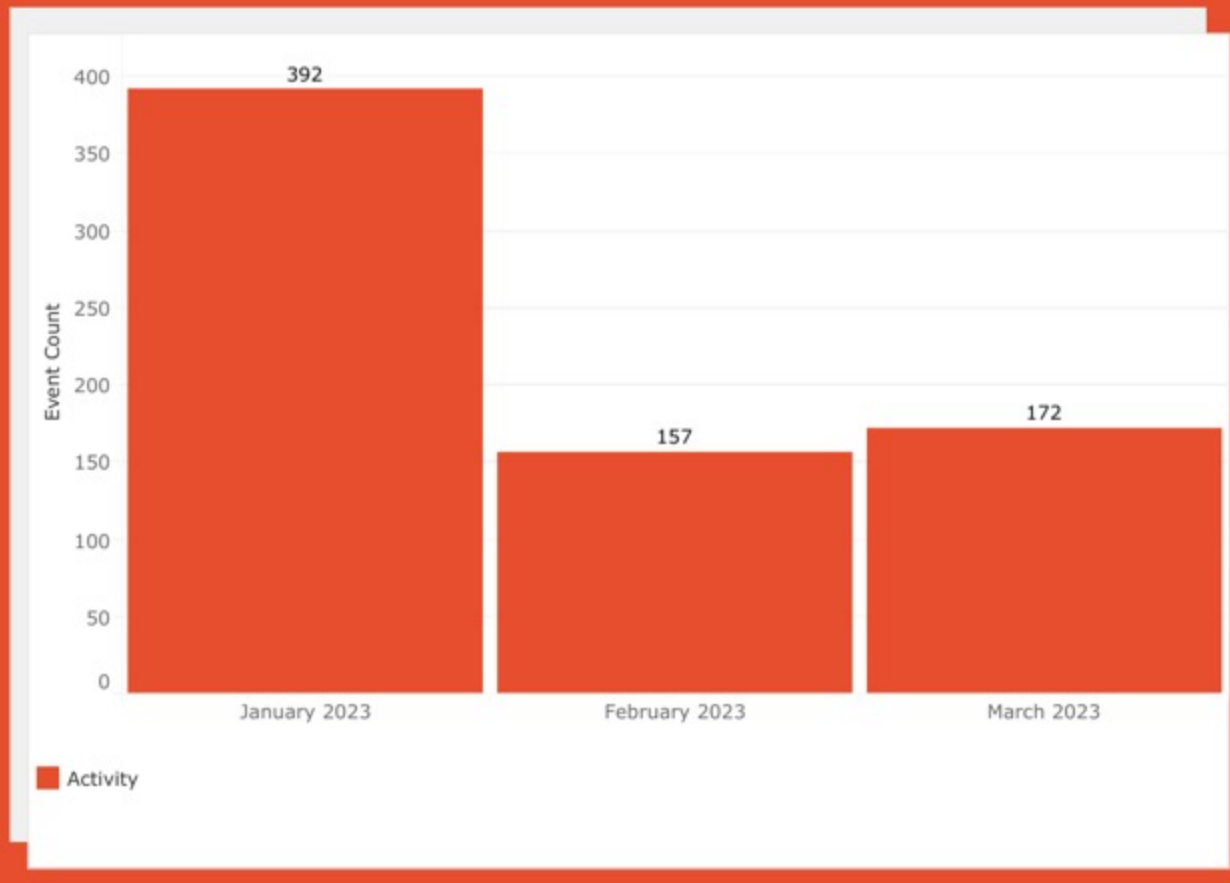
Top 15 Event by Unique Members	
Change Your Mind, Change Your Life	42
Trap it, Map it, Zap it	24
Restore: The meQ Sleep Solution, Session 2	12
Support for Trauma	7
Uncover Your Iceberg Beliefs	6
Discover Your Thinking Traps	6
Build Your Empathy	6
Manage Emotional Eating	5
5-Minute Attention Fixes	5
Self-Care Action Plan	4
Build Emotional Intelligence	4
meQ Personality: Caregiver	3
Restore: The meQ Sleep Solution, Session 1	3
Practice Positivity	3
Improve Communication at Work, Session 2	3

Content Overview - Activity

Customer... State of Wisconsin Event... Activity Show... Number of Events Between... January 2023 And... March 2023 Event Name... All Subgroup Filter

Factor Select		
Emotion Control	All	*
Emotional Intelligence	All	*
Empathy	All	*
Mindfulness	All	*
Positivity	All	*
Problem Solving	All	*
Self Confidence	All	*
Energy	All	*
Engagement	All	*
Focus	All	*
Purpose	All	*
Stress Management	All	*
Support System	All	*
Work-Life Balance	All	*
Eating Habits	All	*
Pain Protection	All	*
Sleep	All	*
Physical Activity	All	*

Number of Events Between January 2023 and March 2023



Total Members	Total Events	Events/Member
125	721	5.8

Top 15 Event by Unique Members	
Observe Your Thoughts	52
Define Your Deeper Why	39
Write Down 3 Great Things	35
Trap it, Map it, Zap it	35
Follow the "Progress Principle"	29
Reward Yourself	28
Keep a Win List	18
Create Your Own Affirmation	18
Take a Breather Meditation	17
Breathing Meditation	16
5-4-3-2-1: Soothe Yourself With Your Senses	15
Simple Healthy Food Swaps	14
Pause Meditation	14
Practice Active Listening	13
Habit Stack	12

Included in Teams Content
All

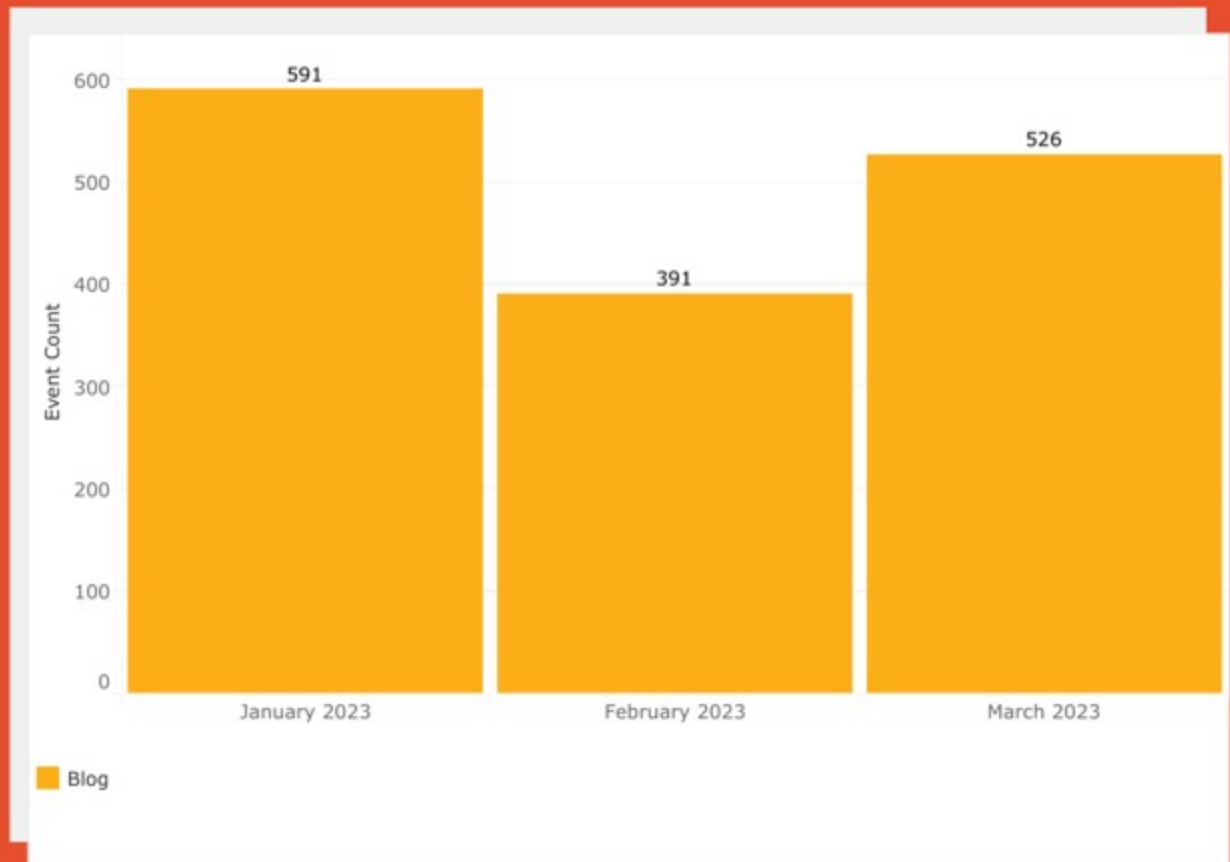
Content Overview - Blog

Customer... State of Wisconsin Event... Blog Show... Number of Events Between... January 2023 And... March 2023 Event Name... All Subgroup Filter

Factor Select		
Emotion Control	All	*
Emotional Intelligence	All	*
Empathy	All	*
Mindfulness	All	*
Positivity	All	*
Problem Solving	All	*
Self Confidence	All	*
Energy	All	*
Engagement	All	*
Focus	All	*
Purpose	All	*
Stress Management	All	*
Support System	All	*
Work-Life Balance	All	*
Eating Habits	All	*
Pain Protection	All	*
Sleep	All	*
Physical Activity	All	*

Included in Teams Content
All

Number of Events Between January 2023 and March 2023



Total Members	Total Events	Events/Member
210	1,508	7.2

Top 15 Event by Unique Members	
Rocket Your Motivation	45
How Do You Beat Burnout? Do More of What You ..	34
The Danger of Self Comparison. And How to Stop	32
A 3-Step Plan to Jump-Start Your Health	30
Experience More Joy. Embrace Anticipation	28
3 Surprising Tips to Help You Reach Your Goal	28
Strengthen Work Relationships With These Simple..	27
Sleep Better With These 5 Tips	27
The meQ Community Shares Life Advice From Kids	26
3 Tips to Wake Up Feeling Refreshed	25
3 Tips to Quiet a Racing Mind	25
Emotionally Exhausted? Here's How to Recover	24
What's Your Tired Type (and How to Recharge)	23
Break the Sleep-Stress Cycle	23
How I Came Back From Burnout	21

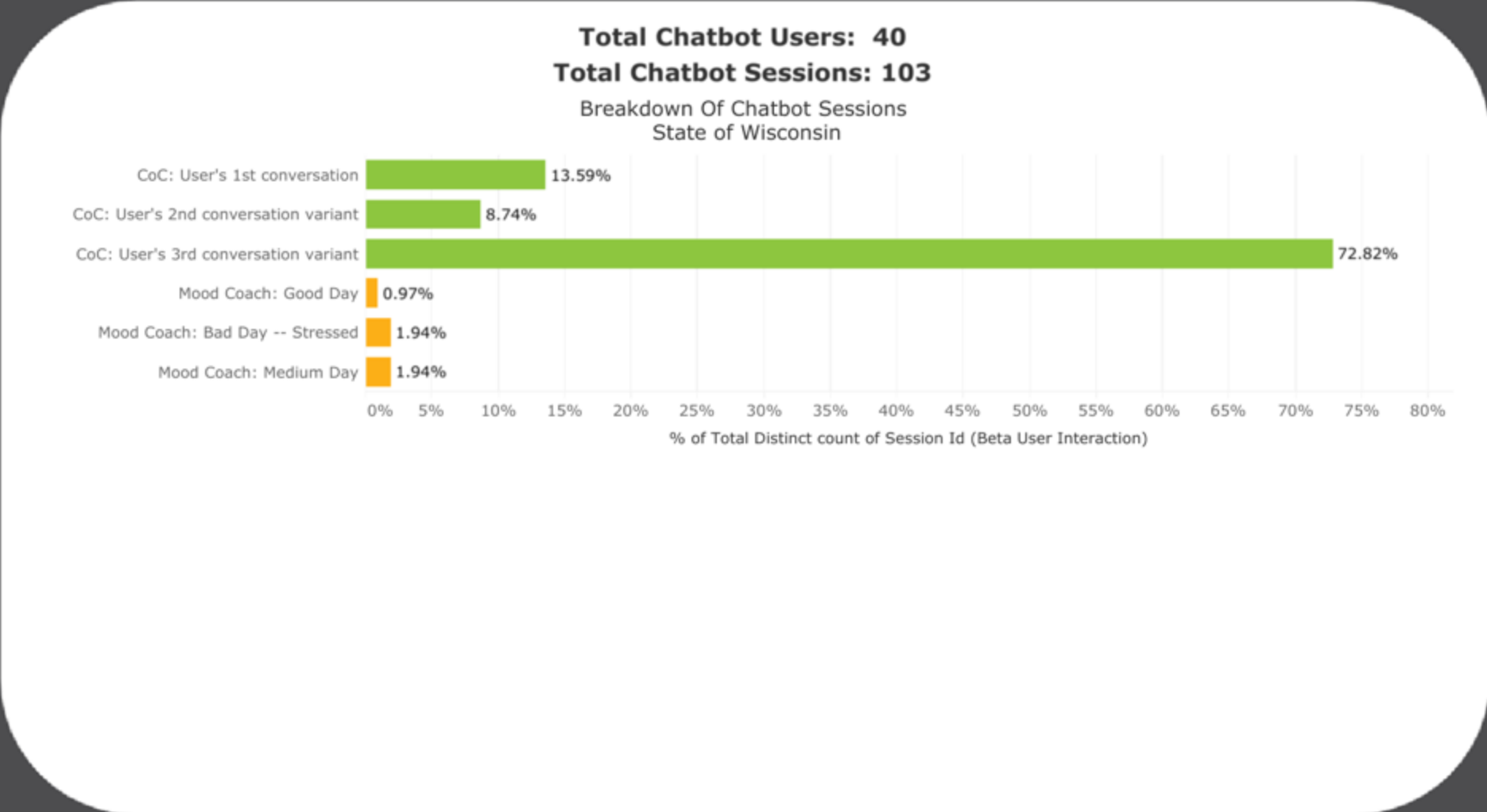
Chatbot Session Conversations

Select Client:
State of Wisconsin

Select Date Range:
1/1/2023 to 3/31/2023
and Null values

Select Conversation Name:
All

Did They Reach the End of the Conversation?
All



Calm-Cast + Not Calm-Cast Webinar Report

Client:
State of Wisconsin

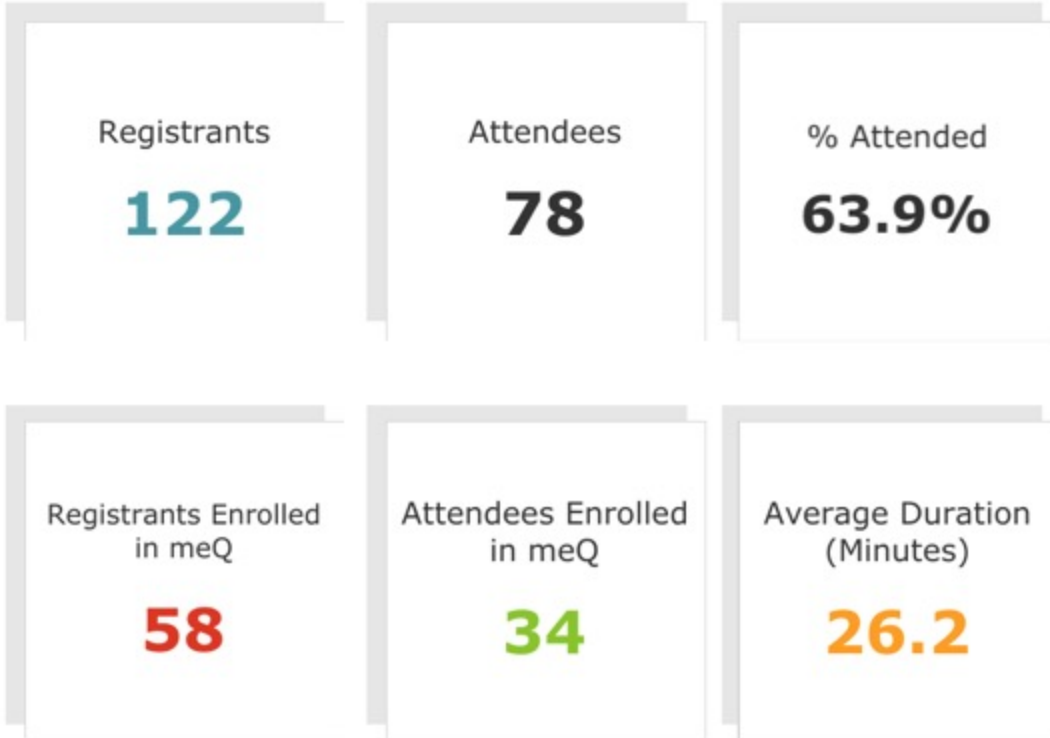
Webinar Name and Date
All

Webinar Date
January 1, 2023 to March 31, 2023
and Null values

Webinar Type:
All

Webinar Name Date and Time Clean ET
All

Webinar Details Option Display
Webinar Name



Webinar Detail For State of Wisconsin

Webinar Details	Registered	Attendees	% Attended	Registered Enrolled in meQ	Attendees Enrolled in meQ	Avg. Duration (Minutes)
[Calm-Cast] Emotionally Exhausted? Your Plan for Recovery	31	19	61.3%	14	8	24.6
[Calm-Cast] Rethink Your Sleep for a Better Night's Rest	31	18	58.1%	16	8	30.6
[Calm-Cast] Rethink Your Sleep for a Better Night's Rest (3/24/2023 11 AM)	25	0	0.0%	11	0	
meQ Resilience Retreat 2023: 30-Day Reset	87	55	63.2%	48	29	25.8

DAILY AND WEEKLY MEMBER BADGE SUMMARY



7-Days

4



14-Days

2



30-Days

1



90-Days

1



180-Days

1



365-Days

1



First Week

16



4 Weeks

2



12 Weeks

2



28 Weeks

1



52 Weeks

1

30-Day Reset Challenge

Note: Based on your selection, Challenge participants were only able to join this Challenge as individuals.

Select Client
State of Wisconsin

Select Challenge
30-Day Reset Challenge

Select View
Show Individual vs. Team Participation

Subgroups

Overall Utilization

Individual Participants

53

Total Members have joined

13 (25%)

Total Members have joined but not yet started

40 (75%)

Total Members have started (including Bonus material)

12 (23%)

Total Members earned the Challenge Badge

Started Members by Week

Week 1: Rocket Your Motivation

Week 2: Master Your Mindset

Week 3: Manage Stress With Mindfulness

Week 4: Jump-Start Your Health

40

23

19

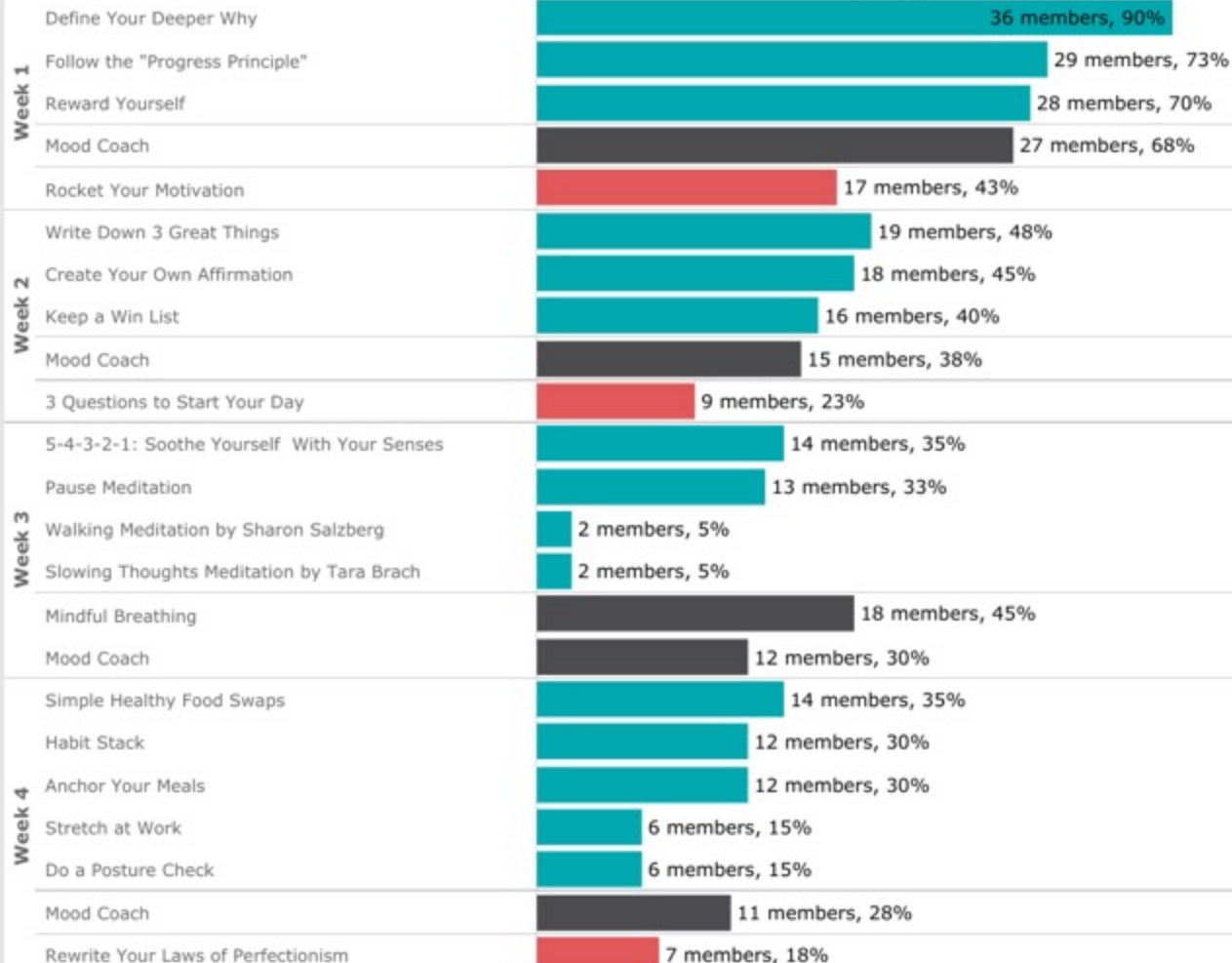
15

Individual

Content Breakdown

Activity Bonus Blog

Individual



Customer Name
State of Wisconsin

REFER A CO-WORKER
TOTAL SHARES
44

DASHBOARD

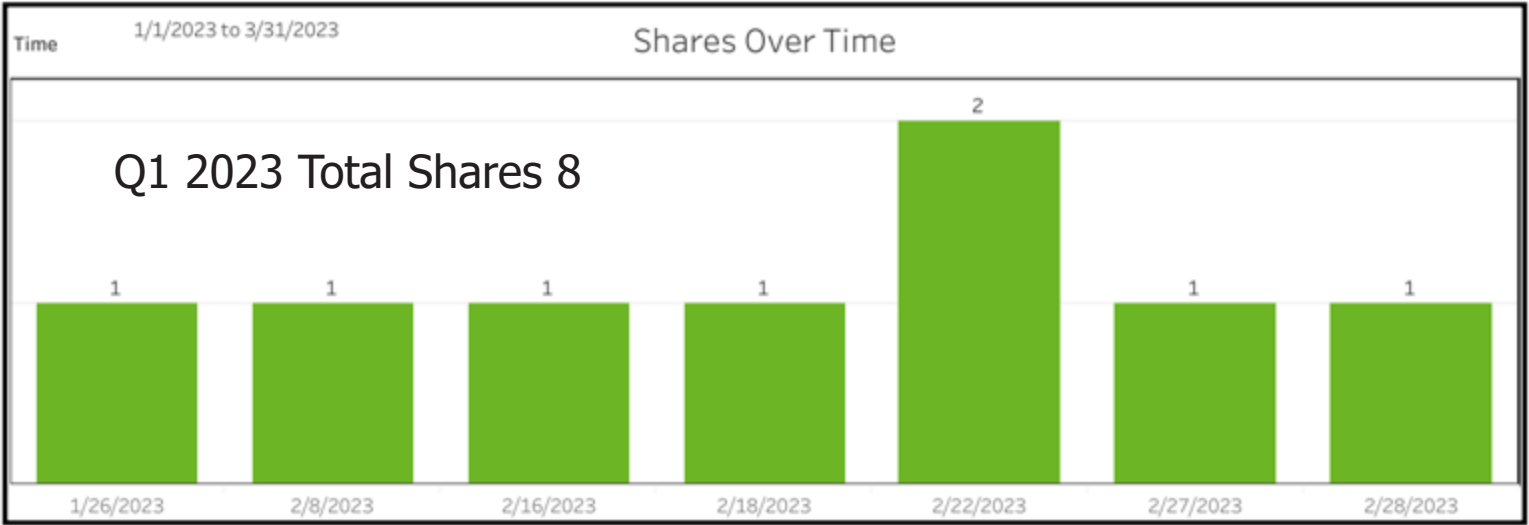
mobile	web
0	0

Share meQ

BLOG

mobile	web
28	16

4 min read Share 732 Save



State of Wisconsin - Engagement Drill Down

Customer State of Wisconsin Session Date 1/1/2023 to 3/31/2023

Product Sessions: 1/1/2023 - 3/31/2023

Experience	?	% Users with Experience	
Assess		62%	Users with this experience identify their meQ Personality, thinking styles, and sources of stress through the meQ Assessment
Blog		47%	Users with this experience soak up the resources and techniques shared by meQ's resilience experts in meQ blogs
Profile View		43%	Users with this experience focus on learning about their personal resilience by reviewing their resiliency metrics on their meQ profile
Email Click		40%	Users with this experience eagerly await meQ communications. They are dedicated consumers of meQ email content
Activity		37%	Users with this experience take advantage of quick, easy ways to put their new resilience skills into practice
Skill		35%	Users with this experience participate in various activities to build resilience and learn new strategies for dealing with stress
Browse		31%	Users with this experience enjoy exploring the wide range of content available in meQ
Mood		30%	Users with this experience are keen observers of their own thoughts and feelings. They regularly check in with themselves with meQ's mood tracker
Audio Play		16%	Users with this experience listen to meditations or audio Cup of Calm
Reassess		14%	Users with this experience are excited to see how they are progressing in their resiliency journey with meQ
Calm Cast		11%	Users with this experience attended a live webinar session with one of meQ's resiliency experts
Notification Click		11%	Users with this experience follow notifications from meQ to continue building their resilience
Breathe		9%	Users with this experience value the sense of calm and clarity achieved by focusing on their breath
Journal		8%	Users with this experience take time to reflect and recognize their thoughts and emotions through journaling

KEY TERMINOLOGY

Enrollment and Engagement

Enrolled: Eligible users who have registered on the meQuilibrium platform.

Enrollment Rate: Users who have registered on the meQuilibrium platform divided by the total eligible population.

Engaged: Users with at least one session in the time period selected, with a minimum selection of a month.

Engagement Rate: Unique users active in the program (with at least one session in the time period selected) divided by all enrolled users.

Sessions: A visit to the meQ site or app by a member within a 30-minute time frame or the opening of a meQ email.

Mobile Adoption: Percentage of users who have had at least one mobile session by the time period selected.

Resilience Indicator Index

The Resilience Indicator Index method represents how employees are improving on a broader and deeper set of items, while targeting individuals' greatest areas of need. In this way, it allows us to demonstrate progress more accurately because the method accounts for individuals' distinct journeys. The analytics for calculating improvement across the complexity of all the different configurations of individualized journeys is an innovation we're extremely proud to roll out. It enhances our analytics and customers' ability to see more clearly into how employees are building resilience.

meQ Score

The meQ score is a measure of organizational resilience. It is based on aggregated scores across 91 items representing multiple dimensions of resilience. Scores are reported on a scale of 0 to 100.

Sources of Stress

meQuilibrium assesses stress levels across six domains that our research shows to be particularly salient for a population, including Family, Finances, Success, Health, Relationships, and Job.

Resilience Factors

The 18 traits developed by meQuilibrium that define resilience. Based on results from the initial assessment, our algorithm prescribes personalized journeys in the program that focus on users' specific and unique needs to build resilience.

Top Lift/Drag

A Top Lift is defined as a factor with one of the four best deviations from the selected norm, whereas a Top Drag is defined as a factor with one of the four worst deviations from the selected norm. They represent areas of relative strength/weakness.