

AIG and TrueBlue Reduce Worker Injury Rates by 62% with Kinetic's Wearable Technology



SITUATION

TrueBlue is an industry leading publicly traded staffing agency based out of Tacoma, Washington. They place more than 250,000 people in permanent jobs each year and assign as many as 100,000 agents to work each day. The people they staff and the companies they serve are both equally important to TrueBlue - so when their insurance carrier AIG approached them about evaluating a novel wearable technology to reduce workplace injuries, they were all ears. Tricia Wilson, Director of Risk Management at TrueBlue, observed "Given the company's ambitious goal of reducing workplace injuries by 25% in 3 years, we knew that our old methods wouldn't work, we had to try a truly innovative approach."

SOLUTION

After reviewing several vendors, TrueBlue settled on using Kinetic's wearable device for the study. "The Kinetic device was by far the simplest to use, and comfortably attached to our associates' belts," recalls Tricia Wilson. Kinetic's belt-mounted wearable combines real-time feedback to the workers as well as data analysis and insights through an engaging dashboard. The goal was to reduce injuries through three mechanisms:

- **Real-time feedback:** workers received a light vibration each time they performed a high-risk posture, creating awareness about how they move
- **Gamification and competition:** workers were given goals to stay under in terms of daily high-risk postures, and competed on who improved the most
- **Impact on Safety Culture:** with workers engaged in their own safety data, safety becomes top of mind

RESULTS

500 workers were recruited on the day shift to conduct the study over a 12 month period. The participants were split into two groups: one which wore the Kinetic wearable and the other that didn't. After 12 months, AIG's analytics team evaluated the data across the 2 groups, and the results were conclusive.

- The group that wore the Kinetic device had a 62% lower incident and injury rate compared to the other group.
- That same group had a 49% reduction in the cost of workers' comp claims.



"Kinetic reduced our injury rates by over 60%, which has had an incredible impact on the wellness of our workforce and on our bottom line."

Tricia Wilson,
Director of Risk Management
TrueBlue

"Workers found the device engaging – it's great to see your workers competing to be the safest."

Harry Thompson,
Account Manager
TrueBlue

SUMMARY

AIG and TrueBlue partnered together to evaluate Kinetic's wearable technology at an industrial manufacturer. With over 500 workers enrolled in the study, Kinetic's combination of real-time feedback, gamification and data driven insights led to a reduction in injury rates of over 62% and 49% in claims costs.

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