

ImmunoGen Invests in Employee Energy Renewal with Blueboard Wellbeing Incentives



COMPANY

ImmunoGen is a clinical-stage biotechnology company that is developing the next-generation of antibody-drug conjugates to improve outcomes for cancer patients.

HEADQUARTERS

Waltham, Massachusetts

EMPLOYEES

51-200 employees

INDUSTRY

Biotechnology

BLUEBOARD PRODUCTS USED

Wellbeing Incentives

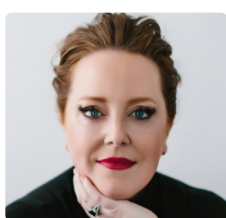
HOW WE WORK TOGETHER

Before the pandemic, ImmunoGen thrived on in-person engagement opportunities like All Company meetings, family-style lunches, fun seasonal events, service days, and more. Going fully remote was a considerable change for them, and not every engagement opportunity adapted well to the virtual world. Courtney O'Konek, Senior Director of Corporate Communications and Investor Relations, needed a fresh and easy-to-administer engagement program designed specifically for remote teams. ImmunoGen already used Blueboard for their anniversary awards, and Courtney was excited that our all-new line of In-home experiences could help increase employee wellbeing while remote.

HOW WE'RE CREATING VALUE

Courtney worked with our team to infuse their Blueboard program with concepts from The Energy Project, a training company that helps people manage their energy across four quadrants: physical, emotional, mental, and spiritual. The end result of this collaboration was a program called Energy Renewal by Blueboard. Each quarter, ImmunoGen sends every employee an Energy Renewal opportunity (a Blueboard Ivory reward) and encourages them to choose a Blueboard experience that helps them invest in that quarter's featured energy quadrant (for example, Q1 was dedicated to mental energy).

"The Energy Renewal by Blueboard program is a hit. It inherently leans into work-life balance and has the added bonus of connecting employees through shared experiences. Our folks are already talking about it among themselves, and, as they complete their energy renewals, I'm excited to see the feedback and photos they post about Blueboard's experiential rewards."



Courtney O'Konek

SENIOR DIRECTOR OF CORPORATE
COMMUNICATIONS AND INVESTOR RELATIONS



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EARLY SIGN OF SUCCESS

One of Courtney's favorite parts about using Blueboard is how easy it is to check her program's performance in our Admin Tools dashboard. She can see who's activated their account, what they're choosing from the menu, and when they've completed their Blueboard experience. Since launching in March 2021, the program has become a major driver of engagement across ImmunoGen's remote world with a:

96%

Reward activation rate within the first 30 days.



ImmunoGen employees couldn't wait to activate their Blueboard rewards. Engagement was incredible following their launch and rollout, signaling authentic excitement and above-average participation rates.

4.9/5

After their experience, Immunogen employees rate Blueboard a strong 4.9/5.



The rewards make a noticeable impact on employees, who feel refreshed and ready to work after their Blueboard experience.

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THE POWER OF SOCIALIZING REWARDS

Beyond the numbers, there's a palpable buzz surrounding the program. Employees are talking about their experiences — in an unprompted fashion — with each other in meetings and via email while excitement is in the air as employees await their Q2 reward.

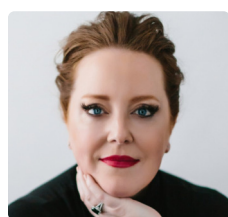


“Experiences create memories—you can't get that with a gift picked out from a catalog! Thank you, ImmunoGen!!”

Kathleen H.

KATHLEEN REDEEMED FOR FAVORITE FITNESS BUNDLE AND USED TOWARDS ZUMBA CLASSES

“Metrics, feedback, and chatter are powerful! The feedback has been overwhelmingly positive. What I love most is the unprompted chatter. When I hear people talking about it on Zoom meetings, or when people email me directly with photos of their chosen renewal experience, it makes me happy to have a well-received engagement program underway.”



Courtney O'Konek

SENIOR DIRECTOR OF CORPORATE COMMUNICATIONS AND INVESTOR RELATIONS

