

KEY IMPLEMENTATION STRATEGIES

Key Strategies to Implement a Successful Employee Wellness Program



The majority of U.S. companies offer wellness programs, with benefits ranging from a reduction in healthcare costs, decreased absenteeism, a favorable return on investment and higher employee productivity and performance.

Implementing an outcome-based program focuses on these key strategies to substantiate employer commitment and promote favorable employee engagement from the initial presentation of the program:

ESTABLISH MANAGEMENT COMMITMENT

With a commitment from management an internal wellness committee is **created for program oversight.**

IDENTIFY PROGRAM BENEFITS

Program benefits for employer and employee are **targeted through data collection.**

DEVELOP PROGRAM COMPONENTS

Program components and strategies are **based on employer/employee feedback**:

- Customized Employee Portal
- Online Health Risk Assessments or Well-Being Surveys
- Biometric Health Screenings
- Coaching and Educational Services
- Smoking Cessation
- Weight, Disease, or Stress Management
- Mental Health

DESIGN EMPLOYEE ENGAGEMENT PROGRAMS

Employees have **flexible options to engage in**:

- Fitness Tracking
- Employee Incentives
- Medical Premium Discounts
- Challenges
- Activities
- Recognition

ROLLOUT PROGRAM COMMUNICATIONS

Custom **communications that speak to your organization**:

- Posters
- Flyers
- Eblasts
- Presentations
- Polls
- Surveys
- SMS Text Messages
- Monthly News Updates

REVIEW DATA ANALYTICS

Data **analytics that drive outcomes**:

- Employee Population Outcomes
- Medical Claims Outcomes
- Employer Return on Program Investment

FORMULATE PROGRAM ADJUSTMENTS

Aggregate **results steer program adjustments**:

- Quantitative Feedback
- Etc.
- Etc.

Introducing change to employees is to understand their personal perceptions of health care and to evaluate what stage of behavioral change they are in. HealthYou clinicians evaluate completed health risk assessments (HRA) or wellbeing surveys and administer onsite health screenings. Through the assessments and survey and health screenings, employees become familiar with their health care scores and understand what they need to do to improve their risk scores and health factors over time.

Employers receive and evaluate aggregate health reports outlining major areas of health risks within their employee population. The results of these reports determine next levels of targeted wellness-oriented activities for HealthYou to develop and implement.

