



Corporate Wellness in the Workplace Today: It's All About Engagement



Questions we'll Address Today

- What exactly is engagement, and is all engagement activity meaningful?
- What are some of the most important factors that drive engagement?
- What role do incentives play-how much are companies willing to incent?
- What are the best in class providers doing better?
- Where should I start to get better results?
- Q/A



What exactly is engagement, and is all engagement activity meaningful?

- Engagement within a wellness program means raising the bar from simply being involved to committed.
- Sustained engagement and activity levels are more meaningful: Improvement results for blood pressure, Non-HDL cholesterol, Nutrition, Fitness Activities, and BMI (15-35%).
- Higher performing clients have the same engagement patterns: 30% more total engagements and 6 to 7 times more sustained engagements.
- Higher performing clients received higher overall return on investment across the board.



What are some of the most important factors that drive engagement?

- Many factors influence engagement both directly and in an indirect manner.
- Engagement influence can include: program incentives, communications, environment, accountability to the program and to others, social connections, company culture, and executive leadership buy in.
- Meaningful engagement can be most clearly defined by sustained activity levels
- Sustained engagement is best defined with levels of activity for more than 8 or 9 months in active duration
- Long range strategy for optimal results



What are some of the most important factors that drive engagement continued?

- Leveraging the technology that is available today
- Using consumer driven programs and strategies (let the people choose).
- Make it easy!
- Instant gratification
- Smart phones, Smart phones, Smart phones
- 62 million users in 2010-2016 207 million users
- 60% of smartphone owners already retrieve health information through their mobile phone!



What role do incentives play-how much are companies willing to incent?

- Companies are putting their wallets where their mouths are as well. Several national studies also found that employers planned to spend an average of \$521 per employee on wellness-based incentives within corporate programs.
- Those dollar amounts mark an increase of 13 percent from the average of \$400 reported for 2011, and double the per-employee average of \$260 claimed in 2009. What's more, Towers Watson reports that 84 percent of employers plan to up spending for workplace health and wellness programs over the next two years.
- 57% of employer groups had an incentive based model in 2009
- 87% of employer groups had an incentive based model in 2014





What are the best in class providers doing better?

- Letting the employee choose how they will participate and engage
- Relevant reward programs that are appealing to all types of employees
- Steer clear of one and done rewards options
- Top down buy in for all wellness initiatives (C-Suite Marketing campaigns)
- Communication strategy well defined: It is important for the wellness vendor to adapt to the internal company communication strategy
- Multiple outreach and engagement opportunities for the employee including social interactions, and team challenges
- Make the messaging relevant nationally, regionally, and locally
- Multiple modes of communication: email, texting, push notifications, on site options, webinars



Where should I start to get better results?

- There is no silver bullet-but there is a successful formula
- You don't have to do everything perfectly-being strong in specific areas can help overcome weakness in others
- Let people choose their path
- Communication is key
- Use rewards wisely and in a strategic manner
- Make it fun and social
- Create a culture that is healthy and friendly from the top down





Q/A

