

Nine Components of a Successful Wellness Program

- **Program should be consistent with the organization's overall mission.**
Prior to implementation we will conduct planning meetings with you to ensure we understand your objectives, success measures, long and short term visions and how the wellness initiative fits into your overall strategic vision.
- **Program needs strong top level management support and involvement.**
We will work with your leadership team to identify champions that can support the wellness initiative through role modeling positive behaviors for your employees.
- **Program must be adequately funded.**
We will work with you to identify budget opportunities and design a program that grows and meets your needs as well as fits in your budget.
- **Employees have to want to get involved and participate.**
During the planning phase, we will work with you to understand potential barriers to participation and develop appropriate methods to overcome these barriers. Solutions could include various techniques such as communications and marketing, incentives or utilization of an internal wellness committee. It is important throughout the process to address the "WIIFM" (What's In It For Me?) question.
- **Program must recognize cultural differences.**
As we work together and grow our partnership, we will get to know your organization very well and can advise you on how to address cultural differences in terms of timing and content.
- **Program needs a strong identity and branding, needs to be highly visible/noticeable.**
During the planning phase, we will also work with you to develop appropriate marketing materials and marketing campaigns. With your input and approval, we will develop the messaging, the materials, and the timing of the marketing programs.
- **The program needs to be convenient.**
During the planning phase, we will work with you to understand site locations and site size to determine the best way to deliver services that balance employee engagement with cost. We conduct registration and appropriately staffed events to create a process flow so that waiting is minimized and employee satisfaction is maximized.
- **The program must have consistency (i.e. be around to stay) but evolves, grows and reinvents itself on an ongoing basis.**
By consistent communication and feedback from employees and management, we continue to evolve and reinvent programs that will engage more and more employees. We will gain information from employees at many steps throughout this process including surveys, anecdotal information and management feedback. In addition to the periodic meetings throughout the year, we meet with clients at year end to discuss successes, opportunities for improvement and plans for next year's program.
- **Program must be strongly and consistently evaluated (begin with the end in mind).**
Again, the importance of the upfront planning phase cannot be overstated. During this phase, we will work with you to identify the specific metrics we wish to track as indicators of success. In year one, those metrics might be participation, average population health risk and employee feedback. In year two, those metrics might include the same, but also add healthcare costs and absenteeism.