

Do You Even Market your Wellness Program?

Jeff Skelton
November 9, 2017

We launch our Wellness Programs with such optimism....



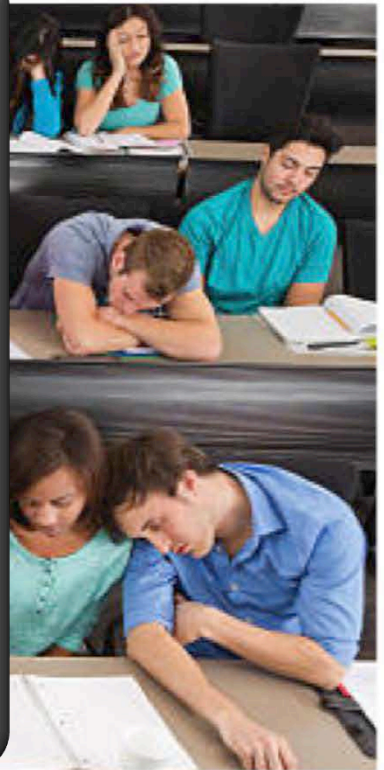
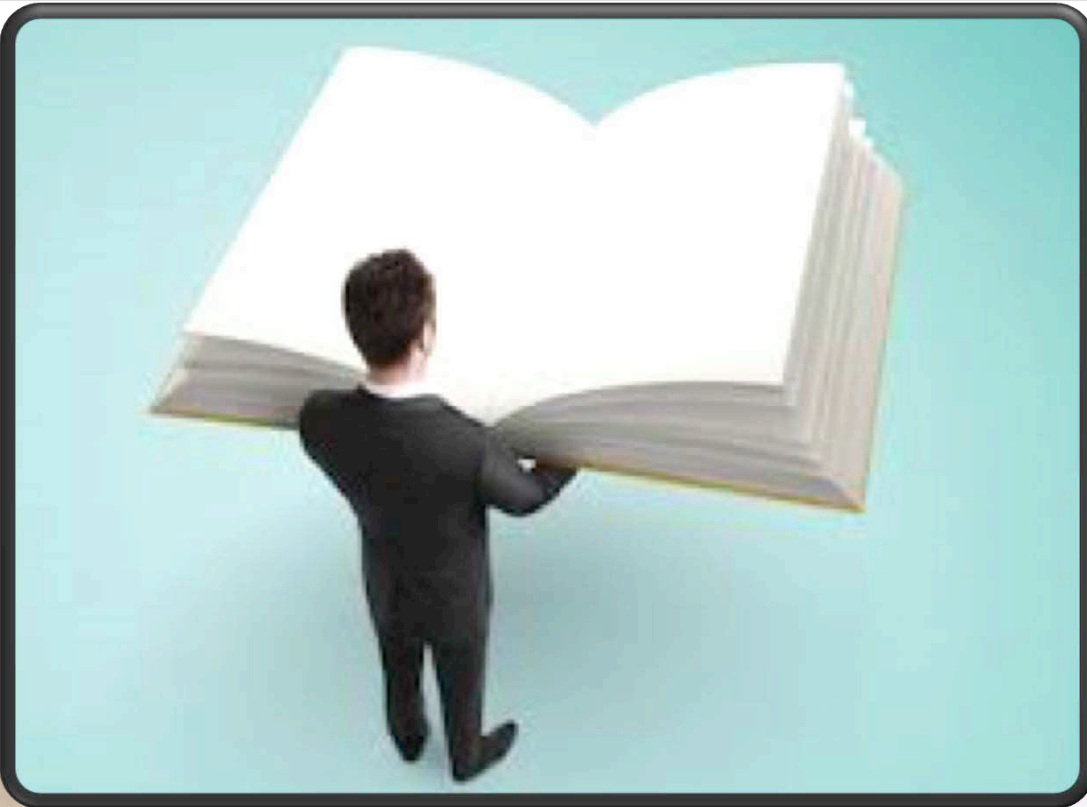
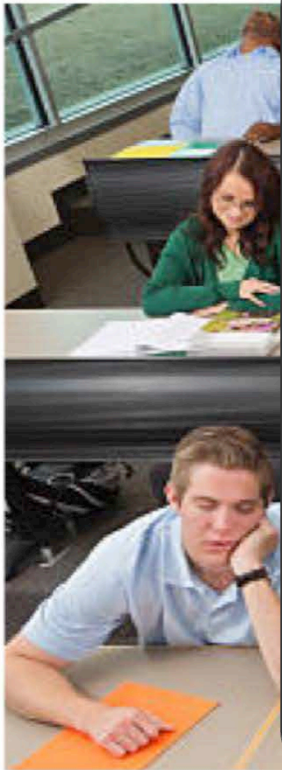
Who Show's up to your Party?





2017

Open Enrollment



CORPORATE WELLNESS PROGRAMS: TIME FOR A CHECKUP?

At companies with 1,000 or more employees, engaged employees are 28% more likely than average employees to participate in a wellness program offered by their organization.

85% of U.S. employers with more than 1,000 employees offer a wellness program*



but only

60% of employees in these companies are aware that their company offers a wellness program**



and only

40% of employees who are aware of the program actually participate in it**



THE BOTTOM LINE: **ONLY 24% OF EMPLOYEES AT COMPANIES THAT OFFER A WELLNESS PROGRAM PARTICIPATE IN IT.**

*Source: RAND Health: Workplace Wellness Programs Study 2012

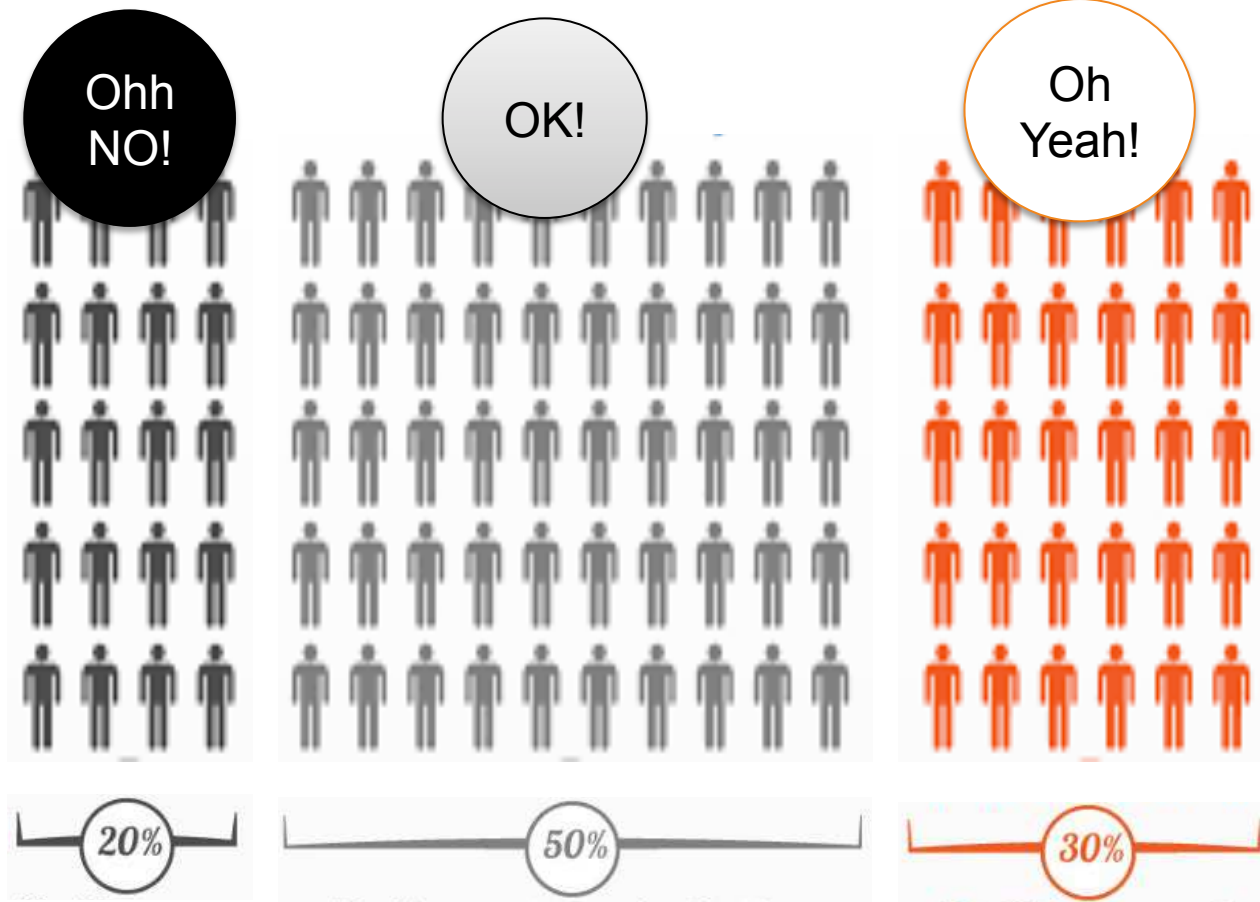
**Source: Gallup U.S. Panel Members

GALLUP

It can be... Information Overload!



Employee Engagement



... are actively disengaged

... are not engaged and just there

... are engaged

Source: Gallup Organization

“ Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. ”

MARK ZUCKERBERG
FOUNDER OF FACEBOOK



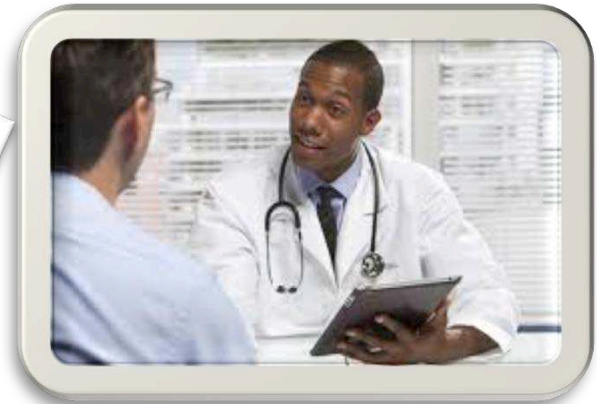
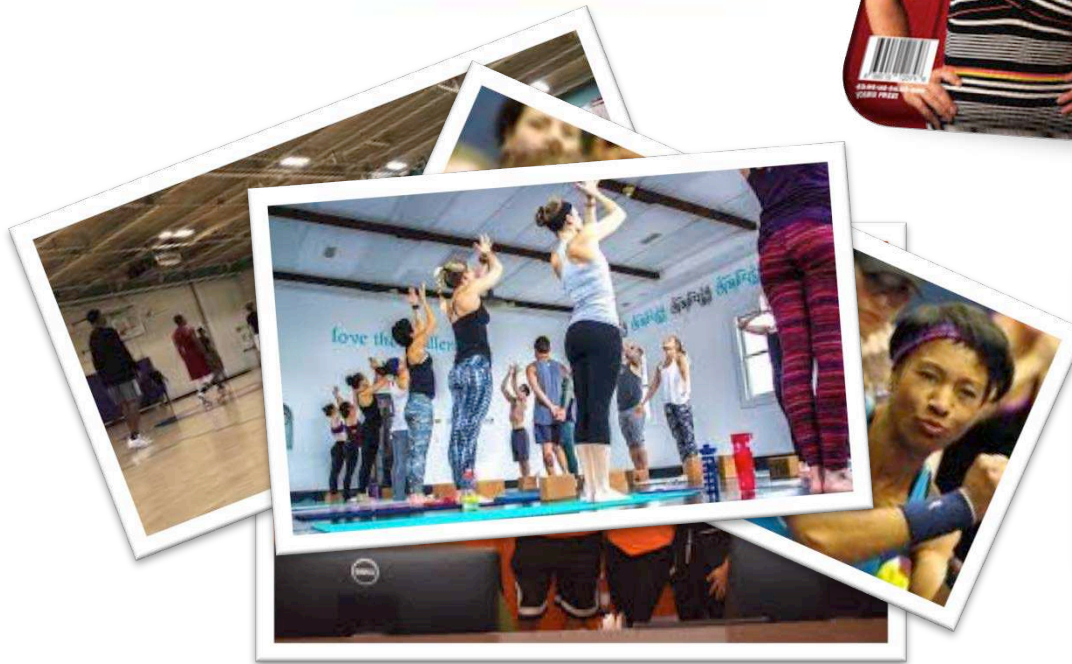
We are in an era of mass disruption for communicating...



Communication Power has shifted to the consumer...



You have help...



It's not
just about
Physical Health

Physical
Activity

Nutrition

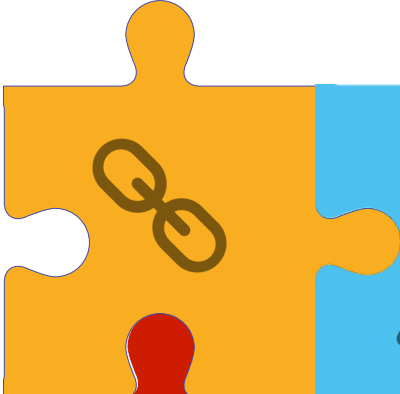
Social
Engagement

Emotional
and Financial
Well-being



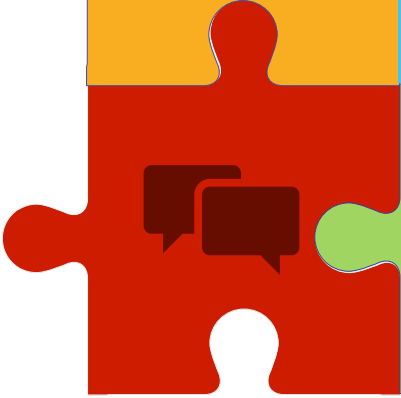
When communicating with your employees...

Connect



Be Authentic

Engage

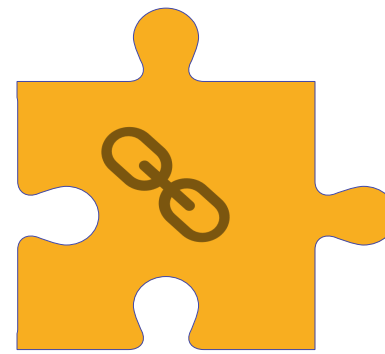


Celebrate

Showcase culture:

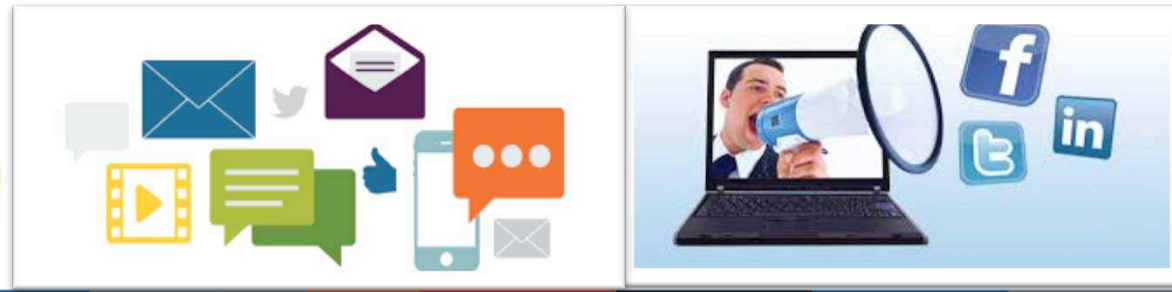
Allow users to remove barriers to celebrate and showcase an authentic transparent experience

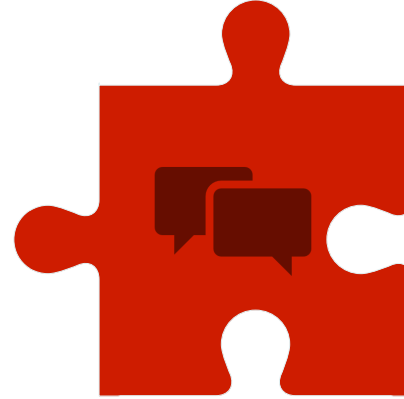
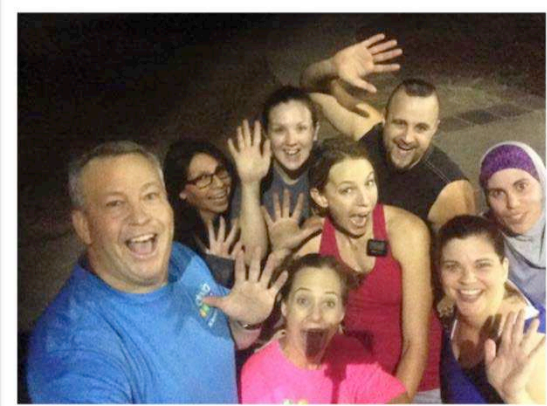




Connect

- Talk where they listen
- And....
- Use all the resources available to you
- Use Active and Passive communications
- REPEAT





Engage

- Be Relevant (everyone is on their own journey)
- Provide Valuable Content
- Quick, easily digestible information
- Help Leaders Lead
- Encourage and enable 2-way flow of dialogue





Be Authentic

- Create relationships
- Act like you say
- Invite Active Participation and Collaboration
- Talk or write how you would tell a friend or love one in a casual conversation
- Be real – Use simple word and phrases, avoiding jargon or corporate speak



Celebrate

- Make it a BIG deal
- Use all communication channels
- It's not about the money
- Share Success Stories *
- Be quick about it
- Make it FUN!



A group of people is walking across a suspension bridge. The bridge has a large, white, rectangular tower in the background. The sky is overcast and grey. The bridge's cables are visible, and there are people walking on the walkway. The overall scene is somewhat hazy.

Enjoy the Journey...

THANK YOU!