

The 5 Pillars of an Effective Employee Wellbeing Solution

65% of healthcare leaders say that engagement is the biggest requirement for behavior change related to wellness.

Employee engagement is the key to unlocking a successful workforce wellbeing program. Finding rewarding wellbeing activities that employees enjoy — and will perform regularly until they become habits — tends to be a big challenge for employers. But with the right solution, engagement comes easy.

Seeking a workplace wellbeing solution? Look for these 5 pillars of an engagement-first platform to help your employees meet their goals:

65%

1. Hyperpersonalization

Everyone needs something different to support their journey to wellness.

67% of consumers said it's important for brands to automatically adjust content based on their current context — and **42%** get annoyed when their content isn't personalized.

Look for a solution that provides:

- ✓ Ability to determine each user's needs and interests
- ✓ Personalized programs for ongoing engagement
- ✓ Recommendations based on the individual's engagement patterns

2. HD Video

Delight a global workforce with a wide range of holistic wellbeing content.

Viewers retain 95% of a message when they watch it in a video compared to **10%** when reading it in text.

Look for a solution that provides:

- ✓ High-quality video production
- ✓ Expert instruction, advice, and inspiration
- ✓ Easy searching and viewing for on-demand engagement on any device

3. Community

Social connection and camaraderie support behavior change.

48% of healthcare leaders say that virtual social support is the most effective means of sustaining behavior change required for wellness promotion.

Look for a solution that provides:

- ✓ A social feed that allows employees to tout their successes
- ✓ Access to experts to answer questions or provide guidance
- ✓ Individual, department or company-wide challenges
- ✓ Visibility settings that let users be as private or as public as they want to be

4. Motivation and Engagement

Always aim to increase participation, maintain interest, and keep it fun.

The global healthcare gamification market is expected to reach \$65.1 billion by 2027.

Make it easy for employees to take that first step, be flexible to support a wide variety of interests, and include motivational elements that encourage participation all along the way.

Look for a solution that provides:

- ✓ Wellness measurements and levels that accrue in real-time
- ✓ Gamified encouragement highlighting levels and achievements
- ✓ Seasonally themed monthly events
- ✓ Incentive plans to drive adoption and additional motivation

5. Tracking and Reporting

Data-backed insights drive effective program design and long-term engagement.

Venture funding in the digital health sector went up 66% with a record \$14.8 billion raised in 2020.

Look for a solution that provides:

- ✓ Real time dashboards
- ✓ Privacy best-practices to protect employees
- ✓ Integration with wearable devices
- ✓ Location based data visualization and insights
- ✓ Customizable reporting on targeted intervention areas