

9 best practices to increase engagement in well-being programs

Empowering employees to engage and thrive

→ **61% of the U.S. workforce isn't engaged.¹**

Engagement and well-being work together in boosting productivity, enthusiasm, innovation, and the bottom line. Effectively engaging employees in your well-being program can help your organization achieve these outcomes, while motivating behavior changes and driving toward long-term impacts.²



1.



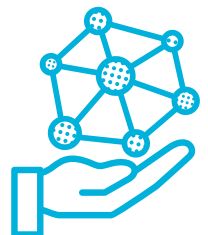
Design a comprehensive, personalized program.

A comprehensive program design must go beyond offering various health solutions by meeting and supporting employees wherever they are on their health journey.. Ensure you're providing opportunities to support their unique needs and levels of readiness to change, through a variety of programs, topics, and modalities that address all aspects of well-being.

2.

Utilize population-based and awareness-building activities.

Curate education and build awareness campaigns in your well-being program that support employee populations, regardless of their health status. Include in your strategy to foster social connectedness and a sense of community, through capacities such as a worksite wellness champion network and other culture-building initiatives.



3.



Garner strong leadership support.

53% of employees who don't participate in wellness programs cite lack of management support.³ Emphasize to executives and managers that a well-being program increases company productivity, thus helping them deliver on a key responsibility of their job. Providing turnkey activities and communications can help lighten the lift. Also, consider incorporating well-being participation and support directly into manager performance appraisals, thereby directly holding them accountable and reinforcing the importance of initiatives.

4.

Strategically use incentives.

StayWell research demonstrates that participation rates increase with appropriate incentives.^{4,5} These may be short-term initiatives that guide employees to long-term, sustainable intrinsic incentives; or nonfinancial incentives such as recognition for reaching certain goals or for winning internal competitions.



5.



Develop an integrated, comprehensive communications strategy.

69% of employees who don't participate in a wellness program cite the reason as lack of awareness.³ A solid communications strategy includes a communications plan that personalizes messaging and delivery to employees and leverages data to determine the most-effective channels for driving awareness and participation.

6.

Provide dedicated well-being staff.

91% of clients report improvement in both participation and culture as a direct result of dedicated well-being staff.⁶ While apps can recommend workouts and point out temptation triggers, many employees are more likely to engage with programs offering face-to-face interaction.



7.



Leverage multiple program modalities.

Many employers today are thinking about a mobile-first approach to employee well-being, but not everyone has a smartphone. Organizations must ensure that the program maximizes convenience for employees by being available at any time, from any location, and through not only an app but also in-person, mail, and telephone-based options to drive participation.

8.

Offer biometric health screenings.

Employers report lowered health risks for their employees and health care costs for their organization when screenings are part of their well-being program. Screenings—whether on-site, at a clinic or lab, or through a home test kit—provide participants with knowledge of their clinical risk factors and help promote the next step—whether that's to complete a health assessment, visit their primary care physician, or meet with a health coach.



9.

Encourage vendor integration.

Vendor integration that facilitates data exchange—from health and other occupational partners, as well as from activity trackers—supporting employee well-being creates the convenient, personalized experience employees desire. Vendors should encourage referrals from and transfers to collaborating partners to achieve strategic outcomes.



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References

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