

# GET THE MOST BANG FOR YOUR WELLNESS BUCK

## YOUR WELLNESS COMPANY CAN'T DO IT ALL!

Implementing a wellness plan can be a great strategy to reduce healthcare costs and communication that drives engagement is key to your ROI. A 2015 survey reveals employers will spend an average of \$693 per employee on wellness-based incentives! Here's how to get employees involved and healthy.

### BE ENGAGING AND COMMUNICATE THE WAY YOUR EMPLOYEES LEARN.

Use multiple platforms: video, newsletters, articles, emails, posters, portal posting.

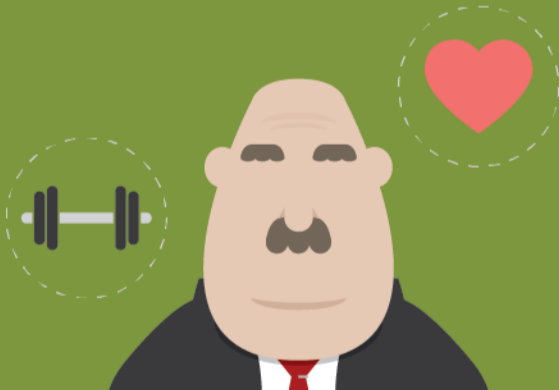


### GIVE THEM A WELLNESS GUIDE THEY CAN REFER BACK TO.

Wellness guides should include wellness programs and health plan wellness resources for the complete package. Keep this simple and action-focused.

### MAKE SURE IT'S INTEGRATED.

Wellness offerings from multiple vendors must be integrated to provide employees with a simple, easy-to-navigate user experience.



### BE RELEVANT.

Speak to your employees' interests and concerns, whether that's smoking cessation, weight loss, disease management or others.

### OFFER NATIONAL DATA AND ASK EMPLOYEES HOW THEY COMPARE.

For example, the CDC estimates that **16.8% of U.S. adults currently smoke cigarettes.** How does your workplace stack up?

