

# 5 PILLARS OF WORKPLACE WELLNESS

Workplace wellness programs are much more than step contests or weight loss challenges. As an HR professional, you want your employees to be happy, healthy, and safe, right? Keeping employees engaged in the modern, distributed workplace is a complex task. You need to implement a comprehensive wellness program that helps employees to thrive in all dimensions of wellness while motivating them to improve behaviors. Here's how to engage your remote staff while keeping them healthy in the post-COVID-19 workplace.



## 01 DEEP PERSONALIZATION

All companies are unique and need a program personalized to them. However, it cannot just stop at the company level, as each employee has different health concerns and goals. Employees need individualized guidance to help them build better habits. They need a program that engages them and supports their individual circumstances.

### Best practices for personalization:

- ✓ Assess each user's immediate goals and interests
- ✓ Focus programs around reducing health risks
- ✓ Provide recommendations based on everyone's behaviors, time availability, and skill level

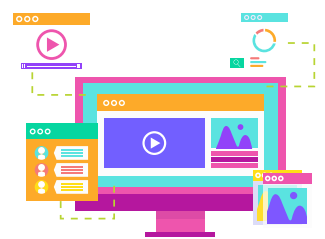


## 02 PREMIUM ON-DEMAND VIDEOS

There's nothing worse than investing a program, only to find out that the content is being poorly consumed by your employees. The best wellness programs have a comprehensive library of premium HD videos, taught by personable, industry experts. Topics should be customized to your company's needs and your employees' interests. Survey your employees to find out the most requested topics to create a content roadmap. Videos must be designed and executed flawlessly, otherwise there will be a high drop-off rate. A 2021 Virtual Workplace Report stated that 90% of employers will now be implementing virtual wellness classes including on-demand videos.

### Best practices for video wellbeing content:

- ✓ Must be easily accessible and on-demand
- ✓ Must be created and taught by professional, credentialed experts
- ✓ Must be designed to work across all devices
- ✓ Must be short and interactive (average adult attention span is 4 min)



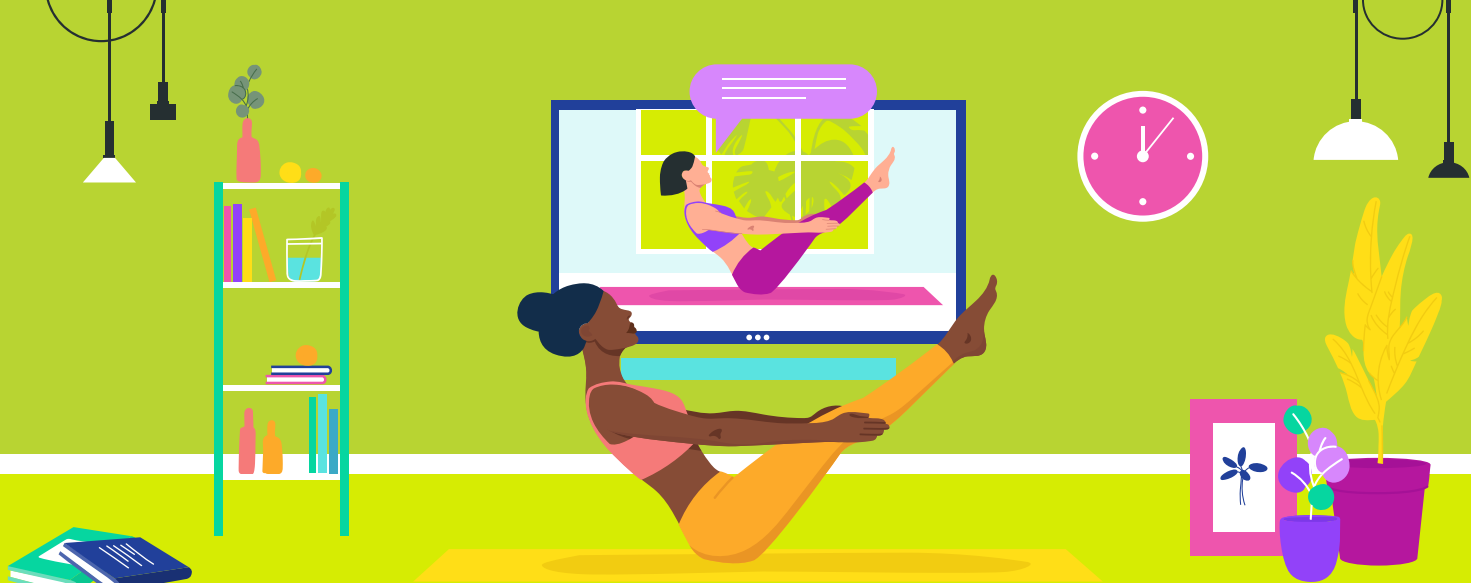
## 03 SOCIAL ENGAGEMENT

The secret to improving your company's culture is to build community. The more connected employees are, the more likely they are to connect and have a better work experience. With the pandemic causing most workplaces to shift to virtual, the need for community is greater than ever since face-to-face interaction is almost non-existent. Any opportunity you have to support social well-being should not be taken lightly. This may help to increase morale and retain your best people.

### Best practices for increasing social engagement:

- ✓ Allow users to share their successes on a leaderboard
- ✓ Provide users with access to experts
- ✓ Provides users with group challenges





## 04 WHOLE-PERSON FOCUSED

Wellness programs need to include multiple dimensions of well-being to help employees to create healthy habits. A 2019 Shortlister Industry Report stated that 90% of companies are shifting from an outcomes-based single point solution to a comprehensive participation-based program.

### 4 dimensions of a comprehensive wellness program:

- ✓ Physical Wellness
- ✓ Emotional Wellness
- ✓ Social Wellness
- ✓ Financial Wellness



## 05 ACTIONABLE ANALYTICS

Clearly defining goals and objectives will set you up for success. Reporting tools and detailed analytics are a must to track the success of your company's wellness program. The data can be used to create a benchmark and provide you with analytics that can help to improve and further customize your wellness program. You will have better insight on how your employees are engaging with the program, what the most common health risks/concerns are, understand the best content pieces, and even how effective the incentives are.

### Some key elements of effective analytics:

- ✓ Real-time dashboards
- ✓ Privacy best-practices
- ✓ Integration with wearable devices
- ✓ Data visualization and insights
- ✓ On-demand custom reports



## NEED HELP?

Contact us to speak to one of our engagement experts for a free audit of your current wellness initiatives and learn how our engagement-first solution is optimized for the new work environment and will position you to look even more valuable to your benefits team.

