# 11-STEP SUCCESS PLAN FOR VIRTUAL CORPORATE WELLNESS

How to de-risk your investment in employment engagement programs

ONE STOP
WELLNESS

# Almost nothing to it ... but to do it

This 11-step success plan reflects decades of professional experience in delivering wellness software as a service along with best practices for remote and work-from-home employees.

With each completed step, you will move closer to achieving a full return on investment in virtual corporate wellness for your organization.

**1** Establish program objectives, key results and lead measurements

**2** Tailor a success plan for your virtual corporate wellness organization

**3** Conduct a pre-launch survey of employees and management

**4** Sign contract with One Stop Wellness

**5** Configure your HIPAA-compliant wellness portal

**6** Meet your One Stop Wellness success team

**7** Organize the launch of your wellness program

**8** Start communications campaign

**9** Hold small-group onboarding parties to complete health assessments

**10** Co-manage 30-day success sprint, including biometric screening upload support

**11** Review engagement and business case performance data (recommended monthly)

# STEP 1

## Establish program objectives, key results, and lead measures

### WHY THIS IS IMPORTANT

- Set expectations with clear and realistic goals

- Measurable key results frame success metrics

- Lead measures define actions that demonstrate meaningful progress

### WHAT IS IT?

- Collaborative output of a high level program design

### WHO'S INVOLVED?

- HR leader and Wellness program managers

- Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Curated reader on program goal setting

- Goal-setting worksheet

- Webmeeting: Review goals, Q&A

- One-page summary

### TIMEFRAME?

- Less than 2 days

### WEIGHTED SUCCESS FACTOR?

- High impact step

# STEP 2
## Tailor a success plan for your virtual corporate wellness program

### WHY THIS IS IMPORTANT

- Each company has unique populations, risks and business objectives

### WHAT IS IT?

- Collaborative output of a planning session

### WHO'S INVOLVED?

- HR leader, Wellness program managers, Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Completed goals worksheet

- Webinar with Q&A

- Wellness program calendar, challenges and rewards

- Review & approve survey questions

### TIMEFRAME?

- Less than 2 days

### WEIGHTED SUCCESS FACTOR?

- High impact step

# STEP 3

## Conduct a pre-launch survey of employees and management

### WHY THIS IS IMPORTANT

- Proceeding with confidence starts by validating employee wellness needs

- Smart, fun surveys get employees emotionally invested

### WHAT IS IT?

- Fast, simple and proven way to gauge demand for specific components of your outlined wellness program

### WHO'S INVOLVED?

- HR leader, Wellness program managers and employee champions

- Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Vetted and approved survey questions

- Current HR survey system or authorized survey platform

- Survey findings

### TIMEFRAME?

- 3 to 5 days

### WEIGHTED SUCCESS FACTOR?

- Moderate impact step

# STEP 4
## Sign contract with One Stop Wellness

### WHY THIS IS IMPORTANT

- This demonstrates a shared commitment to success

### WHAT IS IT?

- Statement of Work with summary of program objectives & metrics

- Master Services Agreement with an attested Business Associates agreement

### WHO'S INVOLVED?

- HR leader or executive in charge

### HOW MANY ELEMENTS?

- Statement of work

- Master Services Agreement

- Business Associates Agreement (HIPAA)

- Live webmeeting

### TIMEFRAME?

- 1 to 7 days

### WEIGHTED SUCCESS FACTOR?

- Necessary step

# STEP 5
## Configure your HIPAA-compliant wellness portal

### WHY THIS IS IMPORTANT

- Protecting employee health information is the law

### WHAT IS IT?

- Integration of a co-branded service in your employee portal that satisfies HIPAA guidelines of a Business Associate

### WHO'S INVOLVED?

- Legal or compliance officer

- HR leader or executive in charge

### HOW MANY ELEMENTS?

- IT service datasheet

- Employee file (name, location, department)

- Live webmeeting: quick tour, configurations, reporting

### TIMEFRAME?

- 3 to 10 day; average 5 days

### WEIGHTED SUCCESS FACTOR?

- High impact step

# STEP 6

## Meet your One Stop Wellness success team

### WHY THIS IS IMPORTANT

- Speed the smooth hand-off to a dedicated customer success team

### WHAT IS IT?

- Introductions and high-level timeline

### WHO'S INVOLVED?

- HR leader & Wellness program managers
- Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Live webmeeting
- Communication protocols: Who to contact about support, training, feature requests

### TIMEFRAME?

- Less than 2 days

### WEIGHTED SUCCESS FACTOR?

- Moderate impact step

# STEP 7

## Organize the launch of your wellness program

### WHY THIS IS IMPORTANT

- Building company-wide enthusiasm requires a well-executed plan

### WHAT IS IT?

- Milestone-based project plan
- Communication brief: Themes, topics, tactics, employee challenges

### WHO'S INVOLVED?

- HR leader, Wellness program managers, and employee champions
- Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Live webmeeting
- Spreadsheet: Program schedule, events, dates, tasks and resource links
- Messaging: Scripted content for wellness emails,
- employee portal, branded products
- Design: Templates for emails, posters, HR portal
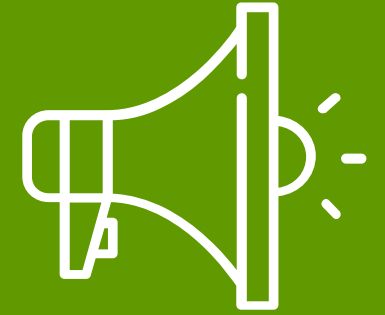- Logistics: Employee kits, rewards [optional]

### TIMEFRAME?

- Less than 2 days

### WEIGHTED SUCCESS FACTOR?

- High impact step

# STEP 8
## Start communications campaign

### WHY THIS IS IMPORTANT

- Energize employee participation and ensure highest levels of engagement

### WHAT IS IT?

- Series of high-impact communications by email, video, infographics, and in-person events

### WHO'S INVOLVED?

- HR leader, Wellness program managers, and employee champions

- Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Live webmeeting: All hands announcement

- Emails: Pre-launch, launch and post-launch reminders, monthly awareness topics

- Newsletters: Curated content and employee challenges

- Instant Messages: short text with links to program portal

- Videos: Welcome, program explainers, health topics

### TIMEFRAME?

- Less than 2 days

### WEIGHTED SUCCESS FACTOR?

- High impact step

# Hold small-group onboarding parties

## WHY THIS IS IMPORTANT

- Harness the power of social norms for high levels of participation

- Speed the collection of employee health information for company health score

## WHAT IS IT?

- Lively, fun way to speed new users to complete their health risk assessment and upload their biometric data

## WHO'S INVOLVED?

- Groups of 10 to 15 employees

- Wellness program managers

- Success team of One Stop Wellness

## HOW MANY ELEMENTS?

- Live webmeeting: Facilitated walk-through and interactive Q&A

- Invite links: To join the platform

- Logistics: Personal employee rewards, gift cards(Starbucks, Chipotle, DoorDash beverage or snack)

## TIMEFRAME?

- Less than 2 days

## WEIGHTED SUCCESS FACTOR?

- High impact step

# STEP 10

## Co-manage 30-day success sprint

### WHY THIS IS IMPORTANT

- Maximize employee participation, follow through and business case performance

### WHAT IS IT?

- Maximize employee participation, follow through and business case performance

### WHO'S INVOLVED?

- HR leader & Wellness program managers

- Success team of One Stop Wellness

### HOW MANY ELEMENTS?

- Live webmeetings
  - Private co-browsing support sessions

- Service tickets: requests for support, new features

### TIMEFRAME?

- Less than 2 days

### WEIGHTED SUCCESS FACTOR?

- High impact step

# STEP 11
## Review business case performance data
(recommended monthly)

### WHY THIS IS IMPORTANT

- How and where to make small mid-course corrections and improvements to your virtual corporate wellness program

### WHAT IS IT?

- Scheduled review of program data, employee engagement, rewards (budget used), population health risks

### WHO'S INVOLVED?

- HR leader, Wellness program managers

- Principal advisor of One Stop Wellness

- [Optional] Executive in charge

### HOW MANY ELEMENTS?

- Live webmeeting

- Report: Year to date data

- Presentation: Implications for management actions

### TIMEFRAME?

- Monthly

### WEIGHTED SUCCESS FACTOR?

- High impact step