

HOW TO COMMUNICATE WELLSTEPS TO YOUR CLIENTS

TALKING POINTS

1. A healthy lifestyle can add 10-20 high quality years to your life
2. The weight gain among children over the past 15 years can be explained by the calories in an extra can of soda each day. The problem is big but the solution is simple.
3. 75% of all health care costs are attributable to chronic disease
4. 70-91% of all chronic disease is attributable to lifestyle behaviors
5. Health care costs now consume 16 cents of every dollar spent in the US.
6. Health care costs represent less than 25% of the total cost burden of poor health. Health care costs are really the tip of the iceberg.

COMMUNICATION STRATEGIES

1. Lead by example. Pick a date and let your entire book of business know that you and your office are doing wellness. Invite them to join you. The first of the year or before summer are two great times.
2. Make a case for wellness. Ask WellSteps to help you calculate ROI projections for your customer then schedule a presentation to share their results. You can insert the ROI pdf pages into a powerpoint very easily. After sharing the presentation, give them a copy of the implementation guide. Invite the team to complete a Personal Health Assessment for free and show them how.
3. Teach culture change. Here are some talking points:
 - a. Leadership sets the tone for all worksite initiatives
 - b. A Wellness Coordinator leads the committee in their efforts to change work culture.
 - c. A Wellness Committee with diverse opinions helps to identify strategies that are the most changeable.
 - d. Complete the Checklist to change and review their evidence-based strategies
 - e. Ask them which strategy they think can be implemented during the coming 12 months.
 - f. Talk them through the planning tool "Plan to Change."
4. Teach behavior change. Here are some talking points:
 - a. Show the Personal Health Assessment. This is how everything starts.
 - b. Show the PHA feedback. This is what all users can print and what those who are not web-connected receive.
 - c. Show the Aggregate report. This is what you and your client administrators can see. d. Show the post-cards and posters. This is how the programs are marketed. e. Show the Fast Food Guide. This is a tool for one of the programs.