



WellSteps

WellSteps is a turnkey wellness solution focused on helping companies change their culture of health and helping employees adopt and maintain healthy behaviors.

The Challenge

Employee related costs are burdensome. Healthy employees cost less and are more productive. When unhealthy employees adopt healthy behaviors, they become less costly and more productive. So how can we help people change if they are geographically dispersed, have varying degrees of access to technology, have limited literacy, and have no dedicated onsite wellness professional to help them? WellSteps was designed with these issues in mind.

- Turnkey from marketing to evaluation
- Campaigns are available online or offline
- Campaigns are available in English and Spanish
- Each account is assigned a trained wellness professional called a WellSteps Guide

People Can Change

People are more likely to try and succeed if they have an incentive. That is why a fixed percentage of every contract is used to pay for incentives. Every WellSteps campaign concludes with valuable incentives such as airline tickets, gift cards, or iPods. The WellSteps solution includes campaign that are:

- Intuitive – campaigns focus on one behavior at a time, are 3-8 weeks long, use colorful materials, and text is written at the 6th grade level or lower.
- Engaging – the behaviors are simple, the behavior change steps in each program are sequential, and the materials are fun.

Change Improves Health, Work, and Relationships

The WellSteps solution is based on evidence and was designed using principles of robust behavior change theory. Most importantly, WellSteps programs are effective. When employees change behavior, health is better, work goes more smoothly, and relationships improve.



Here's How WellSteps Works

First, we ask your company to:

- Designate a wellness coordinator
- Appoint a wellness committee
- Provide a letter of support and photo from the CEO
- Provide a database of benefits eligible employees

Next, we ask that the wellness coordinator:

- Complete the Checklist to Change. The Checklist to Change helps identify the policies, rules, and environmental factors at the worksite that either support or hinder healthy behaviors. Healthy worksites have an "employee health is important" culture.
- Hold periodic meetings with the wellness committee
- Work closely with your assigned WellSteps Guide to plan, communicate with employees, and create a culture that supports good health.

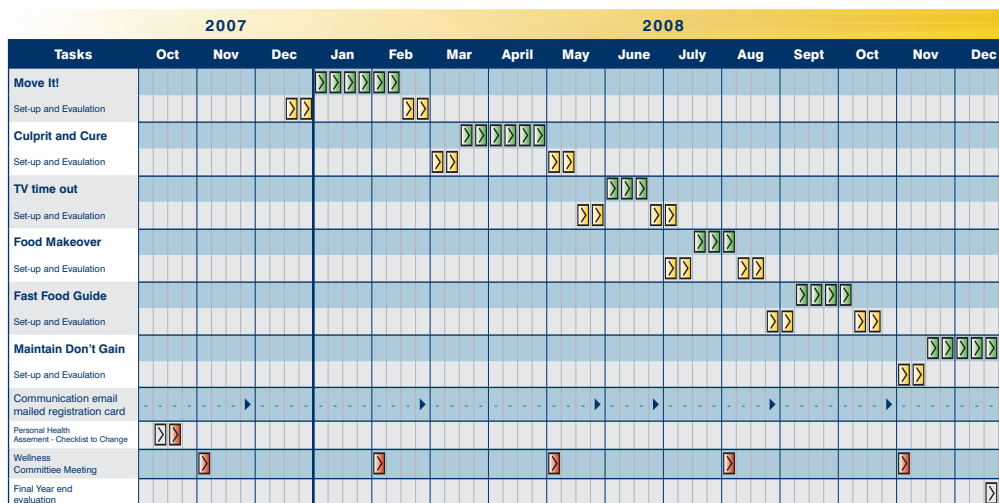
Then, your WellSteps Guide will:

- Coordinate the implementation of the WellSteps Personal Health Assessment (PHA). This is our HRA, which we use to raise employee awareness and to help quantify outcomes. You will have a company wide view of employee risks, behaviors, absenteeism, and productivity.
- Coordinate the scheduling of the annual program calendar
- Meet the wellness committee via teleconference
- Discuss the results and recommendations from the Checklist to Change

WellSteps will:

- Communicate every campaign to all benefits eligible employees
- Invite all benefits eligible employees to participate in the WellSteps Personal Health Assessment (PHA)
- Give PHA participants personal feedback in a WellSteps program center or by mail
- Announce 11 unique campaigns per contract period to employees
- Allow employees without internet access to participate
- Administer an incentive drawing for those who successfully complete a campaign

Sample Program Schedule



Evaluation

- Your team will have access to a dashboard that contains aggregate health risks
- You will receive reports on participation, satisfaction and evidence-based culture change strategies
- You will receive an annual executive summary of outcomes

Purchase Individual WellSteps Campaigns

Each WellSteps campaign can be purchased individually. You may already have a wellness effort at your worksite but perhaps you would like some variety. You can purchase one campaign such "Move It!" You can do the same with any WellSteps campaign including our Personal Health Assessment.

Every individual campaign includes:

- Marketing and communication
- Online program center for every participant
- Access for those not connected to the web
- Participation incentives
- Kick-off webinar for all employees
- Campaign outcomes and participation report



Example WellSteps Campaign

Move It! This campaign is designed to encourage physical activity by inspiring peer support and by creating friendly competition. Distinct groups within a company, such as sites or departments, can compete against each other to win the coveted WellSteps Trophy. Individual participants can earn more points by being physically active with other people or even pets!

Sample Rules

- Check one box for each day that you exercise for at least 30 minutes.
- To officially complete the campaign, you must exercise at least one day in each of the six weeks. You cannot count more than 36 days of exercise.
 - Anytime you exercise with another person or a pet, check the box two times.
 - At the end of the six weeks, turn in your card.



We will award winners in two categories, the sites that had the greatest percentage of employees who participated, and the sites with the greatest number of points per participant. In addition, 10 employees who complete Move It! will be randomly selected from the entire company for individual incentives. The key to success will be to communicate the campaign and the incentives to all employees. To facilitate this, you will receive a, "Move It" implementation kit which will include everything you need to roll out this campaign. We will work with you to determine which prizes will both inspire participation and continued good health.



