

# COMPREHENSIVE & EFFECTIVE WELLNESS PLATFORM



# Welcome to WellSteps

## A Comprehensive Wellness Platform Built for Real Results.

WellSteps is the all-in-one, science-backed, AI-enhanced, comprehensive wellness platform designed for organizations that want meaningful behavior change.

From custom challenges to habit-forming tools, 4-week behavior change campaigns, rewards automation, and real-time insights, WellSteps delivers effective employee wellness solutions that work in the real world.

Whether you're a growing company, a mid-sized organization, or a multi-location system, WellSteps gives you a *simple, scalable, and fully supported* wellness experience that:

- increases employee health
- decreases risk of chronic disease
- reduces cost
- boosts engagement

**Built for wellness teams. Loved by employees. Proven to transform culture.**







# Comprehensive Platform

**Your Entire Wellness Program. In One Platform.**

WellSteps replaces scattered tools, manual tracking, and overwhelming administration with one powerful, integrated wellness platform. Employees enjoy a clean, mobile-friendly wellness experience, while HR, brokers, and wellness leaders get effortless program management and measurable ROI.

*Everything you need to launch, manage, and scale a wellness program that actually changes behavior.*



## Our Mission:

As a Wellness Solutions Provider, we are committed to providing effective employee wellness solutions that reduce healthcare costs by preventing chronic disease and supporting individuals in their journey toward optimal health and well-being.



## Our Vision:

Continue to be a leader in worksite wellness solutions that help individuals change behavior, reduce chronic disease, and improve quality of life.

## 6 Pillars of Wellness

**Find success with the six pillars of wellness.**

Wellness works best when it supports the whole person. The WellSteps platform is built around six integrated pillars that drive balanced well-being and lasting behavior change.

1. PHYSICAL WELLNESS
2. NUTRITIONAL WELLNESS
3. MENTAL & EMOTIONAL WELLNESS
4. FINANCIAL WELLNESS
5. OCCUPATIONAL WELLNESS
6. SOCIAL WELLNESS



# Why WellSteps Works

**Behavior Change Shouldn't Be Complicated. WellSteps Makes It Automatic.**

At the heart of WellSteps is a behavior-change engine built on decades of research, almost 20 years of real-world experience, and the AMSO model (Awareness, Motivation, Skills, and Opportunities).

We've modernized this framework with AI-driven personalization, impactful content, daily habits, and dynamic challenge experiences that keep employees engaged long after kickoff.



## The AMSO Model: How WellSteps Changes Behavior



### Awareness

**Help users understand.**

Combining education, programming and communication, we build awareness of health risks and opportunities, meeting employees where they are.

### Motivation

**Create reasons to engage.**

WellSteps combines smart incentives, gamification, and positive reinforcement to encourage participation and sustain momentum.

### Skills

**Turn knowledge into action.**

We provide practical tools, actionable recommendations, and habit-building opportunities, for employees to improve their health.

### Opportunity

**Make healthy choices easy.**

By supporting culture, policies, and environments, we help organizations remove barriers and create places where wellness fits naturally.



# The Evidence

The evidence shows WellSteps solutions are effective.

With WellSteps, employees learn to adopt and maintain healthy behaviors, lowering chronic disease risk.



## WellSteps Saves Money

### Proven ROI through reduced healthcare claims

A WellSteps client saved \$3.32 for every dollar invested due to reduced medical claims, demonstrating measurable cost containment tied directly to behavior change.<sup>1</sup>



## WellSteps Reduces Absenteeism

### Fewer missed days. Higher productivity.

The WellSteps model has been shown to significantly reduce absenteeism. One employer saved \$15.60 per dollar invested through fewer missed workdays and improved employee performance.<sup>2</sup>



## WellSteps Reduces Risk

### Meaningful reductions in chronic disease risk factors

After one year with WellSteps, participating employees showed significant improvements across key health risk indicators—including blood pressure, cholesterol, blood glucose, and BMI—with many employees no longer classified as “high risk.” These changes directly lower the likelihood of costly chronic disease over time.



## WellSteps Improves Unhealthy Employee Behaviors<sup>3,4,5</sup>

### Behavior change that drives long-term health

WellSteps solutions are grounded in evidence-based science proven to improve nutrition, physical activity, and preventive health behaviors—helping reverse diabetes risk<sup>6</sup>, reduce cardiovascular risk factors, and support sustainable lifestyle change.

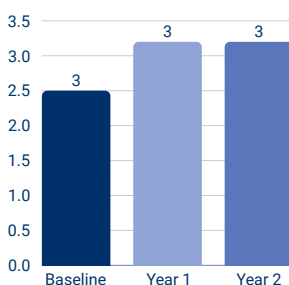
## REAL HEALTH IMPROVEMENTS

Percent of Employees Who Reduced a High-Risk Biometric Factor After One Year:

Body Mass Index	12%
Systolic Blood Pressure	40%
Diastolic Blood Pressure	71%
Blood Glucose	39%
Blood Cholesterol	41%

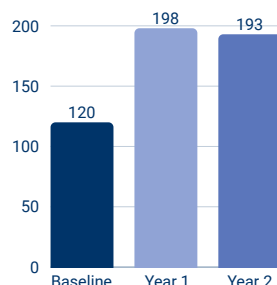
**+23%**

DAYS OF EXERCISE  
PER WEEK



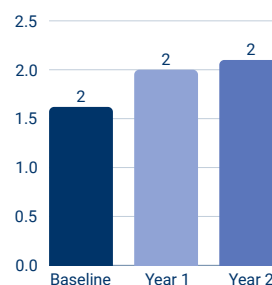
**+53%**

MINUTES OF  
EXERCISE PER WEEK



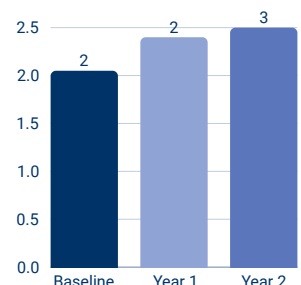
**+15%**

FRUIT SERVINGS PER  
DAY



**+9%**

VEGETABLE  
SERVINGS PER DAY



**Want to calculate your ROI?**

Check out the [WellSteps ROI Calculator](#). With this free tool, any organization can accurately estimate the financial impact of using our solutions.

# The WellSteps Difference

Not All Wellness Platforms Are Built the Same. Here's What Sets WellSteps Apart.

WellSteps delivers a true wellness ecosystem, one that combines human support, science, and technology into one seamless experience.



## Comprehensive Platform

Everything you need in one place. with extensive customization and integration & syncing options.



## Dedicated Guide & Consultant

Your Guide becomes an extension of your team, maximizing success and doing all the heavy lifting.



## High Engagement

Tried and proven strategies, along with continual evaluation and adjustment, drive high engagement.



## Simple for Admin & Fun for users

WellSteps reduces admin work, utilizes extensive automation and provides robust reporting.



## Evidence-based & outcomes-driven

Based on proven strategies and approaches, with WellSteps, you get data-backed wellness.



## Affordable, scalable & flexible

Our platform is highly customizable and designed specifically to provide a seamless user experience.

**WellSteps delivers effective employee wellness solutions that change behavior *and* culture.**

## Engagement Accelerators

**Engagement Shouldn't Be a Mystery—It Should Be Designed Into the Platform.**

WellSteps sustains high engagement and prevents drops and dips with a suite of engagement accelerators created to motivate employees automatically, make your job easier, and sustain momentum month after month.



AI Personalization  
&  
Recommendations



Integrated  
Incentives &  
Rewards



Multi-channel  
Communications



Device Syncing  
&  
Integration



Science-backed  
Strategy &  
Approach

**The result?** Companies that use WellSteps consistently experience higher participation, stronger habits, and better overall outcomes than those using other platforms.

# WellSteps Guides

## Your Wellness Consultant and True Partner.

Think of your WellSteps Guide as your dedicated wellness partner; someone who does all the heavy lifting. Your WellSteps Guide acts as an extension of your team—handling the strategy, setup, execution, committee meetings, evaluation, and day-to-day of your wellness program so you don't have to. All WellSteps Guides hold a wellness-related bachelor's degree.

**Bottom line?** Your Guide ensures your wellness program is simple to run, highly engaging, and built for long-term impact, without adding work to your plate.

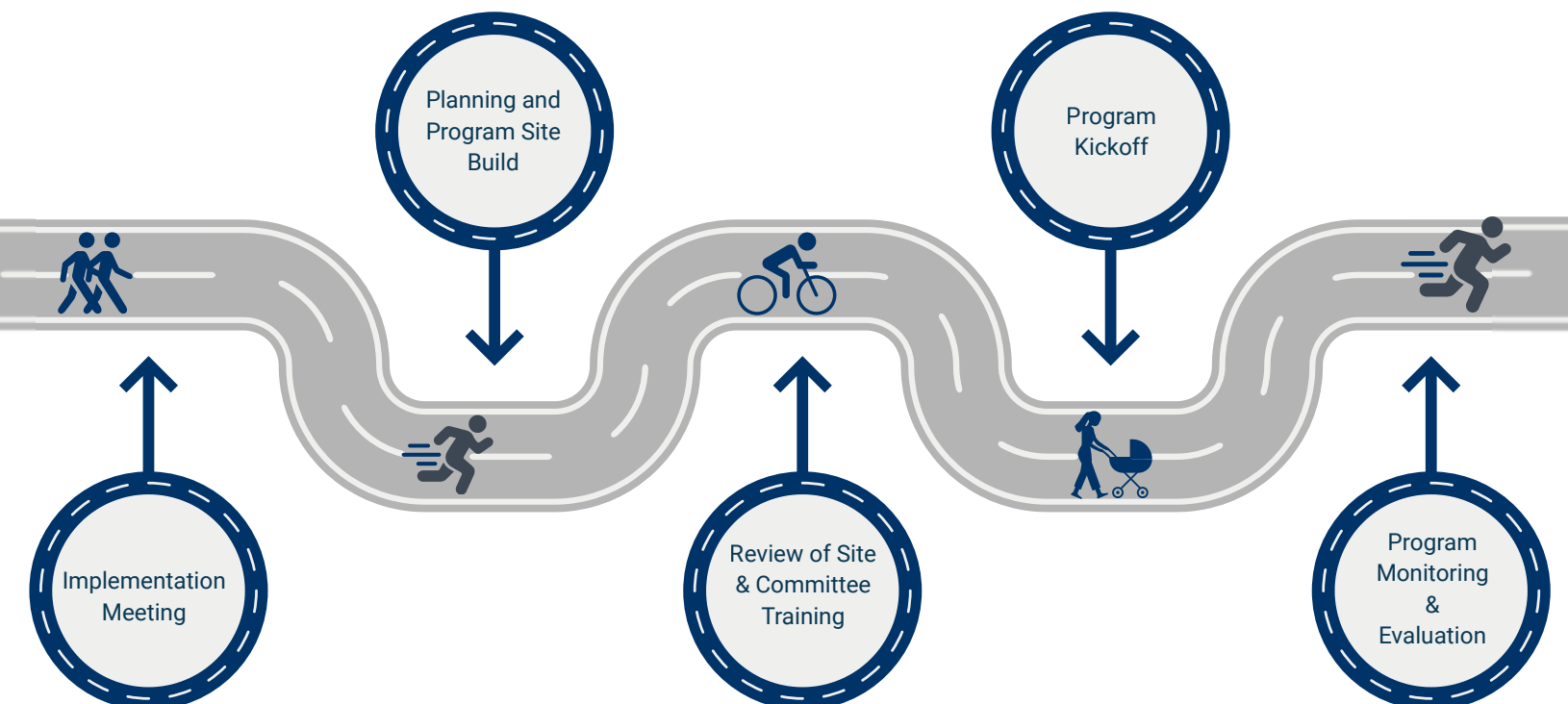


*"We have had the pleasure of working with a few different Guides. Each one of them have been amazing humans, very flexible and adapting, and truly awesome. We receive a consistent product and service with each Guide. I do not think about program management because WellSteps is set up to manage itself."*

## Seamless Implementation

**A guided, step-by-step process designed to fit your organization—not disrupt it.**

Implementing a wellness program shouldn't feel like another project on your plate. With WellSteps, implementation is structured, guided, and handled alongside you—so your program launches smoothly without adding extensive work for your team.





# The Tools That Make Wellness Work

A connected platform designed to drive engagement, support behavior change, and deliver results.



## **PROGRAM CENTER: Your Wellness Dashboard**

A **personalized dashboard** with company messages and smart wellness recommendations that guide employees toward healthy actions.



## **CHALLENGES & CAMPAIGNS: Engagement that builds habits**

From peer and individual 2-week **Challenges** to month-long **Habit Builders**, **Behavior Change Campaigns**, **TLC programs**, and quick **Quizzes**, WellSteps keeps wellness fresh, flexible, and motivating with our library of over 200 programs.



## **TRACKING & REWARDS: Progress people can see and feel**

Employees track goals in **MyTracker**, **Sync devices**, view **Leaderboards**, and earn meaningful **Rewards** and incentives that reinforce healthy behavior over time.



## **PERSONAL HEALTH ASSESSMENT & INSIGHTS: Data that leads to action**

The **Personal Health Assessment**, **Screening Reminder**, and **AI-Insights** help employees understand risks early and take proactive steps.



## **ON DEMAND WELLNESS LIBRARY & RESOURCES: Anytime, anywhere**

Hundreds of **Recipes**, **Wellness Articles**, and **Videos** (workout, yoga, meditation, and stretching) are available 24/7 to meet employees where they are.

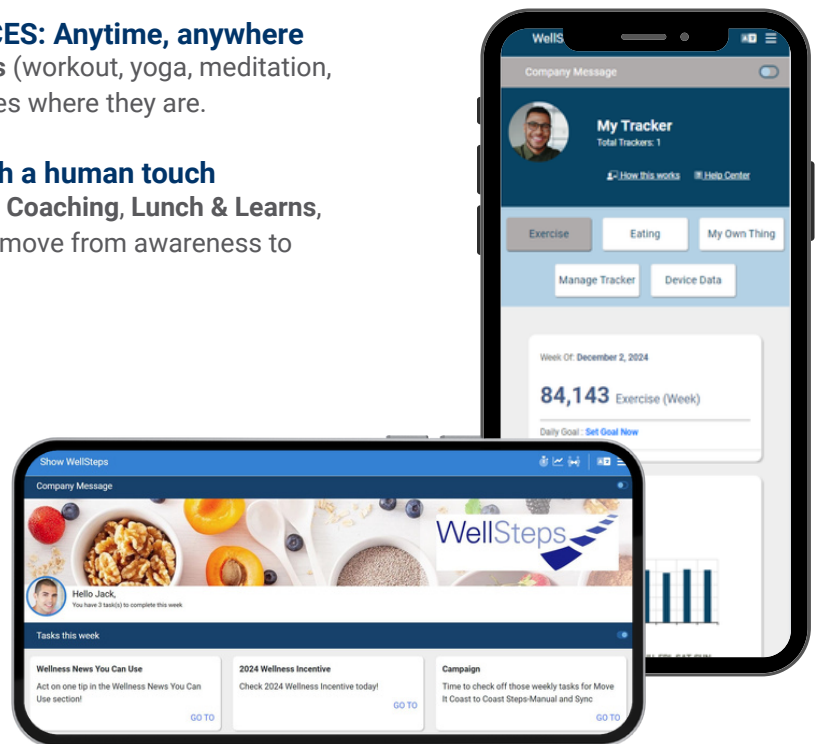


## **ADDITIONAL WELLNESS: Data-driven care with a human touch**

WellSteps offers **Biometric Data integration**, **Health Coaching**, **Lunch & Learns**, and even **Outcomes-based programs** to help users move from awareness to action.



“The WellSteps platform makes it easy to stay engaged because there’s so much variety. From challenges to campaigns, I can pick what fits my goals and my schedule, which keeps me coming back.”



Our free **mobile app** and **online platform** give employees 24/7 access to everything they need to stay engaged in wellness, wherever life happens.



# OUR SOLUTIONS

Flexible wellness programs designed to meet your organization where it is, and grow with you.

## PRE-PLANNED

### LAUNCH PROGRAM

*A fast, turnkey way to start wellness.*

The Launch Program is a preplanned, quarterly-based solution built using proven tools and strategies. All you provide is your employee directory and incentive selections. Your dedicated WellSteps Guide handles the rest, including building the platform, day-to-day tasks, and reporting.

**Best for:** Organizations that want structure, speed, and minimal lift.



## FULLY CUSTOMIZED

### CUSTOM SOLUTION

*A wellness program designed specifically for your organization.*

This option is 100% tailored to your organization's goals, culture, and workforce. Our team recommends the right mix of tools, campaigns, rewards, and incentives, and your WellSteps Guide partners closely with your team to plan, launch, and manage every detail, with full access to our on-demand library of articles, recipes, and videos.

**Best for:** Organizations seeking maximum flexibility and long-term impact.

MOST POPULAR



Available WellSteps Tools\*:

*\*Not a comprehensive list*



Rewards



Campaigns



My Tracker



PHA



Device Syncing



Challenges



Leaderboard



Habit Builders

## BRANDED

### RESELLER & WHITE-LABEL OPTIONS

*Offer wellness under your brand—powered by WellSteps.*

Our Reseller solution allows partners to offer a fully branded wellness platform under their own name, creating a new, scalable revenue stream without the cost or complexity of building a program in-house, backed by WellSteps' technology, tools, and expert support.

**Best for:** Brokers, consultants, and organizations looking to monetize wellness.



**NEED SOMETHING DIFFERENT? Looking for just Challenges? Need only biometric integration or a Personal Health Assessment? No Problem! We build custom solutions all the time.** If you don't see exactly what you're looking for, connect with our sales team. We regularly design custom packages to fit unique goals, industries, and budgets.



# ADVANTAGES FOR BROKERS

## A Better Wellness Partner Means Better Results for Your Clients.

Benefits brokers, consultants, and wellness advisors choose WellSteps because our platform delivers consistent engagement, proven outcomes, and smooth administration—making them look great.



### ✓ **Complete, ready-to-launch wellness platform**

No piecing together point solutions. WellSteps offers everything in one ecosystem.

### ✓ **Fast, easy implementation**

Clients get a streamlined launch guided by a WellSteps expert, reducing broker workload.

### ✓ **Proven outcomes and retention**

Clients stay longer, engage more, and achieve better wellness outcomes.

### ✓ **Reporting that enhances your consulting value**

Participation, improvements, campaign results—brokers get the data they need for renewal season.

### ✓ **White-label & reseller options**

WellSteps can be branded or packaged to enhance your wellness offering without building your own platform.

### ✓ **Financial Value for Consultants**

WellSteps offers a variety of broker relationship discounts and commission earning opportunities. Chat with a member of our sales team today to learn more.



“WellSteps allows us to offer customized wellness solutions that truly add value for our clients. The flexibility, support, and results make it an easy program to stand behind—and a meaningful extension of our services.”

-Broker Partner





# TESTIMONIALS

“

WellSteps rocks!  
**These guys are the best wellness vendor I have ever worked with.**  
They are fast and accurate and so, so simple!

”

“

WellSteps is a **great program** and a **fun** way to fight the good fight to **constantly improve** our health.

”

“

We've absolutely loved working with **WellSteps** to provide our employee wellness program. Not only has WellSteps **eased the burden of tracking** all of the tasks that our participants complete but we've been able to offer so many more resources to our employees and are able to offer a **customized wellness program** for each individual person where they can focus on the things they would like to improve on. **I have nothing but wonderful things to say about WellSteps.**

”

“

The WellSteps platform has been a **great addition to our wellness program.** The positive feedback from our employees speaks volumes. They appreciate the **variety of activities** and the **ease of tracking** their progress. WellSteps has provided a simple way for them to take charge of their health.

”

“

Our wellness program has become in part who we are and **continues to shape our culture.** It has nurtured a supportive environment and is always considered when we make decisions at all levels. The term wellness continues to expand in our organization and helps us bring options including, mental, financial among others which have **greatly helped our employees.**

”

“

We all know that wellness is important, but WellSteps helps us keep it top of mind. The site makes it **easy to engage** others in small challenges. It helps hold us accountable. On the administrative side, **it has been a game-changer for us.** *WellSteps makes running a program much easier.*

”

“

Our wellness program has **benefited our company and employees in many ways.** It has provided a structure that has allowed employees, in many cases, to make the health improvements that they desired in a simple style that has been supported by tools and resources.

”

“

We've had an incentive-based employee wellness program for the past 7 years. In those 7 years, **we've seen employee sickness/absences decrease, preventative exams increase, and hundreds of employees making lifestyle changes to make themselves healthier.**

”

“

**Our guide has been the one thing that has made the biggest difference.** Positive attitude, just the right level of interaction, and confidence in each other have been what have made it work so well for us.

”

“

The most repeated compliment/statement from our employees is, **"I didn't know it was so easy."**

”



## LEARN MORE: LINKS

[WELLSTEPS.COM](#)

[WHAT WE DO](#)

[WELLSTEPS GUIDES](#)

[FREE RESOURCES](#)

[CAMPAIGNS](#)

[HABIT BUILDERS](#)

[PEER-AND-INDIVIDUAL CHALLENGES](#)

[PERSONAL HEALTH ASSESSMENT](#)

[MY TRACKER](#)

[REWARDS](#)

[SOLUTIONS](#)

[HEALTH COACHING](#)

[DEMO SIGNUP](#)

## CHECK THE FACTS: REFERENCES

1. Merrill RM, Hyatt B, Aldana SG, Kinnersley D. Lowering employee health care costs through the Healthy Lifestyle Incentive Program. J Public Health Manag Pract. 2011 May-Jun;17(3):225-32.
2. Aldana SG, Merrill RM, Price K, Hardy A, Hager R. Financial impact of a comprehensive multisite workplace health promotion program. Prev Med. 2005 Feb;40(2):131-7.
3. Merrill RM, Anderson A, Thygeson SM. Effectiveness of a worksite wellness program on health behaviors and personal health. JOEM 2011;53(9):1008-12.
4. Merrill RM. A Small Business Worksite Wellness Model for Improving Health Behaviors. JOEM 2013;55(8):895-900.
5. LeCheminant J, Merrill RM. Improved Health Behaviors Persist Over Two Years for Employees in a Worksite Wellness Program. Population Health Management 2012;15(5):261-6.
6. Aldana S, Barlow M, Smith R, Yanowitz F, Adams T, Loveday L, Merrill RM. A worksite diabetes prevention program: Two-year impact on employee health. AAOHNJ. 2006 Sep;54(9):389-95.
7. Aldana SG, Barlow M, Smith R, Yanowitz FG, Adams T, Loveday L, Arbuckle J, LaMonte MJ. The diabetes prevention program: A worksite experience. AAOHN J. 2005;53(11):499-505.
8. Aldana SG, Greenlaw R, Salberg A, Merrill RM, Hager R, Jorgensen RB. The effects of an intensive lifestyle modification program on carotid artery intima-media thickness: A randomized trial. Am J Health Promot. 2007 Jul-Aug;21(6):510-6.
9. Merrill RM, Sloan A. Effectiveness of a Health Promotion Program Among Employees in a Western United States School District. JOEM. 2014;56(6):639-644.
10. [www.wellsteps.com/roi/resources\\_tools\\_roi\\_cal\\_health.php](http://www.wellsteps.com/roi/resources_tools_roi_cal_health.php)

## CONTACT US

PO BOX 268  
OAK CITY UT 84649



(804) 477-5447



[INFO@WELLSTEPS.COM](mailto:INFO@WELLSTEPS.COM)



[WWW.WELLSTEPS.COM](http://WWW.WELLSTEPS.COM)

