

THREE WAYS TO OFFER **WELLNESS** WITH WELLSTEPS



RESELLER PROGRAM OWNERSHIP—COMPLETE OWNERSHIP & CONTROL

With this option, your firm takes full ownership of the wellness program. We train you on the WellSteps platform, and you create, manage, and bill your clients directly. This model allows for full customization and the flexibility to price and structure wellness programs as you see fit. While this option offers the highest level of control and revenue potential, it requires hands-on involvement in program creation, administration, and client support.

Best for: Brokers who want to establish themselves as wellness providers and have the capacity to manage program operations.

TRADITIONAL BROKER RELATIONSHIP—SIMPLE & HANDS-OFF

In this model, you refer clients directly to WellSteps. Clients contract with us, and you earn a 5% discount, which you can either keep as commission or pass along to your clients for a better rate. This approach requires no management on your end, making it an easy way to provide wellness solutions without additional workload. However, since WellSteps handles all program administration, you have less direct influence over customization and branding.

Best for: Brokers who want a simple, no-maintenance solution while still offering high-quality wellness programs to their clients.

BRANDED PROGRAM FULFILLMENT—YOUR PROGRAM, OUR PLATFORM

With this option, your firm offers a wellness program branded with your name and logo but managed by WellSteps. You develop a single wellness program that all your clients use, allowing for a streamlined, cost-effective solution. While customization is limited to branding (logo, theme, and color scheme), this model provides a strong brand presence without the burden of program management. You bill your clients directly, while WellSteps bills your firm based on total program participation.

Best for: Brokerages looking to offer a consistent, branded wellness program across multiple clients without handling the day-to-day operations.



CREATE A ROBUST REVENUE STREAM

Wellness programs are in high demand, and partnering with WellSteps can help you tap into this growing market and create a new revenue stream for your business.



STRENGTHEN CLIENT RELATIONSHIPS

Offering a wellness program strengthens relationships with existing clients by providing them with a valuable service that can improve employee satisfaction and retention.



GROW YOUR BOOK OF BUSINESS

A wellness program can be a powerful differentiator for your business and help you attract new clients looking for a competitive edge in employee recruitment and retention.



FREE RESOURCES

WellSteps offers a range of free resources to help you implement the program, including Checklist to Change, Compliance Checker, the blog, and a worksite implementation guide.



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