



E-book

How to Maximize Employee Engagement

5 tips to create meaningful engagement in your corporate wellness programs





Introduction

Maximizing employee engagement in your wellness program is like running a marathon – not a sprint.

The level of employee engagement in corporate wellness can make or break the success of your well-being initiatives; no matter how well it's implemented, or the depth and variety of programs offered.

Employee engagement is not something that happens overnight with the click of a button. To help you create meaningful engagement and drive improved health results here are some top strategies to boost your program's effectiveness.



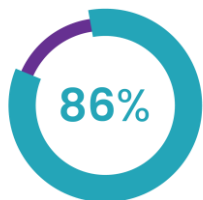
1

Have an effective marketing plan

Frequent, relevant and coordinated communications make an impact

When organizations fail to effectively communicate the existence and importance of workplace initiatives, employees can often be left in the dark about the benefits that are available to them. Successfully marketing your program consists of three steps:

- 1. Create compelling content** – speak to an individual’s pain points and keep them interested with informative information. Does the tone match your corporate culture? Grab attention with humor or even some swear words if you’re feeling extra daring!
- 2. Offer something of value** – what’s in it for them? Clearly define what benefit they’ll receive. Will it be a financial incentive? Extra holiday time?
- 3. Call to action** – clearly tell employees what you want them to do on a consistent basis. Keep it simple!



A recent study by Salesforce found that **86% of employees** and executives consider a lack of communication the most common reason for workplace failures.



2

Consider **HOW** your employees are being engaged

Convincing employees to adopt healthier practices is no easy feat. Here are ways to maintain interest.

Promote your content through multiple channels

Leverage your well-being platform tools to amplify your outreach efforts through a multi-channel approach. Reach employees through email, newsletters, text messages, videos, push notifications, physical posters, social media or reminders in the employee web portal are all important modes of communication.

Create a wellness committee and wellness champions

Give employees a sense of ownership over the program and invite them to have a say in the overall design. Designate wellness champions who will become the go to for “peer review” feedback and encouragement.

Ensure executive buy-in

Leadership support is one of the most important aspects of winning high participation rates. It’s crucial for leadership to walk the talk and lead by example. Confirm that managers are also set up for success to support a culture of well-being.

Offer a holistic program that includes all facets of health and wellness

Make sure you communicate how these programs are aligned with your broader company policies.



3

A one-size-fits-all approach won't cut it

Win their attention with personalization

Personalization is essential in health and wellness programming. Individuals want to feel that their program caters to their unique needs.

The most effective way to do this is by including a comprehensive [health risk assessment](#) to help you ensure that your programs are aligned with the individual needs of your employees.

By using data from HRA's including biometrics, demographics and health risks you can eliminate the guesswork and anticipate an employee's future needs, offering relevant resources that they are more likely to engage with.

PHYSICAL



EMOTIONAL



FINANCIAL



SOCIAL



4

Use incentives to drive behavior change

The power of financial incentives will always influence motivation

BUT...

This can't be the only approach! Yes, cash is the number one incentive driver, however, successful programs consider two types of incentives - cash incentives, such as gift cards and larger non-cash incentives like benefits.

It's important that employees **see** how their data is being meaningfully used to benefit them. Showcase how their data is influencing the organization's HR policies and being reflected in the types of benefits offered.

Tip: Find out firsthand what type of incentives will motivate employees the most. You may be surprised to find out some individuals may respond more favorably to different options such as charitable donations, extra paid time off, or flexible work hours.





Make it fun!

A strong user interface and user experience go hand in hand

A rich, visually appealing interface with innovative gamification elements will help take any desired behavior and make it fun, maybe even addictive!

A flexible [well-being platform](#) will allow you to configure your program to involve points, rewards, time pressure, leaderboards and challenges that will increase motivation by tapping into people's natural inclination to play and compete.

A smooth user experience is also an essential aspect of your program. The platform powering your program should be on point to optimize performance, providing a responsive, simplified and streamlined journey.





CoreHealth's advanced wellness platform can help you drive higher engagement and improved health outcomes.

Ready to get started? Speak to a representative today!

Contact us

Or visit us online to learn more.

Visit our website

