

WELL-BEING HERO STORY

How one wellness manager engaged over 73% of at-risk employees

A major building materials supplier has over 11,000 employees in almost 400 locations with ages ranging from late teens to 70-plus. So, designing a well-being strategy that inspires all employees to take control of their health was no easy task. But their Wellness Program Manager was equal to the challenge.

Ms. Morse* understands the value of well-being.

It's a lesson she learned in her own life when she lost her parents. Under stress and with more pressing priorities, she let caring for her health slide down the list of things to do. When she recommitted to being active, eating well and taking time for self-care, she recognized that she was more able to react to unexpected events.

Since then, she's made caring for her whole health part of her fundamental approach to life, and that's what she wants for her employees. She's fond of saying "health should not be a priority in your life, it should be your foundation."

Thankfully, her leadership team is aligned with Ms. Morse's philosophy. They know that healthy, productive employees are critical to their success and that investments in employee health can improve the health of the business at the same time. To further demonstrate their commitment the leadership team moved employee well-being out of the benefits division and into the employee safety division – an area that employees respect and rely upon.

With the backing of the business, it was time for execution.

Under Ms. Morse's leadership, the company engaged ActiveHealth® to provide an employee well-being solution that includes lifestyle coaching and support for chronic condition management. The solution also includes an incentives program where employees can earn rewards for completing healthy actions.

While having a solid well-being solution in place is important, Ms. Morse realized that when it comes to engaging employees in their health and well-being, "build it and they will come" isn't a winning strategy.

She employed a multi-pronged communication strategy to promote program awareness across company intranet and internal social media. Since many employees don't have a work email address, she used onsite staff in plants to post information and she asked safety teams to share information along with other important updates.

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Engaging and motivating at-risk members.

ActiveHealth supported the engagement approach with emails, letters and live phone calls from nurses and coaches with hundreds of hours of training and practice.

Key steps in this approach include:

- 1 Identifying members with specific, actionable health improvement opportunities.
- 2 Engaging them with a uniquely human approach focused on discovering one of their intrinsic motivators (i.e. their unique “why”) that’s linked to improving their health.
- 3 Offering them multiple ways to access support – both live and digital.
- 4 Motivating them by helping them set achievable goals that show results and build their confidence to keep moving forward.

Employees range from Gen Z to Baby Boomers. They differ widely in terms of access to and acceptance of technology. It’s not surprising that their health needs and the intensity of the support from the program varies as well. Program participants fall into low, moderate and high stratifications, though their stratification can change over time.

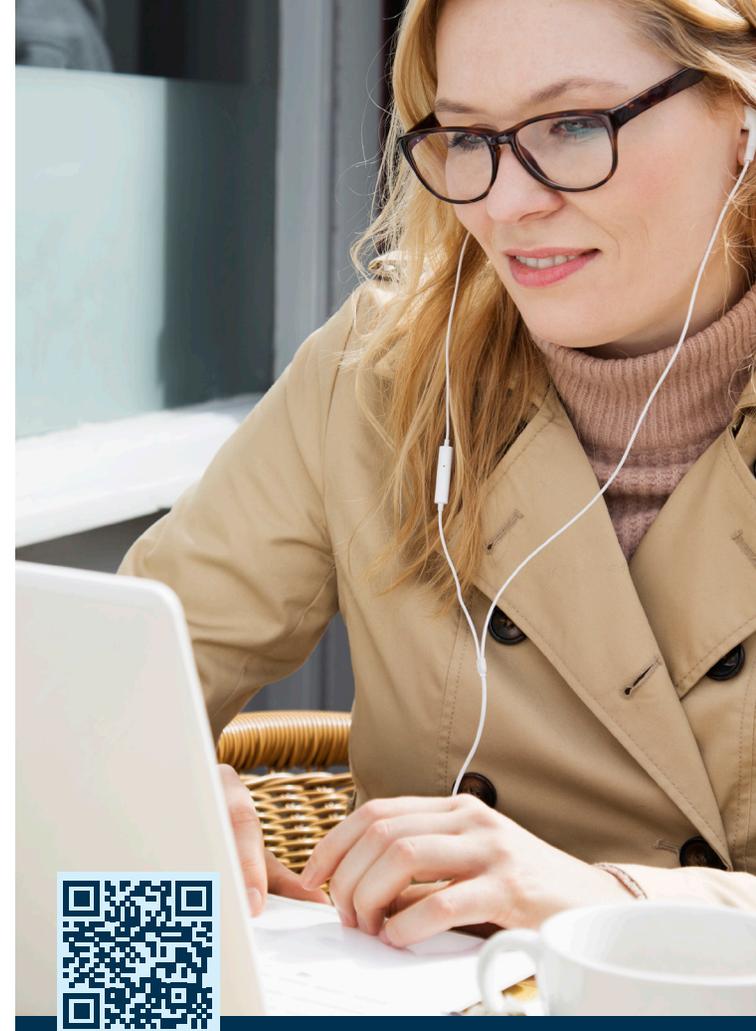
Ms. Morse’s expansive communication strategy coupled with ActiveHealth’s targeted outreach resulted in impressive engagement rates.†



†Though the story is real, Ms. Morse’s name has been changed and stock imagery has been used.

†Engagement rates reflect the percentage of identified members who engaged with the program. ActiveHealth book of business data second quarter 2020.

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