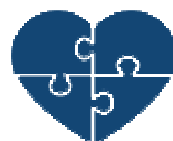


# CREATING A HEALTH MOVEMENT!

AN EMPLOYER ROADMAP FOR BUILDING A CULTURE OF HEALTH



Join Our Health Movement   
[www.iHealthConnected.com](http://www.iHealthConnected.com)



**Health Connected**

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# LET'S CREATE A HEALTH MOVEMENT



## We live in an age of movements.

Everyday life and global events teach us that people like to participate in worthy causes that result in meaningful change.

So how can we activate your employees to feel the same way and participate in a workplace movement? Performance incentive programs are often used to get things moving, but they can be difficult to implement and maintain for everyone.

They often reward only top performers rather than communicating the well-being of every employee is important to management. Leading organizations need to create movements that enable all employees to participate.

## This is where Health Connected comes in.

Health Connected includes 3 important digital health and wellness programs that enable you to create and implement an effective health movement:



**HEALTH RISK ASSESSMENT**



**CHALLENGES**



**DIGITAL HEALTH COACH**

This guide provides a long-term strategic roadmap to implement Health Connected in your organization. The program uses behavior change modeling supported by industry leading technology to deliver an effective, long-term health movement strategy. The result is happier, healthier, and more productive employees.

For employees, Health Connected is a technology that provides a personalized health action plan.

It enables employees to engage and motivate each other to create a culture of wellness.

It's fun, flexible, and tailored to the needs of each individual.

You may want to create your own implementation approach. However you choose to use Health Connected, we know that today, more than ever, your employees will appreciate your commitment to their health.



# ROI BENEFITS



Healthy employees are happier and more productive.

Companies that have implemented health and wellness programs have seen real benefits:

**86%**

said it was a good business investment

**75%**

of employees felt better about their employer

Overall health-related costs reduced by

**25%**

Sales averaged

**20%**

higher

Conversely, employers with **poor organizational health** experienced negative outcomes:

**31%**

loss in productivity due to back pain, headache, arthritis

**23%**

productivity loss due to depression

You know what you pay in pharmacy and other medical costs.

What you may not know is that you are paying 2 to 3 times that in lost productivity related to employee health and wellness.

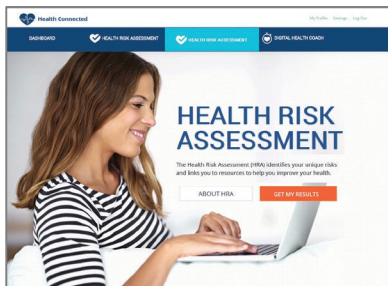


# HOW TO GET THE MOST FROM HEALTH CONNECTED

Whether you have 5 employees or 100,000, Health Connected is an invaluable tool to promote healthier employees and a stronger culture of health.

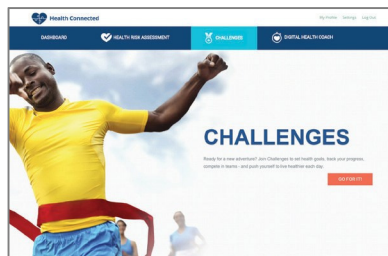
## What's included

Health Connected includes 3 programs that work together to form a long-term health and wellness strategy.



### Health Risk Assessment (HRA)

- This validated questionnaire provides employees with a private, personal health profile across 15 different health risk categories.
- It stratifies employees into low, medium, and high risk groups and tracks health risks over time with a risk reduction plan.
- Starting your health movement with the HRA is a good way to gather baseline data on your employee population so you can measure improvements over time.



### Challenges

- These quarterly health challenges motivate employees with fun themes, team building, and goal setting.
- They connect with popular wearable devices.
- Challenges offer a quick and engaging way to bring employees into the program.



### Digital Health Coach (DHC)

- This online virtual health coaching tool provides 24/7 access to a personalized health action plan for common lifestyle issues and chronic conditions.
- DHC works best if it is implemented after HRA and Challenges because it provides a longer-term plan and commitment to follow-up.
- It helps to have earlier buy-in from HRA and Challenges first.

If you have any questions, please contact the Help Desk:

email: [hchelpdesk@mediresource.com](mailto:hchelpdesk@mediresource.com)

phone: 416-383-0010 ext. 234



# HOW TO GET THE MOST FROM HEALTH CONNECTED

## Start with a mission

Make it fun. Turn each product into a mission.

It shouldn't surprise you that people enjoy participating in things that are fun. We also know from our research that people are more inclined to succeed if they are given a well-defined mission. Consider each product within Health Connected a mission.

“Should you choose to accept, complete 3 missions over the next 3 months”:

**MISSION 1:**

Complete our Health Risk Assessment

**MISSION 2:**

Participate in a health challenge OR Create a personalized health coaching plan with Digital Health Coach

**MISSION 3:**

Create a personalized health coaching plan with Digital Health Coach OR Participate in a health challenge

## Events

Within each mission, employees will participate in events.

For example, the mission can be to participate in a healthy eating challenge over the next month with your work colleagues. Examples of events include:

- Record your daily activities to achieve points and badges
- Integrate a wearable device and download data to [iHealthConnected.com](http://iHealthConnected.com)

## Small steps

One mission at a time.

Behavior change research shows that small steps are an effective way to start people on the path to better health. Overwhelming people with too much, too early can backfire. We recommend implementing one mission (i.e. program) per month over the next 3 months.

## Strategy

Turn missions into an overall strategy of creating a health movement.

A mission isn't a strategy – it drives the strategy. The strategy is how you implement your 3 missions to create change. By successfully completing the 3 missions, and adding more over time, you will be on your way to creating a health movement within your company.





# WELLNESS-IN-A-BOX: LIST OF RESOURCES



Your Wellness-in-a-Box package contains the following resources to help you implement Health Connected in your organization. Each item has been assigned an identification number.

IDENTIFICATION NUMBER (ID #)	RESOURCE	PURPOSE
2010	<b>Health movement employer Roadmap</b> (this guide)	An implementation roadmap for employers. Creates long-term health movement strategy.
2020	<b>employee Program Guide</b>	Provides program overview. Distribute by print or email to introduce the program.
2024-2029	<b>email Support Campaign</b>	A series of email communications and recommended distribution schedule.  <i>Includes:</i> <b>2024</b> “Coming Soon” message <b>2025</b> Welcome email <b>2026</b> Welcome letter (use instead of item 2025 for employees without a corporate email address) <b>2027</b> Challenge promotional emails <b>2028</b> Health Risk Assessment promotional emails <b>2029</b> Digital Health Coach promotional emails
2030-2033	<b>tent Cards</b>	A template to print tent cards for office distribution (e.g. lunch room).  <i>Includes:</i> <b>2030</b> “Join our Health Movement!” tent card <b>2031</b> Health Risk Assessment tent card <b>2032</b> Challenge tent card <b>2033</b> Digital Health Coach tent card
2070	<b>Desk Cards</b>	A template for business-card-sized communication about the program. Drop it on employees’ desks or distribute it around the office.



# WELLNESS-IN-A-BOX: LIST OF RESOURCES



Your Wellness-in-a-Box package contains the following resources to help you implement Health Connected in your organization. Each item has been assigned an identification number.

IDENTIFICATION NUMBER (ID #)	RESOURCE	PURPOSE
<b>2040-2043</b>	<b>Small Posters</b> (letter size)	<p>A series of design templates to print your own internal posters on letter-sized paper. Post them around the office or leave on desks or lunch room tables.</p> <p><i>Includes:</i></p> <p><b>2040</b> “Join our Health Movement!” – small poster <b>2041</b> Health Risk Assessment – small poster <b>2042</b> Challenge – small poster <b>2043</b> Digital Health Coach – small poster</p>
<b>2080-2083</b>	<b>medium-Sized Posters</b> (legal size)	<p>A medium-sized version of the posters for internal printing on legal-sized paper.</p> <p><b>2080</b> “Join our Health Movement!” – medium poster <b>2081</b> Health Risk Assessment – medium poster <b>2082</b> Challenge – medium poster <b>2083</b> Digital Health Coach – medium poster</p>
<b>2044-2047</b>	<b>Large Posters</b> (24×36, external printing)	<p>Provide these files to your external printer to create larger promotional posters.</p> <p><i>Includes:</i></p> <p><b>2044</b> “Join our Health Movement!” – large poster <b>2045</b> Health Risk Assessment – large poster <b>2046</b> Challenge – large poster <b>2047</b> Digital Health Coach – large poster</p>
<b>2050</b>	<b>Quick Start Guide</b>	<p>A brief guide on how to quickly launch Health Connected in your organization. Includes step-by-step instructions and a checklist.</p>
<b>2060</b>	<b>manager Introduction Presentation</b>	<p>A ppt presentation to help you introduce the program and its benefits to management.</p>
<b>2061</b>	<b>manager-to-employee Introduction Presentation</b>	<p>A ppt presentation you can use to gain employee buy-in and communicate the program benefits.</p>





# CREATE A HEALTH MOVEMENT

## PLAN YOUR LONG-TERM STRATEGY

### In this section:

- A roadmap to expand the steps from the Quick Start Guide (Wellness-in-a-Box ID# 2050) into a health movement
- How to use Wellness-in-a-Box resources to create a health movement
- Strategies to promote participation

### Key factors in creating a health and wellness movement:

- Commit to a plan
- Define your missions
- Make it fun
- Be persistent

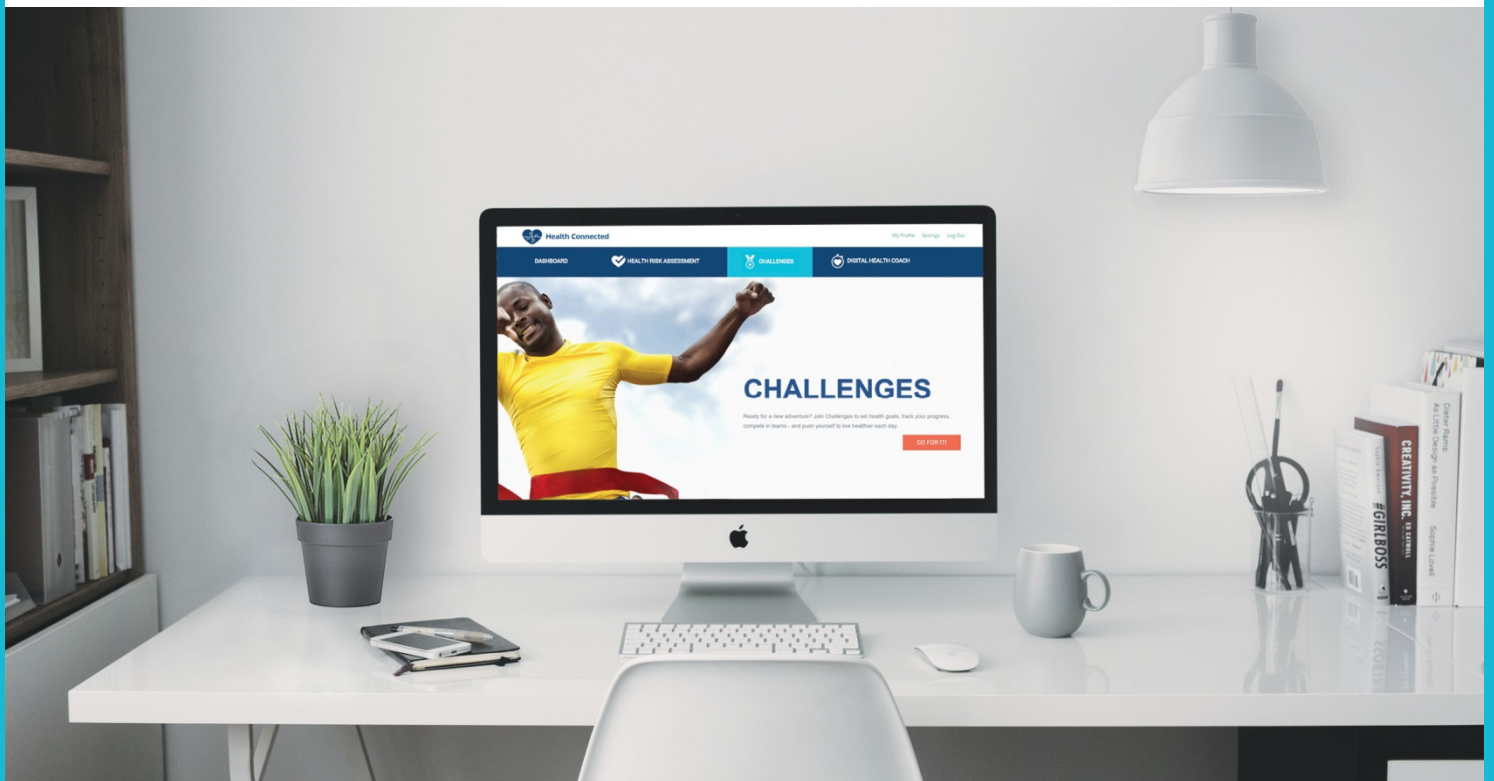
### Increase your success:

Recruit champions and ambassadors to get behind the idea.

# TAKE A BREAK



An important and entertaining 3-minute video on how to create a health movement:  
[www.ted.com/talks/derek\\_sivers\\_how\\_to\\_start\\_a\\_movement](http://www.ted.com/talks/derek_sivers_how_to_start_a_movement)





# CREATE A HEALTH MOVEMENT:

## PLAN YOUR LONG-TERM STRATEGY

### Step 1: Get behind the idea

- Recruit a senior manager “decision maker” to help champion your program and assist in removing barriers.
- Recruit internal champions across the company who also want to make health and wellness a priority. These can be managers or employees from various departments who will help you obtain broader buy-in and participation.
- Use the Manager Introduction Presentation (Wellness-in-a-Box ID# 2060) to present to managers.
- Obtain approval to set up rewards or incentives. These don't have to be financial and can be tokens of appreciation, trophies, or public recognition processes.

### Step 2: Communicate the plan

- Every movement starts with a single mission. Line up your missions:
  - Mission 1: Complete our Health Risk Assessment
  - Mission 2: Participate in a health challenge OR Create a personalized health coaching plan with Digital Health Coach
  - Mission 3: Create a personalized health coaching plan with Digital Health Coach OR Participate in a health challenge
- Get the message right. Create a message your employees will buy into.

### Step 3: Implement your strategy

- Recognize that it takes time and patience to create a movement. After all, we are working with established mind-sets.
- Use our Wellness-in-a-Box support materials to help you implement your strategy.
- If practical, assign each champion a team of 5 or 10 employees and create fun competitive events (e.g. which team completed more HRAs).
- Commit and achieve. Set specific monthly goals. Assign tasks to internal champions.



# DEFINE YOUR MOVEMENT: GIVE IT A NAME AND SET GOALS

## Name your movement

Creating a health movement is a strategy. Naming the movement can communicate its purpose more effectively without limiting its scope. You are the best person to name your movement based on your goals. You might decide on thinking broadly or narrow your focus to a specific issue like increasing activity or eating healthy. Both approaches can work – it comes down to what you think works best for your situation. Movement names that have been used include [Good Health Works](#), [Health4Life](#), [We Care About Health](#), [Well@Work](#), [Be Healthy](#), [WellnessWorks](#), and [Active and Healthy](#).

## Define your goals

What are your goals and desired outcomes? This will provide direction on how to modify Wellness-in-a-Box messages (or create your own) and on what future missions you will introduce after implementing Quick Start (see ID# 2050, Quick Start Guide, for details).

Example:

PRIORITY	MANAGEMENT GOALS	DESIRED OUTCOME
1	Show employees we care about their well being	<ul style="list-style-type: none"><li>• Increase job satisfaction</li><li>• Reduce turnover</li></ul>
2	Manage health plan costs	<ul style="list-style-type: none"><li>• Reduce health risks (lower risk = lower costs)</li><li>• Maintain or lower health plan expenses</li></ul>
3	Increase productivity	<ul style="list-style-type: none"><li>• Reduce absenteeism</li><li>• Reduce presenteeism</li></ul>
4	Improve morale and motivation	<ul style="list-style-type: none"><li>• Achieve high participation rates in corporate wellness programs</li><li>• Get managers to take initiatives that improve the health of their own departments</li></ul>



# PARTICIPATION STRATEGIES

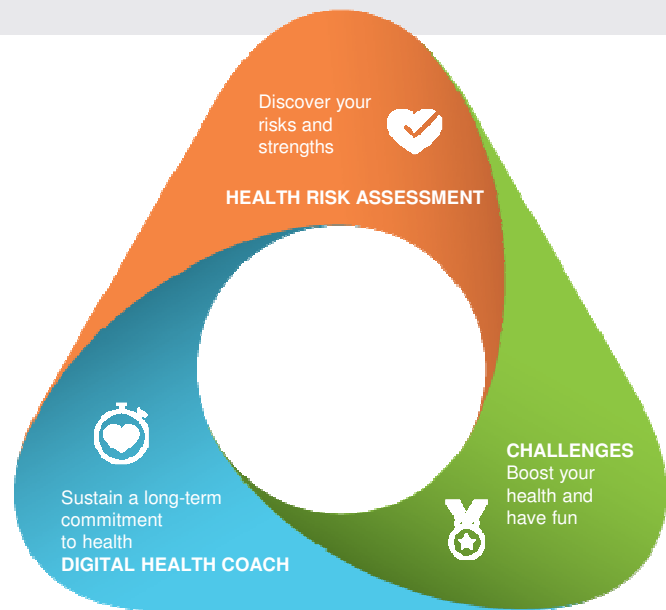
Health Connected solves many participation problems by using 3 different programs that work together and maintain employee interest over the long term.

Employee needs are different at different times. Initial excitement over the introduction of a new wellness program can fade. Health Connected provides the option to rotate and emphasize different products to keep it all fresh. Research shows the more comprehensive the program, the greater the participation.

We've found participation rates vary from 11% to over 70%. Studies have found that most companies fall between 5% and 30% participation.

We know that wellness programs work and are worth the time and investment. Differences in participation indicate the need for a plan.

80% of employees said "Management participation" would be a reason for them to participate too. Getting managers on board is important for a successful program.



## Issues impacting participation:

- Health promotion program wasn't of interest
- Management participation
- Not personalized to an employee's specific need
- Convenience
- Lack of time
- Inconvenient location
- Privacy issues
- Quality of facilitators
- Beliefs about health at work
- Poor self-perceived health status



# PARTICIPATION STRATEGIES



## Management participation ideas

- Set expectations for managers and their important role in promoting health (use Manager Introduction Presentation - Wellness-in-a-Box ID# 2060).
- Request manager volunteers to step up as champions to help support the program and remove barriers to implementation.
- Challenge managers from different departments to compete for highest participation rates.
- Include participation rates as part of performance reviews.

## Using technology

- Twitter can be an effective method to communicate short motivational messages to participants and get new recruits onboard.
- Create an in-house YouTube video and post it for everyone to see.

## Employee participation ideas

- Ask for employee volunteers (or champions) to act as leaders for your health movement.
- Recognize employee efforts and not just results. Certain employee profiles may be difficult to recruit and they should be recognized for having the courage to participate.
- Consider offering other incentives, such as:
  - Recognition during performance reviews
  - Reduced portions of health plan co-pay
  - Point systems in which points accumulate to greater and greater values for an incentive (financial or otherwise)
  - Gift cards that appeal to the majority of your employees
- Connect improved health with health savings account and flex benefits programs.
- Organize employees into teams (or allow them to set up their own teams) and start a friendly competition to see which team can achieve the highest participation rates.
- Establish an annual reward system that increases throughout the year to promote ongoing participation.



# PARTICIPATION BARRIER BUSTERS



Anticipating and overcoming barriers is an important step in maximizing participation. Here are some common barriers to participation, and suggested ways to overcome them.

PARTICIPATION BARRIER	REPORTED % FROM EMPLOYEES	STRATEGIES TO OVERCOME
I am healthy already, so I don't need to participate.	71	Employees overrate their health status. Self-perception of health and reality are two different things. Implement the Health Risk Assessment (HRA) to raise self-awareness of unknown risks and deliver an objective evaluation.
I want to organize it myself and not participate through my company.	59	People's intent to participate on their own usually doesn't translate into action. There are many ways to make it more attractive to participate through the company, such as offering incentives, recognizing participation in performance reviews, or forming teams within the company for friendly competition.
I want to keep work and my private life separate.	50	Address any privacy concerns. Explain that the Health Connected program is provided by a third-party company which does not release individual employee data to employers. Reinforce that privacy is respected and individual information will not be shared with the company.
I have an unfavorable work schedule (no time).	12	Explain that participating in Health Connected takes only a short time, and may even save employees time in the long run by enhancing health and productivity. Employees and their families can access iHealthConnected.com 24/7, from work or home, so they can choose to participate in the way that is most convenient for them.





# HOW TO GET THE MOST FROM HEALTH CONNECTED

Here are some common reasons why employees participate in wellness programs, and ways to leverage them.

REASON TO PARTICIPATION	REPORTED % FROM EMPLOYEES	HOW TO LEVERAGE
Supervisor support is a good thing.	80	Get supervisor support and promote participation from leaders.
I want to improve my health.	67	Effectively communicate the value of Health Connected and how participation will help achieve the goal of better health.
I feel that a workplace wellness program is useful.	56	Create a culture of wellness by supporting your health movement over the long term.
It is pleasant to engage in activities with colleagues.	21	Use Health Challenges and the social media features within Health Connected.