

## 5.6 (a)

Educating Manulife Consultants and the Benefit Consulting Network - Manulife could host regional information meetings/breakfasts/seminars throughout the year where EWSNetwork would educate Manulife consultants on wellness, the power of wellness as a part of an overall benefit strategy, components of the EWSNetwork program and how/when a program is introduced. This would help ensure trust, comfort and confidence between both parties. As EWSNetwork values the face-to-face approach, this may heighten education and awareness about the EWSNetwork systems.

Educating Manulife Clients and Prospects - A similar approach to the above can be taken to educate current and prospective clients about the value of an on-site comprehensive program. In person seminars, breakfast meetings, luncheons, etc. may be avenues used to share education and awareness. An ongoing educational webinar series may also be offered by EWSNetwork highlighting the main components of a results-based program.

Benefit Consultant or Manulife Introduction of EWSNetwork Directly to the Client - If Manulife requests that EWSNetwork speak directly to the client, early relationships and rapport may be realized. If EWSNetwork is provided with some specifics about the client (Company name, locations, number of employees at each location) a presentation is delivered that outlines the various program size options and allows for a question and answer period. EWSNetwork representatives have successfully presented both in-person and via webinar depending on location, travel expenses and convenience of the client. After the presentation, a formal proposal prepared by EWSNetwork can be presented directly to the client or through the Manulife Representative. Please refer to Appendix V Sample EWSNetwork Client Proposal. Once a proposal is accepted and the agreement is signed implementation begins with the EWSNetwork's system.

Train the Trainer Model - If a Manulife representative prefers to be trained by EWSNetwork about systems, components, reporting protocols and any other aspect of the comprehensive approach a series of webinars and seminars may be available.

### Implementation of EWSNetwork Program

Once a service agreement is signed, the following takes place:

#### 30 Days Prior to Program Launch

- Organizational Audit [Discovery Call with information-gathering interview outlining logistics of program]
- Company Metrics Audit/Evaluation

#### Program Launch

- Presentation [s] to staff to launch wellness program
- HRA is launched
- Wellness consultant [s] are introduced
- Wellness Committee is launched and champions are asked to volunteer

#### 30 Days After the Program Launch

- Wellness Committee Objectives Survey
- Management Objectives Survey
- HRA Corporate Analysis and Report
- Consultant group trend feedback
- \*\*Calendar-at-a-Glance is presented with optimal wellness program design targeting the health risks, objectives, needs and interests of the organization to the wellness committee for review.

Depending on Manulife's ongoing involvement in the program and other service providers, some variations to the current system may include:

- Manulife completes their HRA and metrics reporting and any other assessments or programs with the client prior to launching the EWSNetwork wellness program. Manulife's assessment findings are shared with EWSNetwork so

aggregate trend data is included in the overall customized design. Annually this information will be required from Manulife. The wellness program would then be launched.

- If Manulife works with other service providers for the HRA, biomedical screenings, and other preliminary assessments, the EWSNetwork Launch may also include these initiatives.