



Corporate Wellness Membership Guide



A COMPREHENSIVE WELLNESS STRATEGY



EXECUTIVE SUMMARY

Thank you for choosing the Corporate Wellness Membership (CWM) to be the foundation for your wellness strategy. You can have wellness and stay on budget!

Employee Wellness Solutions Network (EWSNetwork) is Canada's leading employee and corporate wellness provider. Founded in 2003, EWSNetwork provides onsite and digital solutions to organizations across our country. EWSNetwork's results-based and award-winning wellness programs are strategic to any organization's needs. Main health risks and cost drivers are addressed through targeted wellness initiatives resulting in better morale, improved energy and productivity, and less time away from work.

The following membership information will help you better understand the value your membership can add to your culture. Your Corporate Wellness Specialist (CWS) will guide you through options, help you strategize or just be there when needed.

Enjoy the Corporate Wellness Membership offering and I look forward to hearing about all the successes you have!

Garth Jansen
CEO
Employee Wellness Solutions Network

"We are changing the way people think about health. In the corporate world healthy employees result in a productive and profitable workplace. Adding to the overall health of Canadians is why we get out there every day and do what we do. Our services are unique in making a difference. We support the employees, the employees support each other and more importantly they take it home to their families. Listening to the changes people are making and how it impacts their lives gives us confidence that we are accomplishing our goal."

- Meaghan Jansen, EWSNetwork Co-Founder



A Look Ahead

Executive summary	2
A Look Ahead	3
Silver Membership	4
Gold Membership	5-6
Platinum Membership	7-8
Membership Billing	9
Mental Health Resource Consultant	10
How to Use Your Credits and Glossary	11-12
Wellness Program Components	13

“There are different learning styles and providing the opportunity to share information to support individual needs, to establish a healthy group culture, and to engage via awareness programming, there is truly something for everybody”.



Silver Membership

Investment

- \$145/month or \$1500/year
- The annual option will be invoiced and paid prior to the start of the membership.
- For the monthly option, an invoice will be emailed around the first of every month for the succeeding month.
- All memberships are a minimum of 1-year commitment unless otherwise agreed upon.

Your Silver Membership Includes

- ✓ **Wellness Strategy Call** – After confirming acceptance of the Corporate Wellness Membership (CWM) application, your personal Corporate Wellness Specialist (CWS) will reach out to schedule your Wellness Strategy Call. This call may be up to 1 hour in length and is with the main company contact. The objective of this call is to completely understand your membership and to have a clear understanding on how best to use your credits (and any additional credits) to meet your wellness program objectives.
- ✓ **Family Webinars** – EWSNetwork, in conjunction with Stressed Out Solutions (SOS), hosts 3 family webinars every year. A registration link will be emailed to the main company contact up to 1 month before the webinar date.
- ✓ **Monthly Newsletter** – The EWSNetwork Newsletter is emailed around the first of every month. It will contain the Newsletter, Monthly Challenge, Ask the Doctor and Mental Health Awareness sections. It will be emailed to the main company contact.
- ✓ **Individual Challenges** – The individual challenge is distributed in the newsletter around the first of every month. If you would like to print off the pdf version to distribute to your employees, the newsletter flipbook functions allows this. Every individual challenge will come with instructions, information and a log sheet. If you are interested in seeing how this may work into other team challenges, please ask your CWS for more information.
- ✓ ***Poster Sets** – Included in your membership is three sets of four posters. Posters will be emailed and larger sizes will be mailed directly to the main company contact. Suggestions on strategic placements of these visuals will be discussed during the Wellness Strategy Call.
 - If your organization wants more than four posters per set, please advise your CWS. Options to purchase/redeem credits are available.
- ✓ ***E-campaigns** – These campaigns are email-based and will be shared with the main company contact. Normally they are 4-6 weeks in length and will follow the themes of the year. A series of emails will be sent to the company contact to distribute to their staff to fit a pre-determined schedule set out by EWSNetwork.

**Targeted Health Themes and Timing of Campaigns– The Silver Membership provides three main health themes that are targeted per year. Posters and E-campaigns complement these three themes to serve as visual awareness of the campaign. At three time-points during the calendar year (February, May, September), posters and e-campaigns will arrive for use.*

- ✓ **Credits** – Your membership includes 5 credits to use at your discretion. The credits are valid for use during the membership year and will not carry over to the next membership year. For a full listing of how you can use your credits, please see page 11.
- ✓ **Credit Discount** – You may require more credits to optimize your wellness strategy. In this case, you receive a 10% discount on the retail price of additional credits (credits retail for \$100 each).



Gold Membership

Investment

- \$245/month or \$2500/year
- The annual option will be invoiced and paid prior to the start of the membership.
- For the monthly option, an invoice will be emailed around the first of every month for the succeeding month.
- All memberships are a minimum of 1 year commitment unless otherwise agreed upon.

Your Gold Membership Includes

- ✓ **Wellness Strategy Call** – After confirming acceptance of the Corporate Wellness Membership (CWM) application, your personal Corporate Wellness Specialist (CWS) will reach out to schedule your Wellness Strategy Call. This call may be up to 1 hour in length and is with the main company contact. The objective of this call is to completely understand your membership and to have a clear understanding on how best to use your credits (and any additional credits) to meet your wellness program objectives.
- ✓ **Family Webinars** – EWSNetwork, in conjunction with Stressed Out Solutions (SOS), hosts 3 family webinars every year. A registration link will be emailed to the main company contact up to 1 month before the webinar date.
- ✓ **Monthly Newsletter** – The EWSNetwork Newsletter is emailed around the first of every month. It will contain the Newsletter, Monthly Challenge, Ask the Doctor and Mental Health Awareness sections. It will be emailed to the main company contact.
- ✓ **Individual Challenges** – The individual challenge is distributed in the newsletter around the first of every month. If you would like to print off the pdf version to distribute to your employees, the newsletter flipbook functions allows this. Every individual challenge will come with instructions, information and a log sheet. If you are interested in seeing how this may work into other team challenges, please ask your CWS for more information.
- ✓ ***Poster Sets** – Included in your membership is three sets of four posters. Posters will be emailed and larger sizes will be mailed directly to the main company contact. Suggestions on strategic placements of these visuals will be discussed during the Wellness Strategy Call.
 - If your organization wants more than four posters per set, please advise your CWS. Options to purchase/redeem credits are available.
- ✓ ***E-campaigns** – These campaigns are email-based and will be shared with the main company contact. Normally they are 4-6 weeks in length and will follow the themes of the year. A series of emails will be sent to the company contact to distribute to their staff to fit a pre-determined schedule set out by EWSNetwork.

****Targeted Health Themes and Timing of Campaigns**– The Gold Membership provides three main health themes (out of a possible five) that are targeted per year. Posters and E-campaigns complement these three chosen themes to serve as visual awareness of the campaign. At three time-points during the calendar year (February, May, September), posters and e-campaigns will arrive for use.



- ✓ **Team Challenges** – Each calendar year your membership includes two team challenges. The suggested length is 30 days. An alternate strategy, on shorter or longer campaign, may be discussed with your CWS.
- ✓ **Kids Wellness Bursary** – EWSNetwork is passionate about wellness and sharing with family! In 2013 EWSNetwork established the Kids Wellness Bursary which helps to promote activity at school and in the community. This bursary campaign allows for any EWSNetwork corporate client employee to nominate his/her child (or someone he/she recommends) for assistance. The campaign is available once per year (June 1-July 31). For more information, visit www.kidswellnessbursary.com.
- ✓ **Mental Health Resource Consultant** – Your membership gives you the option of activating the SOS Mental Health Resource Consultant. If at any time you wish to activate this program, please connect with your CWS for more details. Credits or fee-for-service will be required for each support call. The role of the MH Resource Consultant is to assess and support your staff in understanding and finding a plan for support with a personal conversation about their stressor or Mental Health Challenge. This conversation will help guide your staff's challenges or concerns and provide immediate planning, long term planning and a listening ear. This program works well with your EAP program, or can lead you to clinical supports if necessary. See the specific section of this guide for more information (page 10).
- ✓ **Credits** – Your membership includes **15** credits to use at your discretion. The credits are valid for use during the membership year and will not carry over to the next membership year. For a full listing of how you can use your credits, please see page 11.
- ✓ **Credit Discount** – You may require more credits to optimize your wellness strategy. In this case, you receive a 15% discount on the retail price of additional credits (credits retail for \$100 each).



Platinum Membership

Investment

- \$345/month or \$3500/year
- The annual option will be invoiced and paid prior to the start of the membership.
- For the monthly option, an invoice will be emailed around the first of every month for the succeeding month.
- All memberships are a minimum of 1-year commitment unless otherwise agreed upon.

Your Platinum Membership Includes

- ✓ **Wellness Strategy Call** – After confirming acceptance of the Corporate Wellness Membership (CWM) application, your personal Corporate Wellness Specialist (CWS) will reach out to schedule your Wellness Strategy Call. This call may be up to 1 hour in length and is with the main company contact. The objective of this call is to completely understand your membership and to have a clear understanding on how best to use your credits (and any additional credits) to meet your wellness program objectives.
- ✓ **Family Webinars** – EWSNetwork, in conjunction with Stressed Out Solutions (SOS), hosts 3 family webinars every year. A registration link will be emailed to the main company contact up to 1 month before the webinar date.
- ✓ **Monthly Newsletter** – The EWSNetwork Newsletter is emailed around the first of every month. It will contain the Newsletter, Monthly Challenge, Ask the Doctor and Mental Health Awareness sections. It will be emailed to the main company contact.
- ✓ **Individual Challenges** – The individual challenge is distributed in the newsletter around the first of every month. If you would like to print off the pdf version to distribute to your employees, the newsletter flipbook functions allows this. Every individual challenge will come with instructions, information and a log sheet. If you are interested in seeing how this may work into other team challenges, please ask your CWS for more information.
- ✓ ***Poster Sets** – Included in your membership is three sets of four posters. Posters will be emailed and larger sizes will be mailed directly to the main company contact. Suggestions on strategic placements of these visuals will be discussed during the Wellness Strategy Call.
 - If your organization wants more than four posters per set, please advise your CWS. Options to purchase/redeem credits are available.
- ✓ ***E-campaigns** – These campaigns are email-based and will be shared with the main company contact. Normally they are 4-6 weeks in length and will follow the themes of the year. A series of emails will be sent to the company contact to distribute to their staff to fit a pre-determined schedule set out by EWSNetwork.

****Targeted Health Themes and Timing of Campaigns**– The Platinum Membership provides three main health themes (out of a possible five) that are targeted per year. Posters and E-campaigns complement these three chosen themes to serve as visual awareness of the campaign. At three time-points during the calendar year (February, May, September), posters and e-campaigns will arrive for use.



- ✓ **Team Challenges** – Each calendar year your membership includes two team challenges. The suggested length is 30 days. An alternate strategy, on shorter or longer campaign, may be discussed with your CWS.
- ✓ **Kids Wellness Bursary** – EWSNetwork is passionate about wellness and sharing with family! In 2013 EWSNetwork established the Kids Wellness Bursary which helps to promote activity at school and in the community. This bursary campaign allows for any EWSNetwork corporate client employee to nominate his/her child (or someone he/she recommends) for assistance. The campaign is available once per year (June 1-July 31). For more information, visit www.kidswellnessbursary.com.
- ✓ **Mental Health Resource Consultant** – Your membership gives you the option of activating the SOS Mental Health Resource Consultant. If at any time you wish to activate this program, please connect with your CWS for more details. Credits or fee-for-service will be required for each support call. The role of the MH Resource Consultant is to assess and support your staff in understanding and finding a plan for support with a personal conversation about their stressor or Mental Health Challenge. This conversation will help guide your staff's challenges or concerns and provide immediate planning, long term planning and a listening ear. This program works well with your EAP program, or can lead you to clinical supports if necessary. See the specific section of this guide for more information (page 10).
- ✓ **Corporate Consulting** – Your membership includes corporate consulting to optimize your wellness efforts. Up to six times a year, for a maximum of 6 hours, you and/or your team (leadership, wellness committee, other) can engage with your Corporate Wellness Specialist to ensure your wellness objectives are achieved.
- ✓ **Credits** – Your membership includes 30 credits to use at your discretion. The credits are valid for use during the membership year and will not carry over to the next membership year. For a full listing of how you can use your credits, please see page 11.
- ✓ **Credit Discount** – You may require more credits to optimize your wellness strategy. In this case, you receive a 25% discount on the retail price of additional credits (credits retail for \$100 each).



Membership Billing

Investment – All memberships are offered with a monthly and annual option. Comprehensive Wellness Strategies are also offered with custom quotes and the same payment options. These will be clearly identified in each custom membership proposal. Appropriate taxes will be applied.

- Silver - \$145/month or \$1500/year
- Gold - \$245/month or \$2500/year
- Platinum - \$345/month or \$3500/year
- Comprehensive Wellness Strategy – custom quote, available upon request

Invoicing – If an annual payment option is preferred, an emailed invoice will be sent to the appropriate department and paid prior to the start of the membership. If a monthly payment option is preferred, an emailed invoice will be sent to the appropriate department on a monthly basis for the succeeding month.

Commitment - All memberships are a minimum of 1-year commitment unless otherwise agreed upon.

Cancellation – Upon completion of the initial year, cancellation is permitted with 30-days written notice to membership@ewsnetwork.com.

Mental Health Resource Consultant (MHRC)

Definition – Our Mental Health Resource Consultant helps your employees, when needed, by directing them to the appropriate resource be it public service, our private resource or an available EFAP.

Cost – Access to the MHRC is included in your membership at the Gold, Platinum and Custom level. It is 6 credits per year for the Silver membership. Credit charges will be applied to the use of the service by staff.

- 1.5 Credits - Initial call with the mental health specialist.
- 1 Credit – Subsequent calls with the specialist by the same employee on the same matter.

Orientation – By activating your Mental Health Resource Consultant, you may engage him/her to facilitate a launch of this program. A 20-30 mins information session will be recommended to educate the employees about how the Mental Health Resource Consultant may be able to help. Contact information is also shared with the employees.

Logistics – Your staff will have access to a designated Mental Health Specialist for your organization. Within 24hours (typically same business day) the specialist will connect with the employee to discuss the matter at hand.

Role of a Resource Consultant

- Be the connection between people, challenges, and recommended support within 24 hours.
- Onsite presence through orientation, programming and other possible mental health training.
- Discuss the challenges and support the individual by helping to build a plan for immediate, short and longterm support.
- Be the liaison between resources such as public resources, EFAP, SOS or SOS’s referral network (Dalton and Associates).
- Follow up with employee if required.
- Ongoing relationship with employee through training, onsite programming and connection.
- Trusted support for all employees.

Resource Consultant vs. Traditional EAP

Mental Health Resource Consultant (MHRC)	Traditional EAP
With onsite programming, MHRC will have established a rapport and relationship with the individuals from the company.	Counselling 1 st goal, training and resources 2 nd priority.
The MHRC will talk through the challenge, in order to provide the “right resource for the right individual”.	Training and other services, set packages; little customization.
Saves company dollars on preventive measures, rather than a crisis service.	Intervention focus rather than preventative.
Longer-term plan of support and treatment, leads to greater success of recovery and sustainability.	5-9 sessions common, not the priority to have long term preventing services.
Training and programming first allows for successful and sustainable self-care initiatives, which lead to reduced absenteeism.	HR unprepared for the connection with EAP program.

How to Use Your Credits

What is a credit?

- A “credit” is a type of currency we use at EWSNetwork, which regulates the value that each membership offers.
 - Silver Membership – 5 credits
 - Gold Membership – 15 credits
 - Platinum Membership – 30 credits

- Each membership offers a different discount if additional credits are required. The retail price is \$100/credit.
 - Silver Membership – 10% off additional credits
 - Gold Membership – 15% off additional credits
 - Platinum Membership – 25% off additional credits.

Credit Glossary

Item	Credits	Description
Administrative Duties	1 credit/hour	Any additional implementation tasks outside of the membership offerings (ie: emailing staff, generating reports, team challenge facilitation/implementation, other).
Poster Sets	1 credit/set	A visual resource that is used to complement 3 campaigns per year. 2017 – February, May, September
E-campaigns	2 credits	A visual resource that is used to complement 3 campaigns per year. 2017 – February, May, September
Corporate Consulting	2 credits/hour	You are assigned a Corporate Wellness Specialist. Phone calls may occur on a regular basis to ensure optimization of the wellness strategy. These conversations are valuable when reviewing reporting, assessments, employee engagement, employee response, strategy, wellness committee meetings, budget review, ROI, VOI.
Group Exercise Classes	3 credits per 4-classes	Group exercise classes are offered as a 4-class package. Class schedules may be discussed with the Corporate Wellness Specialist.
½ Day Onsite Promo Sessions	3 credits/3 hours	Onsite promotional days will add value to your wellness program by engaging groups of individuals. Smoothie Days, Know Your Numbers, and Healthy Breakfasts are some examples. Onsite wellness promotions provide successful participation rates.
½ Day One-on-one Coaching	3 credits/3 hours	One-on-One health coaching is offered over a half day (3 consecutive hours). Individuals are encouraged to meet with the assigned health coach at a pre-determined time, on-site. If telephonic is preferred, that option may be discussed with your Corporate Wellness Specialist. Motivating individuals to make healthy changes and sustainability of healthy behavior change are

		the main objectives. Personal health and wellness is the foundation of a healthy organizational culture.
HRA Campaign	3 credits/3 month campaign	The HRA Campaign is a digital health questionnaire that is user-friendly and provides a personalized, individualized report outlining main health risks identified and recommendations. A Corporate Trend Report is also generated for further insight into a wellness strategy.
Lunch n' Learns & Workshops	4 credits/hour	Group event where information is shared onsite or virtually. Handouts are shared with participants.
Mental Health Resource Consultant	6 credits/year	Activation of an assigned Mental Health Resource Consultant is available for the Silver Membership (included within Gold and Platinum). Activation includes an information session on Mental Health and how staff may use a Mental Health Resource Consultant.
Digital Wellness Program	8 credits/10ee/year	Digital Wellness Program includes access to the HRA, digital coaching, a personal tracking program, a challenge program, resource centre and an optional incentive program. Up to three family members may also engage the digital wellness program. Over a calendar year, there are 3 corporate challenges included.
Team Challenge (ie: Pedometer)	10 credits	Any additional team challenge is 10 credits. Kits will be mailed to the organization with all instructions and materials for implementation.
30-Day Weight Management Programs	10 credits	Weight Management Programs are available for 10 credits. Materials and resources are mailed to organization. Suggestions on workshop presentations and weigh-ins may be discussed with your Corporate Wellness Specialist.
Corporate Wellness Audit	10 credits	EWSNetwork will analyze your organization's culture by assessing baseline attitudes regarding wellness and the adoption of a wellness strategy. Health metrics will be analyzed and appropriate suggestions on wellness program design will be shared.
Health Fair Organization	20 credits	Health Fairs provide an excellent opportunity to engage community-based health and wellness professionals. EWSNetwork organizes the entire event by contacting, screening and booking the professionals to participate. The health fairs are very interactive and many include some information-only booths. The size of the health fair and other expectations may be discussed with the Corporate Wellness Specialist.
Wellness Committee Certification	30 credits	This day-long training entices 'wellness committee volunteers' to become wellness champions! Best implementation strategies, communication techniques, engagement success and evaluation measures are discussed and shared with the group. The certification provides the wellness champions with ownership of the wellness program which resonates with an organizational culture.

Wellness Program Components

(Other program options and additions available upon request)	Comprehensive Programs	WWCC	Digital Wellness	Awareness Programs
1-on-1 Wellness Coaching *	√			
Wellness Program Launch	√			
Health Risk Assessment	√		√	
HRA Report	√		√	
Semi-annual Progression Reports	√		√	
Snapshot Report *	√			
Wellness Challenges	√			
Wellness Posters	√			
Wellness Campaigns	√			
Lunch and Learns *	√		√	√
Workshops *	√			
EWSNetwork E-campaigns	√	√	√	√
EWSNetwork Newsletters	√	√	√	√
Individual Wellness Challenges	√	√	√	√
Corporate Wellness Mentoring *	√	√	√	
Health Connected *	√		√	
Health Connected Posters	√		√	
Health Connected Launch Videos	√		√	
Wellness Committee Meetings	√			
WWCC Module #1	√	√		
WWCC Module #2		√		
WWCC Module #3		√		
WWCC Module #4		√		

*Some limitations may apply depending on the program selection.

**Individual wellness initiative and custom wellness program pricing is available upon request.