



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

Silver Membership	4-5
Gold Membership	6-7
Platinum Membership	8-9
Membership Billing	10
How to Use Your Credits and Glossary	11-12
Corporate Wellness Membership At-A-Glance	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 function allows this. Every individual challenge will come with instructions, information and a log sheet.
- ✓ ***Poster Sets** – Included in your membership is three sets of four posters. Posters 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 staff to fit a suggested pre-determined schedule.

***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).

Initiative	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Wellness Strategy Call												
Newsletter	EWSNetwork Monthly Digital Wellness Newsletter											
Individual Challenges	EWSNetwork Individual Awareness Challenges											
Family Wellness Webinar Series	Webinar #1				Webinar #2						Webinar #3	
Poster Set		Heart Health Poster			Stress Poster				Weight Management Poster			
Email Campaign		Heart Health E-Campaign (4 weeks)				Stress E-Campaign (4 weeks)				Weight Management E-Campaign (4 weeks)		
Plus 5 Credits (Additional Credits 10% off retail)												



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 function allows this. Every individual challenge will come with instructions, information and a log sheet.
- ✓ ***Poster Sets** – Included in your membership is three sets of four posters. Posters 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 staff to fit a suggested, pre-determined schedule.

****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 a 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.
- ✓ **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).

Initiative	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Wellness Strategy Call												
Newsletter & Challenges	EWSNetwork Monthly Digital Wellness Newsletter and Individual Awareness Challenges											
Family Wellness Webinar Series	Webinar #1					Webinar #2					Webinar #3	
Poster Set	Topic #1 Poster					Topic #2 Poster					Topic #3 Poster	
Email Campaign	Topic #1 E-Campaign (4 weeks)					Topic #2 E-Campaign (4 weeks)					Topic #3 E-Campaign (4 weeks)	
30 Day Team Challenges				Take Steps to Stop the Silence Challenge						Healthy Lifestyle Challenge		
Kids Wellness Bursary						Kids Wellness Bursary Campaign						
Plus 15 Credits (Additional Credits 15% off retail)												



Platinum and Platinum + Memberships

Investment

- \$345/month or \$3500/year or custom quote
- 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 function 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 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 a 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.
- ✓ **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 20% discount on the retail price of additional credits (credits retail for \$100 each).

Initiative	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Wellness Strategy Call													
Newsletter & Challenges	EWSNetwork Monthly Digital Wellness Newsletter and Individual Awareness Challenges												
Family Wellness Webinar Series	Webinar #1					Webinar #2					Webinar #3		
Poster Set	Topic #1 Poster					Topic #2 Poster					Topic #3 Poster		
Email Campaign	Topic #1 E-Campaign (4 weeks)					Topic #2 E-Campaign (4 weeks)					Topic #3 E-Campaign (4 weeks)		
30 Day Team Challenges				Take Steps to Stop the Silence Challenge						Healthy Lifestyle Challenge			
Kids Wellness Bursary						Kids Wellness Bursary Campaign							
Corporate Consulting	Consult		Consult		Consult		Consult		Consult		Consult		
Plus 30 Credits (Additional Credits 20% off retail)													



Membership Billing

Investment – All memberships are offered with a monthly and annual option. Comprehensive Wellness Strategies (Platinum +) 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.



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 includes 5 credits
 - Gold Membership includes 15 credits
 - Platinum Membership includes 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 – 20% off additional credits

Credit Glossary

Item	Credits	Description
Administrative Duties	1/hr	Any additional implementation tasks outside of the membership offerings (ie: emailing staff, generating reports, team challenge facilitation/implementation, other).
Poster Sets	1	A visual resource that is used to complement 3 campaigns per year. (4 copies of 3 sets)
E-campaigns	2	A visual resource that is used to complement 3 campaigns per year. (February, May, September)
Corporate Consulting	2/hr	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.
Lunch ‘n Learns & Workshops	5	Lunch ‘n Learns & Workshops are group events where information is shared onsite or virtually. Handouts are shared with participants.
Group Exercise Classes	5	Group exercise classes are offered as a 4-class package. Class schedules may be discussed with the Corporate Wellness Specialist.
½ Day Health Education Outreach Day	5	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-o-One Health Coaching	5	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.
Team Challenge Facilitation	10	Any additional team challenge is 10 credits. Team Challenge Kits will be emailed to the organization with all instructions and materials for implementation. Assistance with team challenge facilitation may be discussed with your Corporate Wellness Specialist.
Wellness Committee Certification	15	This ½ day 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. This certification provides the wellness champions with ownership of the wellness program which resonates with an organizational culture.
Health Fair Organization	20	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 your Corporate Wellness Specialist.
Corporate Wellness Audit	50+	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.

Corporate Wellness Membership

SILVER

\$145/mth
or \$1,500/yr ⁶

GOLD

\$245/mth
or \$2,500/yr ⁶

PLATINUM

\$345/mth
or \$3,500/yr ⁶

CUSTOM

Contact for Quote

- ✓ Wellness Strategy Call
- ✓ Family Webinars
- ✓ Monthly Newsletter
- ✓ Individual Challenges
- ✓ Poster Sets ¹
- ✓ E-campaigns ¹
- ✓ **PLUS 5 Credits**
- ✓ Additional Credits 10% ⁴

- ✓ Wellness Strategy Call
- ✓ Family Webinars
- ✓ Monthly Newsletter
- ✓ Individual Challenges
- ✓ Poster Sets ¹
- ✓ E-campaigns ¹
- ✓ 30-Day Team Challenges ²
- ✓ Kids Wellness Bursary
- ✓ **PLUS 15 Credits**
- ✓ Additional Credits 15% ⁴

- ✓ Wellness Strategy Call
- ✓ Family Webinars
- ✓ Monthly Newsletter
- ✓ Individual Challenges
- ✓ Poster Sets ¹
- ✓ E-campaigns ¹
- ✓ 30-Day Team Challenges ²
- ✓ Kids Wellness Bursary
- ✓ Corporate Consulting ³
- ✓ **PLUS 30 Credits**
- ✓ Additional Credits 20% ⁴

- ✓ Wellness Strategy Call
- ✓ Family Webinars
- ✓ Monthly Newsletter
- ✓ Individual Challenges
- ✓ Poster Sets ¹
- ✓ E-campaigns ¹
- ✓ Team Challenges ²
- ✓ Kids Wellness Bursary
- ✓ Corporate Consulting ³
- ✓ Lunch n' Learns/Workshops
- ✓ 1-on-1 Wellness Coaching
- ✓ Onsite Events
- ✓ Group Exercise Classes
- ✓ Health Fairs
- ✓ Analysis
- ✓ Reporting



... a comprehensive wellness strategy

How to Use Your Credits

Administrative Duties	1 credit/hr	Program Launch/Orientation Session	5 credits
Additional Poster Sets	1 credit	Reports	5 credits
Corporate Consulting	2 credits/hr	Team Challenges	10 credits
Additional E-campaigns ⁷	2 credits	Team Building Events	15 credits
Lunch n' Learns & Workshops	5 credits	Wellness Committee Certification	15 credits
Group Exercise Classes ⁸	5 credits	Health Fair Organization	20 credits
½ Day Health Education Outreach Days ⁷	5 credits	Corporate Wellness Audit	50+ credits
½ Day One-on-one Coaching ⁷	5 credits		

¹ Organizations will receive three poster sets and three email campaigns during the year. ² Two team challenges will be emailed to each organization including promotional emails, posters and other materials. ³ Corporate Consulting calls may be done with an organization's wellness committee, leadership or other contact regarding strategy, reporting, analysis and other topics. *Note this time does not include any additional research or analysis. ⁴ % off additional credits which retail for \$100/credit. ⁵ All prices are based on a 1 year term. 6 month term add 10% and 3 month term add 20%. ⁷ ½ day refers to 3hours. ⁸ Set of 4 classes. Travel and expenses may be extra.