

# 4 steps to an effective wellness program

Follow these tips to develop and implement a program that truly benefits employees

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## Define success

Before you start, identify what you want to accomplish and create measurable goals for employees

- Cut expenses \$XX per month by grooming pets at home
- Walk with a pet XX minutes per day during breaks, or before or after work
- Create a plan to save \$XX toward unexpected veterinary costs



2

## Encourage involvement

Increase awareness and motivate employees with a combination of tactics

- Offer a variety of incentives
- Communicate continuously through multiple methods such as email blasts, intranet posts and posters/fliers in common areas
- Use competitions to boost engagement



81%

Percentage of employees who earned incentives in 2015<sup>1</sup>

\$80

Average amount per employee saved on incentives by organizations with effective communication campaigns<sup>2</sup>

More than 50%

Percentage of employers who increase engagement through competitions<sup>2</sup>

3

## Incorporate best practices

Use these proven strategies<sup>3</sup> to increase the program's appeal and keep interest high

- Include extras like financial and stress management
- Reward healthy behavior promptly and frequently
- Base rewards on verifiable data
- Focus more on employees' feelings than on hitting specific targets
- Keep it fresh



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## Get support

Remember that Nationwide offers easy-to-implement, month-long health and financial wellness programs with great employee incentives



Contact your Nationwide representative today to start your wellness program.

<sup>1</sup>Moving From Wellness to Wellbeing: Seventh Annual Employer-Sponsored Health and Wellbeing Survey.

<sup>2</sup>From Evidence to Practice: Workplace Wellness that Works.

<sup>3</sup>Source: BenefitsPro.com.