



Building your successful well-being strategy

Employees expect more from their employers today — and a well-curated well-being strategy brings together the kind of holistic support employees want. But, how do you ensure your programs are meaningful?

Drawing on the **Wellmark Well-being Team's** extensive experience, we've identified five best practices we see in successful well-being strategies.

5 best practices

Data-driven strategy

The most successful well-being strategies use tangible data to remove any guesswork out of the decision making. Meaningful well-being insights can be found using a variety of data points — employee demographics, health claim trends, industry studies and internal surveys are just a few examples.

Whole-person approach

Engaging employees in their health and well-being goes beyond encouraging them to eat right and move more. A successful program focuses on the whole person, with initiatives that boost physical and mental health, build resiliency, create social connections and improve financial literacy.

Individualized support

The best engagement comes once the one-size-fits-all approach is removed. Your well-being strategy should include personalization aligned with employee interests, needs and your organization's specific communication channels.



Leadership, mentors and motivators

HR teams are naturally passionate about well-being, but these initiatives need to go beyond one department (or even one person) championing the efforts. Fostering a true culture of well-being requires the entire organization to model and prioritize healthy behaviors from leadership down. Only then will meaningful engagement and change take place.

Strategic, custom communications

Well-being programs can't succeed if employees don't know about it, but don't just send one email and expect stellar results. It's important to create a year-round, comprehensive communication plan using the methods and channels your employees use.

How do you measure up?

These best practices not only enhance employee health and happiness, they can help drive engagement and productivity. Challenge yourself and your organization with a quick audit of your current well-being efforts on the next page ...

Evaluate your organization

Answer this simple framework of questions to evaluate your current well-being strategy. You should consider any areas marked “no” as opportunities for growth within your program.

Class	Question	Yes	No
Data-driven strategy	Do you use data to measure your success?		
	Do you use data to make changes to your strategy?		
Whole-person approach	Do you offer resources/programs relating to physical health?		
	Do you offer resources/programs relating to mental/emotional health?		
	Do you provide financial wellness resources/programs?		
	Do you offer resources/programs that help build social connections?		
Individualized support	Do your resources provide a personalized experience for your employees?		
Leadership, mentors and motivators	Does your leadership help encourage participation?		
	Do you have any informal leaders encouraging and driving participation?		
Strategic, custom communications	Do you have a communication plan?		
	Do you use more than one communication medium to spread the word? (E.g., printed posters, email, social posts, etc.)		
	Do you keep employees informed on the value of your well-being program?		
	Do you send out information/promote your programs year round?		

Let's fill the gaps, together!

You've invested significantly in your organization, the Wellmark Well-being Team can help you take the next step in creating a thriving, engaged workforce. We can help you implement each best practice and tailor a well-being program that not only improves employee health and happiness but also boosts your organization's overall performance.



Get your free consultation. Connect with us at wellbeing@wellmark.com



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