

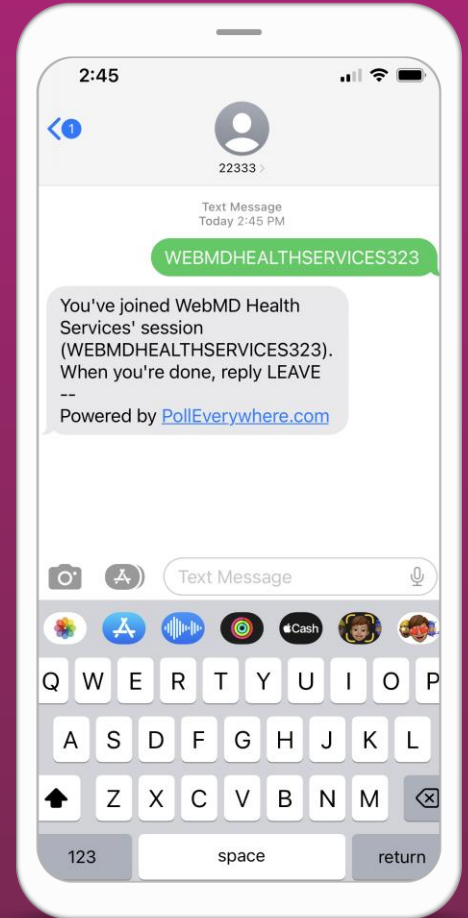
The Engagement Puzzle

Strategies to Help
Build a Successful
Well-Being Program



AUDIENCE POLLING

Text
WEBMD552
to 22333



**What is one word that comes to mind when it comes to
employee health and well-being?**

WebMD Health Services

Empowering well-being in everyone.

2,500+

CLIENTS

Large Employers, Public Sector,
Health Plans, Health Systems

62M+

PEOPLE

empowered in well-being
across multiple dimensions

85%

ENGAGEMENT

in tools and services across
WebMD ONE

250+

DEDICATED WELL-BEING STAFF

bringing the human element
to our client's culture

85%

OF OUR CLIENTS

experienced improvements in the
health status of their populations

100+

CLIENT AWARDS

C. Everett Koop, WELCOA Well
Workplace, NBGH Best Employers

How do you drive employee engagement in your well-being program?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

Foundational Elements

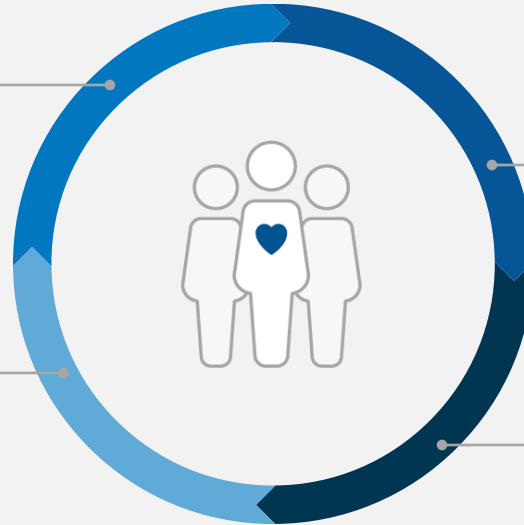
Strategically use the foundational elements as levers to create engagement

REWARDS DESIGN

PERSONALIZED PROGRAM DESIGN

COMMUNICATIONS STRATEGY

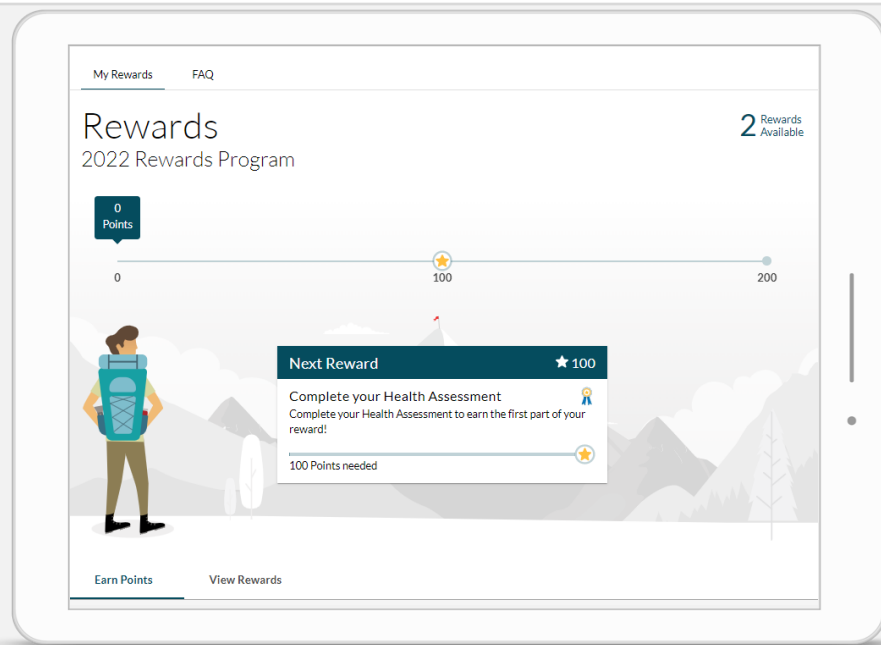
CULTURE-BUILDING EVENTS



Rewards Design

Providing the extrinsic motivation to get started

- Well-designed rewards programs provide the “nudge” many may need to get started.
 - Health Assessment
 - Healthy activity that drives behavior change
- WebMD ONE provides a gamified approach to earning throughout the year.



Communications Strategy

Inspiring meaningful, year-round engagement

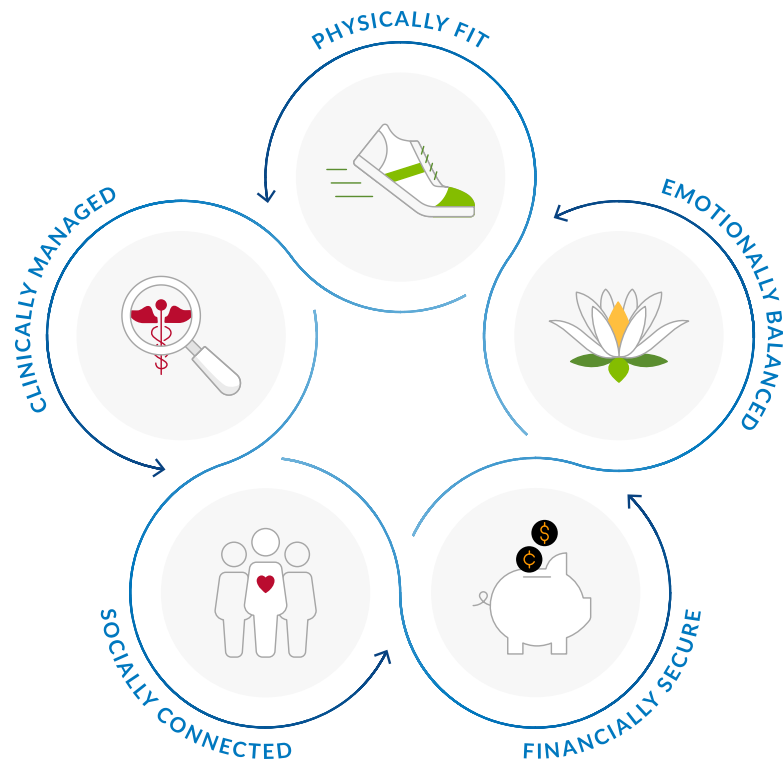
- Take a comprehensive, multi-channel approach to engagement.
 - Email, flyer, postcard, social posts, posters, monitor ads, video
- Strike both the extrinsic and intrinsic.
- Bring to life the reason why a participant should want to join and engage.



A Personalized Program Design

Your program should be built on the principle that well-being is personal, subjective, and dynamic.

Individuals are unique and complex, which is why our core dimensions are built to be **interdependent, interchangeable, and extendable.**



How do you rate the culture of well-being within your organization?

Excellent

Very Good

Good

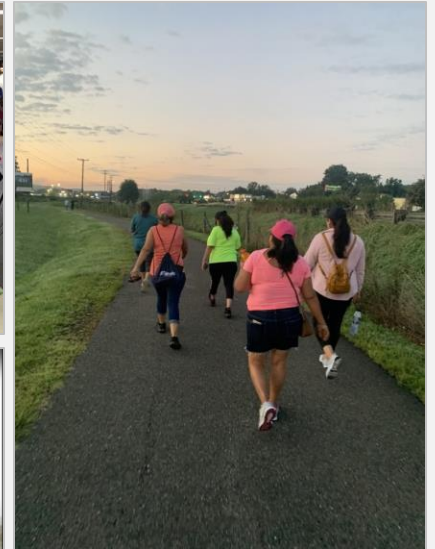
Fair

Poor

Culture-building Events

Moving from extrinsic to intrinsic motivation

- Dedicated well-being team members and champions become your boots on the ground.
- This is how you make the well-being program become an extension of your culture.



Which of these are you most concerned about in your organization?

Talent/retention

Employee engagement

Mental health

Productivity/absence

High and/or Avoidable medical costs

Normalizing Mental Health in the Workplace

Mental Health Concerns are Growing

76%

Of US workers reported at least 1 symptom of a mental health condition, including burnout, depression, anxiety

84%

Report that their workplace contributed to mental health challenges

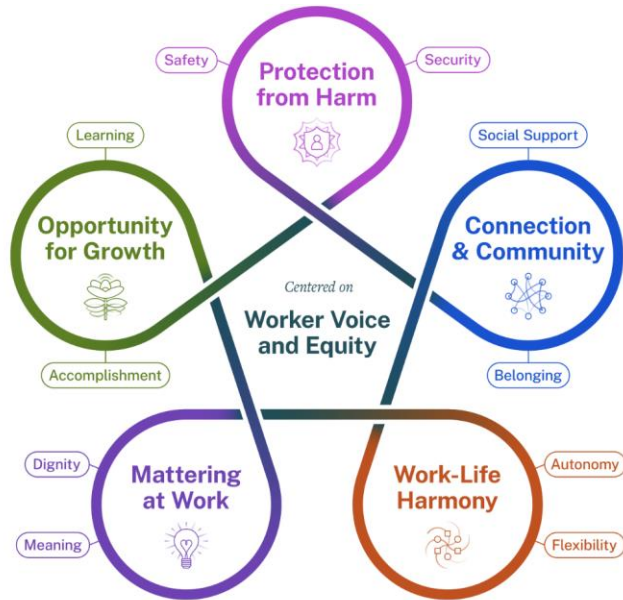
1 IN 2

US workers have left previous roles– at least in part – due to mental health reasons

Over 80% of workers will seek out workplaces that support mental health in the future

Mind Share Partners 2021 Mental Health at the Workplace, available at <https://www.mindsharepartners.org/mentalhealthatworkreport-2021>. American Psychological Association 2022 Work and Well-being Survey; Available at <https://www.apa.org/pubs/reports/work-well-being/2022-mental-health-support>.

Healthy Cultures Need Healthy People



U.S. Surgeon General Vivek Murthy, M.D.; Workplace Mental Health and Well-Being HHS.gov

“

Organizations can further *normalize and support mental health* while decreasing stigma at work by validating challenges, communicating mental health and well-being as priorities, and offering both support and prevention services”

- U.S. Surgeon General Vivek Murthy, M.D

The Opportunities.

Awareness | Culture | Access

- Advocate for mental health by having a conversation (every workplace is at a different level).
- Do an inventory of your mental health support.
- Help managers recognize a mental health risk and learn how to direct employees to help.
- Cultivate healthy work practices.
- Leverage industry and local resources as a framework.

INVESTMENT PAYS OFF.

3x

More likely to be **comfortable talking** about mental health to their **manager** and **HR**.

2.5x

More likely to **intend to stay** at their company for 2+ years.

5.6x

More likely to **trust** their company and its leaders.

Source: Mind Share Partners' 2021 Mental Health at Work Report

Opportunities to Endorse Baseline Practices

An Employer Recognition Program

The Carolyn C. Mattingly Award for Mental Health in The Workplace recognizes and celebrates exemplary organizations that advance the mental health and well-being of their workforce, while also serving as role models for other employers.

The Carolyn C. Mattingly Award for

**MENTAL HEALTH
IN THE WORKPLACE**



THE LUVU PROJECT.
In Memory of Carolyn C. Mattingly

What is one action you took this year to support employees' mental health?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app



Empowering Well-Being In Everyone