Wellness Programs

Successful Wellness Marketing

◎ Marketing

–   Stages of Buyer Readiness

Awareness →	Knowledge →	Liking

Action ←	Conviction ←	Preference

Objectives (1 of 2)

◎ Establish the significance of wellness programs.

◎ Educate employers about the significance of productivity and the costs of its loss due to illness with a lack of physical health.

◎ Show the steps needed to implement and maintain a successful wellness program.

Objectives (2 of 2)

◎ Establish methods for testing the success of a wellness program.

◎ Assess strategies for finding out which wellness programs are most effective for different work environments.

Definition

◎ **Wellness:**

   – The state of being in good emotional, physical and mental health.

Costs of Health Conditions

- 44% of non-institutionalized Americans have chronic health conditions.

- These people account for 78% of health care costs in the United States.

- Obesity costs the United States economy approximately $117 billion per year.

Benefits of Wellness Programs (2 of 5)

◎ Tangible Benefits:

- – Increased productivity

- – Reduced worker's compensation

- – Reduced absenteeism

- – Increased employee retention
  - Lower turnover: reduced costs from recruiting and training new employees

Health Benefits

◉ Wellness programs can benefit employees by helping them to:

- – Improve the cardiovascular system.

- – Maintain muscle tone.

- – Develop strength and endurance.

- – Improve muscular flexibility.

Important Components (1 of 4)

◉ Employee assessments: Determine employee health.

◉ Health screenings: Detect and treat health issues in a timely fashion.

◉ Self-help materials and programs: Help employees help themselves through educational materials and programs.
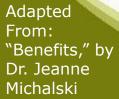
Health Risk Assessments (HRA's)

Health Risk Assessments (HRA's) (1 of 4)

- ◎ HRA's are used to identify health risks in the workplace.

- ◎ They identify problems to establish programs for improvement.

- ◎ They identify lifestyle practices and their risk factors.

◎ HIPAA also prohibits group health plans from charging "similarly situated individuals" different premiums, contributions, deductibles, or co-payments.

◎ An exception exists to allow plans to offer wellness programs.

GINA

- ◎ GINA prohibits the use of genetic information in health insurance and employment.

- ◎ It also prohibits group health plans and health insurers from denying coverage or charging higher premiums based solely on genetic predisposition to developing a disease in the future.

Establish a Mission Statement

Successful Wellness Marketing

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◎ Marketing

  – Provide what people want in the manner they'd like to receive it in.

  – The Four P's

    • Product: What is it you're exactly trying to promote?

    • Price: How much is this going to cost?

    • Place: What groups are you trying to reach?

    • Promotion: What method will you use to reach them?

What is Your Next Step?

www.readysetpresent.com

Download "**Wellness Programs**" PowerPoint presentation at **ReadySetPresent.com**

125 slides include: 3 points on creating awareness, 13 points on costs of health conditions, 7 points on work and health, 8 reasons to develop a wellness program, 5 slides detailing the benefits of having a wellness program, 6 slides on health benefits, 4 slides highlighting the important components for a successful wellness program, 10 considerations when implementing the program, 5 slides covering employee interest surveys and 4 slides on organizational health surveys, 4 slides on Health Risk assessments (HRA), 8 slides on HIPAA, 5 points on GINA, 8 points on health education and environmental health, disease and illness prevention, 5 points on healthy workplace behaviors, 11 slides on marketing wellness programs (budgets, timelines, stages, incentives and support), 6 slides on wellness programs within small companies, 5 slides on popular wellness program concentrations, Tips for ensuring longevity and 4 slides on program evaluation, plus 7 slides covering sample wellness program ideas and much more. This presentation offers you a strong foundation and guide for you to follow on the path to successful wellness program management.

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