

# 3 Steps To Well-Being Program Success

Ready to make an investment in employee well-being?  
Want to take your existing well-being program to the next level?

**Let's do it together.** Follow our evidence-based blueprint for well-being program success.



**Start with three foundational design elements and add the building blocks.**

## 1. A Comprehensive Design

A well-being program must meet employees where they are in their well-being journey.

**To activate and engage all segments of a population consider:**

- The needs of individuals across the continuum of health.
- Targeted programming to help segments of a population with specific wellness objectives.
- Which solutions are required to support holistic well-being.
- How solutions are offered to individuals.

 **5%**

The average annual health risk improvement among organizations that implement the three foundational elements.<sup>1</sup>

## 2. Maximize Reach

To maximize program impact and drive greater participation, it is essential to design well-being initiatives that are inclusive, accessible, meaningful and engaging for a diverse audience.

**The building blocks of reach include:**


- Segmentation
- Seamless Experience
- Easy Access
- Meaningful Incentives
- Strategic and Robust Communications
- Celebrating the Wins

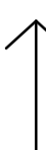
**Clients with solid communication see:**

 **54%**  
higher registration rates.

 **52%**  
higher Health Assessment completion rates.

 **5x** more site visits.<sup>2</sup>

 Over **90%**  
of our clients offer incentives.  
And they work.

 **1.7x**  
higher well-being portal registration rate.

 **2.6x**  
higher Health Assessment completion rate.<sup>2</sup>

## 3. Cultural Alignment

Aligning well-being with your organizational culture is crucial to ensure it becomes an authentic part of the employee experience, reflecting your values and being actively supported by leadership.

**Here's how to approach this:**

- Align To Values
- Engage Leadership
- Involve Managers
- Infuse Well-Being into Work
- Offer In-Person Biometric Screenings
- Amplify Employee Voice
- Incorporate Human Touch

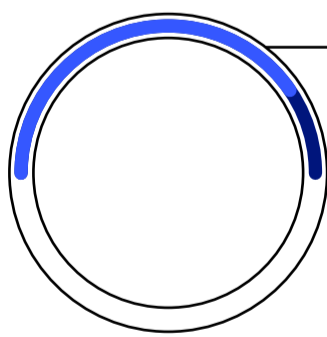
**100%** of clients who use WebMD's dedicated well-being staff saw improvement in program participation.

**What's More...**

 **98%**  
reported an increase in awareness of their well-being program.

 **98%**  
cited improvement in well-being culture.<sup>3</sup>

**Accountability for human capital metrics is on the rise.**



**40%** of executives are measured on employee engagement metrics.

**50%** of executives now have employee health and well-being on their performance scorecard.<sup>4</sup>

**Ready to lay the foundation for a great well-being program?**

We help you bring these foundational design elements together to build a well-being program that is thoughtful, personal and comprehensive.

Let's connect to see how we can help your organization create a true culture of well-being.



<sup>1</sup> Paul Terry, Erin Seaverson, Jessica Grossmeier and David Anderson. Association between nine quality components and superior worksite health management program results. Journal of Occupational and Environmental Medicine, 2008, p. 633-641.

<sup>2</sup> WebMD Health Services. Book of Business Metrics.

<sup>3</sup> WebMD Health Services. 2023 Client Satisfaction Survey.

<sup>4</sup> Mercer.com. Global Talent Trends 2024. 2024.