

EMI HEALTH & WEBMD HEALTH SERVICES

# Smarter Strategies To Engage Health Plan Members



EMI Health is a Utah-based insurance company offering medical, dental and vision insurance benefits and services to more than 300,000 members in nine states. Since 2021, EMI Health has partnered with WebMD Health Services to provide the *BeWell* well-being program to 47,000 members. Powered by the WebMD ONE platform, the program offers a well-being experience tailored to participants' unique interests—whether they want to reduce stress, get better sleep, lose weight or manage a health condition—or just maintain their good health.

## The Ask

EMI Health faced challenges getting its member population to participate in the well-being program. Health plan members are traditionally a difficult population to engage, especially without a large communication budget or money for incentives (like cash, gift cards or premium reductions) to boost participation. EMI Health asked WebMD Health Services to help devise a cost-effective strategy to drive awareness and engagement in the well-being program and sustain that engagement for the long-term.



# The Strategy

Three key elements of the strategy included:

## 1

**Leadership buy-in:** Securing leadership buy-in for the *BeWell* program was critical to its success. Being able to show data on how program elements such as lifestyle coaching impacted claims and cost trends was key to getting leaders to support it. EMI Health's Wellness Director also worked to engage leaders in modeling healthy behaviors—like participating in a biometric screening event or a hiking wellness challenge—to increase visibility of the program and encourage employees and members to participate.

## 3

**Personal testimonials:** EMI Health leveraged the power of testimonials to bring the *BeWell* program to life. Members who receive health coaching are prompted to share their experience via a survey, and EMI Health transforms this feedback into testimonials that showcase how the program can help people achieve health goals and create lasting behavior change. Onsite health events, like biometric screenings, also serve as connection points to learn **how members benefit** from the well-being program and leverage their stories.



## 2

**Strategic communication:** EMI Health and WebMD Health Services partnered to increase program registration and adoption by creating a targeted, comprehensive communication strategy. EMI Health took full advantage of WebMD's communication expertise to create a multi-channel strategy featuring co-branded communications. EMI Health strove to create consistency in their communications across audiences, whether they were communicating to members, brokers or client contacts, all of the communications have the same look and feel, helping to establish a recognizable *BeWell* brand.



# The Output

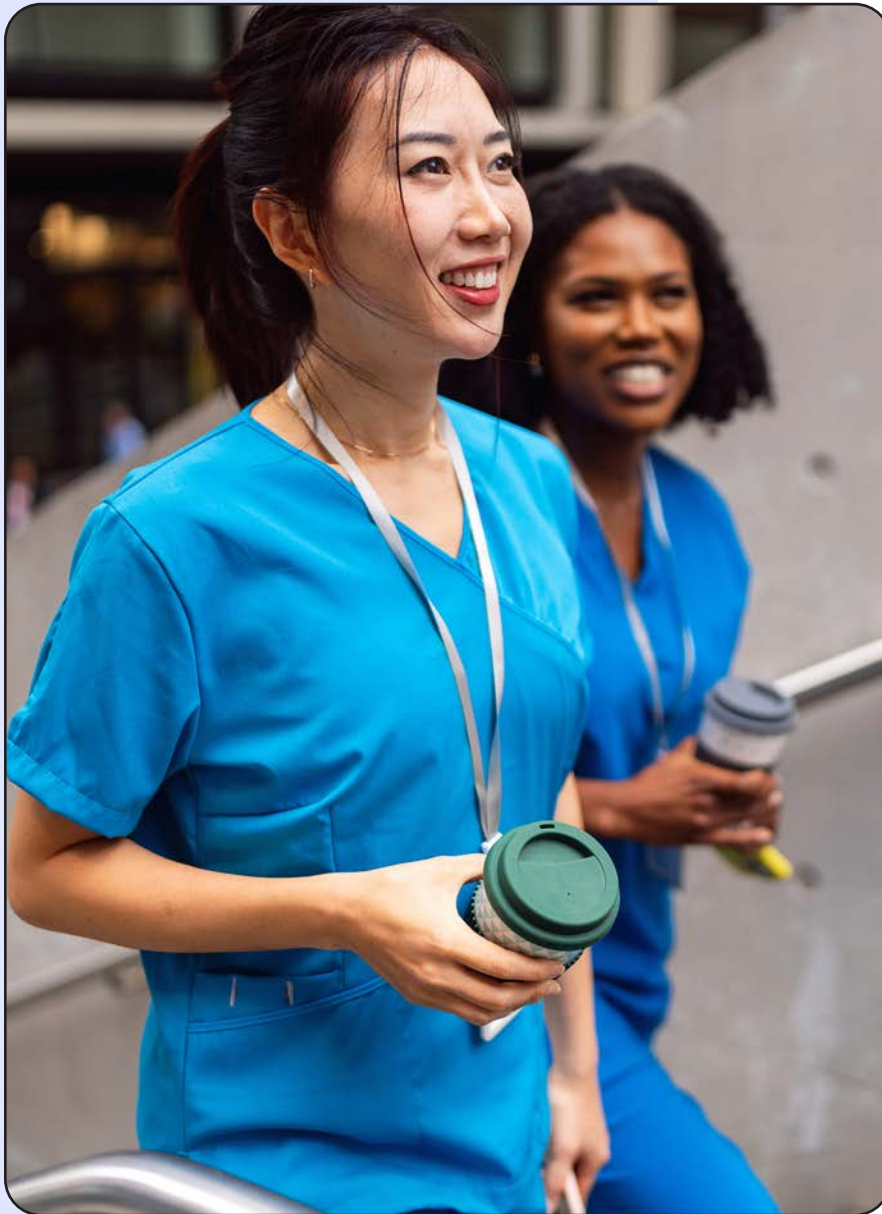
## An Attention-Grabbing Communication Campaign

As EMI Health's Wellness Manager states, "Getting members' attention is easy. Keeping it is the real challenge." With the help of WebMD Health Service's Communication Services team, EMI Health keeps up a steady cadence of communication with members, brokers and clients using a variety of tactics: quarterly *BeWell* newsletters, one-pagers, social media, onboarding communications, leadership messaging, QR codes, posters in elevators, table tents in cafeterias and more.

## President's Hiking Challenge

EMI Health took a hiking challenge that was near and dear to senior leadership and transformed it into a high-profile activity that could be replicated for member groups. Over the course of five months, members are encouraged to complete 20 hikes using the AllTrails app and record their hike on the WebMD ONE platform. Participants can join competitive teams or go solo, earning badges for each hike logged. Employees at EMI Health really get into the friendly competition the challenge offers. Departments compete against one another for the privilege of a hiking boot trophy that resides in the winning department's office. EMI Health's Wellness Manager credits the Hiking Challenge for a much-needed boost in morale during a period when employees were being asked to come back into the office after working remotely.





## Holistic Health Challenge

Lots of organizations host wellness challenges, but they typically last just a couple of weeks, or a month at most. Engagement in the challenge and the well-being program itself peaks, then comes to a standstill when the challenge ends. EMI Health's strategy is different. Their annual wellness challenge lasts eight months and focuses on different topics each month. One month, the challenge might focus on physical health, the next on emotional well-being, and another month might address financial wellness. This holistic approach gives people a chance to target more areas of health than simply getting steps in. Participants stay engaged by accumulating badges on the well-being platform and enjoy seeing their names on the leader board.

## Biometric Screening Events

EMI Health regularly hosts biometric screening events at client sites. These events not only give participants the ability to receive routine screenings, but are a chance to help them become more familiar with the *BeWell* program and get help setting up their account. This onsite presence demonstrates to members that EMI Health views them as more than just a number. EMI Health has seen participation in these onsite events grow year over year.

# The Results

As a result of their stepped-up communication efforts, leadership buy-in, fun challenges and ability to make the well-being program personal, EMI Health's well-being program saw measurable improvements in the past year:

**19%** increase in  
registration

**60%** jump in screening  
participation

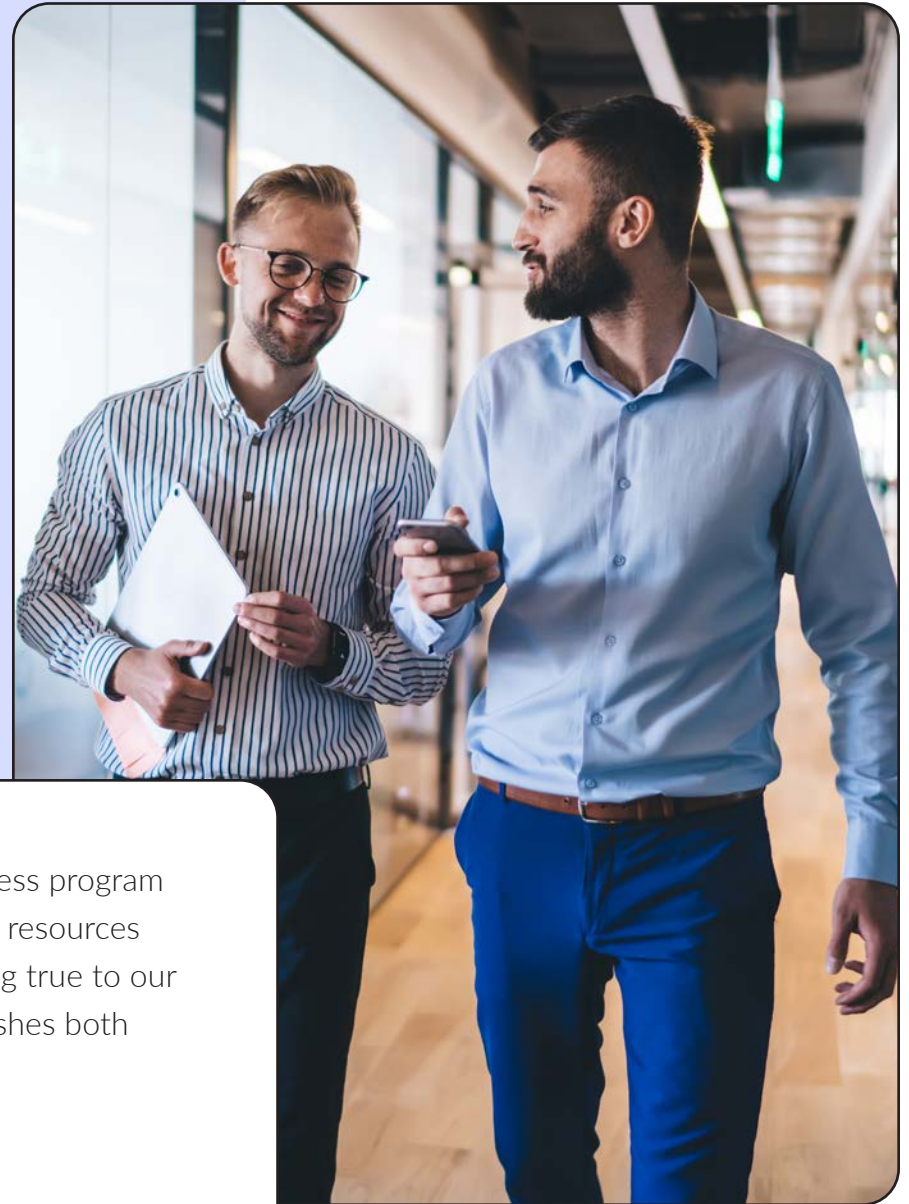
**74%** rise in coaching  
engagements

“

Here at EMI Health, I think we've proven that a thriving wellness program doesn't require a big budget or flashy incentives. By using our resources intentionally and building those authentic relationships, staying true to our values as a company, we've really created a culture that flourishes both within the company and throughout our book of business.”

**Baylie Divino**

EMI Health Wellness Director







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