



INSURANCE

MEMBER SATISFACTION IN CORPORATE WELLNESS PROGRAMS

Creating satisfaction in a wellness program means administering a program that not only attracts participation but also meets the expectations of its participants. Here are some strategies and best practices to ensure satisfaction:

the knowledge brokers™

UNDERSTAND EMPLOYEE NEEDS

Surveys and Feedback: Before implementing a program, survey employees to understand their health needs, preferences, and what they hope to obtain from a program.

EASE OF ACCESS & USE

Convenience: Offer activities at varying times or provide resources that can be accessed according to personal schedules.

Usability: If you're using a digital platform, ensure it's user-friendly and intuitive.

HIGH-QUALITY CONTENT & RESOURCES

Ensure that **workshops, classes, and resources** are led or developed by certified professionals in addition to providing various resources and activities to cater to varied interests.

CREATE A SUPPORTIVE ENVIRONMENT

Management Support: Leaders and managers should actively endorse and participate in the program.

Community Building: Foster a sense of community among participants. Consider creating wellness groups, forums, or buddy systems.

ONGOING COMMUNICATION

Regular Updates: Keep participants informed about new resources, success stories, and program updates.

Feedback Loop: Regularly solicit and act on feedback, showing employees their opinions are valued.

FLEXIBILITY

Adaptability: Be prepared to adjust the program based on feedback and changing needs.

Offer Choices: Give employees options of activities whenever possible.

REWARD & RECOGNIZE PARTICIPATION

Incentives: Reward consistent participation and the achievement of wellness milestones.

Public Recognition: Celebrate significant achievements in company communications with the participant's consent.

ENSURE PRIVACY

Confidentiality: Assure employees that their health data and participation details remain private.

Anonymous Feedback: Allow for anonymous feedback to ensure honest input.

INTEGRATION WITH COMPANY CULTURE

Consistency with Values: The wellness program should resonate with the company's mission and values.

Holistic Approach: The program should be part of a broader commitment to employee well-being, including work-life balance, mental health support, and a positive work environment.

CONTINUAL EDUCATION

Educate employees about various health topics and reinforcing the **importance of a healthy lifestyle** through awareness campaigns and credible resources.