



Engaging your employees in healthy behaviors... delivering proven results.

Healthy Benefits Employer Implementation Guide

Dear Purchaser,

Welcome to Healthy Benefits from JourneyWell! Congratulations on taking a positive step toward improving employee health and productivity while keeping healthcare costs in check. We are delighted to be your partner in reaching these goals.

We have found that when company leaders take a part in helping their employees understand and get excited about a program, it is much more successful. It is very important to communicate frequently and consistently with employees to achieve the best results with Healthy Benefits.

JourneyWell designed Healthy Benefits to deliver strong results with an easy and seamless administration process. Since you've agreed to promote the program to your employees, in an effort to best support you, we've developed a **Healthy Benefits Communication Toolkit**. The toolkit contains useful information and materials for you to use to communicate with your employees about Healthy Benefits.

Your Implementation Guide walks you through the overall process, which includes communications. The communication segment highlights the materials, a communication timeline and messages about Healthy Benefits to share in your own internal communications.

The Healthy Benefits Toolkit for employees is a complete set of **customizable communication tools** ranging from flyers, posters and postcards to articles and emails. These materials designate three communication phases around crucial decision points in the program:

- **Announce and educate**
- **Engage in the health assessment**
- **Engage in a wellness program**

We also have an **alumni section** with additional pieces for groups participating in Healthy Benefits for a second year.

We look forward to working with you. If you have any questions about Healthy Benefits, please contact your account representative.

Yours in good health,
JourneyWell

Toolkit Instructions

How and when should you use the materials in this toolkit?

We have developed the communication materials to use around crucial decision points within Healthy Benefits.

We suggest you follow a three-pronged communication phase.

1. **Announce** the program and **educate** employees to increase program awareness and understanding of the Healthy Benefits requirements.
2. **Engage your employees in the health assessment** with reminders and instructions.
3. **Engage your employees in a wellness program** to encourage program participation and completion.

We have designed the toolkit materials to provide a foundation for your internal communications at each of these stages. All that remains for you is to customize, produce and distribute designed pieces to your employees. You'll also want to copy and paste the emails, letters and articles into your own communications vehicles. Please include additional materials that best communicate to your population.

Communication Phases

Announce and Educate

At this point, employees have no awareness of Healthy Benefits. No one likes surprises, so we recommend you give your employees plenty of time to learn about Healthy Benefits. We have found that support from your top leadership goes a long way in getting employees excited about a new company program. At this stage, we suggest distributing an executive email or letter in support of the program and hanging up a poster **announcing** that Healthy Benefits is coming soon.

The companion piece to this initial phase is to **educate** your employees. We recognize that every company communicates with their employees differently. Regardless of how you communicate, educating your employees about the details of Healthy Benefits is essential to the program.

We recommend that you schedule an employee meeting to introduce Healthy Benefits and emphasize your support of this program. If your company has multiple sites, you can hold a meeting at each location or conduct a webinar to get everyone involved. We strongly encourage you to **schedule this meeting well in advance of the start of the health assessment window** in order to give employees ample time to understand the details and prepare to participate.

It's important to emphasize timelines to your employees so that they fully understand when they need to participate in Healthy Benefits. If your Healthy Benefits incentive is a benefit differential, be sure your employees understand that their **current year's benefits** are not affected. **They need to complete the steps to Healthy Benefits throughout the current year in order to qualify for the preferred benefit level in the following year.** Clear communication is key.

To prepare for the education phase, use the emails and posters to market the meeting and use the power point presentation, Healthy Benefits flyer, wellness program flyer and employee FAQ to explain Healthy Benefits at the meeting. Insert **key start dates** and **deadline dates** into the customizable areas of these materials.

Engage in the health assessment

Communication in this stage reminds employees that they need to take the health assessment as the first step toward qualifying for their incentive. You'll want to start this communication phase during the employee participation period so they can start Healthy Benefits by accessing their health assessment during the correct timeframe.

Getting started:

- Help employees get started with the health assessment by distributing the Web instructions flyer that walks employees through logging on to **healthpartners.com**.
- Send the spouse/domestic partner letter to the home for both employees and spouses/domestic partners, *if* you are requiring spouses/domestic partners to participate. This letter announces and explains Healthy Benefits.
- Distribute in-office or send home a postcard reminding employees of the **three steps** to Healthy Benefits and the associated important dates and information.
- Remind employees to take the health assessment with the email announcing the **start date**, an email about the **deadline date** and two emails about general participation and leadership participation.
- Use the paycheck stuffer, flyer and poster to keep the health assessment uppermost in your employees' minds.
- Print or post online the health assessment article during this time.

Engage in a wellness program

Throughout the rest of the Healthy Benefits period, remind employees to enroll in and complete one Healthy Benefits wellness program. Make it clear that there is both a **deadline to enroll in programs** and that the **program completion deadline** is approaching. During this period, we've supplied topical posters and articles to get employees excited about the wellness program options. We have included reminder/encouragement emails, a check your status email, reminder flyers and articles. We've also included an email explaining how employees can check the status of their participating spouses/domestic partners.

We recommend that you distribute a series of enrollment reminders (emails, flyers, posters) in the weeks leading up to the enrollment deadline to ensure that your employees have adequate time to enroll in and complete their wellness program by the completion deadline. Follow the same six points under the *getting started* section above.

Alumni section

This section includes additional pieces for alumni groups who are participating in Healthy Benefits for a second year. These pieces focus on getting employees excited to beat their participation rate from last year. It also includes additional suggestions for employers who have experience participating in Healthy Benefits.

Healthy Benefits Materials

Name of material	Phase
Announce executive letter or email	Announce and Educate
Announce poster	Announce and Educate
Educate Meeting email	Announce and Educate
Educate meeting poster	Announce and Educate
Employee FAQ	Announce and Educate
Healthy Benefits overview flyer	Announce and Educate
Healthy Benefits wellness programs flyer	Announce and Educate
Healthy Benefits power point	Announce and Educate
Healthy Benefits new member screenshot power point	Announce and Educate
Healthy Benefits member screenshot power point	Announce and Educate
Workplace wellness article	Announce and Educate
Letter for participating spouses/domestic partner	Engage in health assessment
Healthy Benefits call to action poster	Engage in health assessment
Postcard	Engage in health assessment
Web instructions flyer	Engage in health assessment
Paycheck stuffer	Engage in health assessment
Health assessment poster	Engage in health assessment
Health assessment reminder email	Engage in health assessment
Health assessment reminder flyer	Engage in health assessment
Health assessment: Last chance reminder email	Engage in health assessment
Health assessment: Participation rates	Engage in health assessment
Health assessment: Executive support	Engage in health assessment
Health assessment article	Engage in health assessment
Member Success story article	Engage in a wellness program
Healthy Hints for the Workplace article	Engage in a wellness program
Program reminder 1 email	Engage in a wellness program
Check on Spouse/Domestic Partner's status flyer	Engage in a wellness program
Physical activity program poster	Engage in a wellness program
Physical activity program article	Engage in a wellness program
Stress management program poster	Engage in a wellness program
Stress management program article	Engage in a wellness program
Smoking cessation program poster	Engage in a wellness program
Smoking cessation program article	Engage in a wellness program
Nutrition program poster	Engage in a wellness program
Nutrition program article	Engage in a wellness program
Back health poster	Engage in a wellness program
Back health article	Engage in a wellness program
Check your status email	Engage in a wellness program
Program start date approaching flyer	Engage in a wellness program
Program start date approaching poster	Engage in a wellness program
Program start date approaching slip sheet	Engage in a wellness program
Program start date deadline last chance poster	Engage in a wellness program
Program reminder 2 series of email	Engage in a wellness program
Program deadline approaching flyer	Engage in a wellness program
Program reminder 3 email	Engage in a wellness program
Announce new changes e-mail	Alumni
HR talking points on changes	Alumni
Let's beat our participation poster	Alumni
Let's beat our participation email	Alumni
Get ready to participate in Healthy Benefits article	Alumni
Alumni employee FAQ	Alumni
Fun tips from other employers	Alumni

Implementation Timeline

Here is a sample communication timeline to give you a better idea when to use the materials.

Month	Communication materials and tactics
Month 1	Announce materials — executive letter and announce poster
Month 2	Education materials — meeting email, poster about education meeting, employee FAQ, program overview flyer, wellness programs flyer, power points
Month 3	Education materials — Workplace Wellness article Reuse program overview flyer and employee FAQ from education materials
Month 4	Engage in health assessment — letter to the home (especially if spouses/domestic partners are participating), postcard, Web instructions flyer, paycheck stuffer, engage poster, health assessment poster, health assessment start reminder email, health assessment reminder flyer
Month 5	Healthy Benefits is a hit email, look who's on board email, Health Assessment article, health assessment last chance email
Month 6	Program reminder 1 email, member success story article, one wellness topic poster and article
Month 7	One wellness topic poster and article
Month 8	Healthy Hints for the Workplace article, and one wellness topic poster and article
Month 9	One wellness topic poster and article Program reminder 2 email
Month 10	Deadline for starting online programs and phone coaching Program start date approaching flyer, email on checking status, enroll email reminder series
Month 11	Program reminder 3 email, program deadline approaching flyer
Month 12	Deadline for completing Healthy Benefits wellness program

Customizable Areas

The collateral in the toolkit has specific sections for you to customize the material for your company and employees. Customizable areas include:

- Your company's specific incentive for participating in Healthy Benefits — for example, a \$20 co-pay — and a spot to add in the year the incentive takes effect.
- Signature areas to add in your company leader's name.
- Meeting details or contact information.
- Your company name.
- Important contact information, including your company's customized HealthPartners Web site and/or member services number, if applicable.
- Important deadline dates for the health assessment, Healthy Benefits wellness program enrollment date, completion date and Healthy Benefits overall deadline.

Here are tips and information helpful to filling out those customizable areas:

- For the emails, letters and articles — simply copy the text, paste into your communication vehicle, add the customized information and distribute. If your company is requiring spouses/domestic partners to participate, we suggest you add a line reminding employees of this in the emails similar to the line on the reminder flyers. **Example:** Don't forget, your spouse/domestic partner needs to participate as well in order for you to qualify for the reward.
- **IMPORTANT:** There is a reminder for spouses/domestic partners to participate on the reminder flyers. Remember to erase this text if your employees' spouses/domestic partners are not required to participate. Just select the text and delete.
- Make sure to erase the brackets surrounding the areas that are customizable, as well as the instruction text within the brackets, when you are entering in your company-specific information.
- We suggest you center the text within the customizable area to make it look like a part of the standard text.
- Make sure to add punctuation if applicable around the customizable section — if it is at the end of the sentence or if it needs a comma. We did not put standard punctuation in those areas in order to allow you adequate space, so remember to add punctuation if it is needed.
- Please note that in the [insert reward] section, some pieces include a second line so that you can type in all reward/incentive information. The text will not automatically wrap down, simply hit enter and continue your sentence.

After you fill in your customizable areas, please print and fax or email to your JourneyWell account representative for review before you distribute. We can help ensure that you have the correct information and answer any questions you may have at that time.

General messaging points for communicating Healthy Benefits

Here are some important messages to help your employees understand the Healthy Benefits program. You might refer to these points in speeches, discussions with managers or in individual meetings.

SUPPORT

Healthy Benefits has our full support.

We've looked closely at the program and we're excited to bring it to you. We expect it to be very popular as it has already been elsewhere. We feel it is a win-win situation.

EASY

Healthy Benefits is easy.

To qualify for the preferred health benefit level, you simply need to take a health assessment and participate in one Healthy Benefits wellness program. The online health assessment is easy to use and only takes 15 minutes to complete. The assessment helps you understand your current health status as well as your potential for improvement. Once complete, the assessment guides you toward wellness programs you may be eligible for — offered at no cost to you!

EMPOWERING/REWARDING

Take control of your health care with Healthy Benefits.

Healthy choices help keep costs down for everyone. By choosing to participate, you're choosing to improve your health *and* save money. There are some health factors that you cannot control — like family history. The health assessment points out areas that you *can* control and gives you the tools you need to make permanent lifestyle changes.

PRIVATE

All health information with Healthy Benefits is confidential.

No one within the company will ever see employee health information collected as part of Healthy Benefits. Your health is your business and we respect your privacy.

PROVEN

Healthy Benefits has proven to be popular and effective elsewhere.

Other companies of all types and sizes use Healthy Benefits. It is effective no matter your age, occupation, gender or health status. At other companies, three out of four employees have enjoyed participating. It brings employees together and it helps you become healthier while saving money.

SMART

Healthy Benefits is a great example of innovative ways to promote wellness.

It's not just about treating disease anymore — it's about preventing it and taking steps to better health and improved quality of life. Healthy Benefits helps you analyze your health status and take control of the things you can to achieve wellness. Your workplace is the perfect place to do this because your fellow employees can support healthy habits.

TAILORED

Healthy Benefits is tailored to you.

When you take the health assessment, you get an individual, confidential HealthPotentialSM Score based on your personal history and habits. This score helps point you toward the best actions for you to help you improve your health. It's tailored to you.

VOLUNTARY

Participation in Healthy Benefits is always voluntary.

You are not required to take part, but we hope you will. In most companies, participation rates are about 75 percent because employees quickly come to appreciate the savings and health opportunities. If you choose not to participate, you will still receive health benefits, but you will not qualify for the incentive.

WORTHWHILE

Healthy Benefits is an exciting, new way to save money on healthcare costs *and* improve your health.

We are participating in Healthy Benefits because we want to support your health. Improve your health *and* earn your reward. Your health is your most important asset!