



# FINANCIAL FITNESS

## IMPLEMENTATION GUIDE

Get your employees engaged in their health with a fun, healthy well-being challenge. Challenges jump start participants to take control of their personal health and well-being. Plus our paper-based challenges give you ultimate flexibility in how you run your challenge to meet your company's needs. Paper challenges are completely administered by you and don't require participants to log on to their [healthpartners.com/wellbeing](https://healthpartners.com/wellbeing) account.

Get started by selecting a challenge from the communication toolkit. Then use this implementation guide to help you determine how to set up your challenge. You can tailor the participant eligibility, registration process, completion requirements and rewards to meet your needs.

### GETTING STARTED

#### Identify a coordinator

The role of the worksite challenge coordinator is to help build excitement around the challenge. Responsibilities of the coordinator include:

- Serving as the primary administrator of the challenge
- Helping to make key decisions such as challenge timeline and incentives
- Promoting challenge registration to employees using provided communication materials
- Sending weekly emails to participants
- Managing participant completions at the end of the challenge
- Coordinating and distributing rewards (if applicable)
- Submitting completion report (if applicable) to HealthPartners

#### Challenge participants

Identify who you would like to include in the challenge. Possible options include:

- Benefit eligible employees
- Benefit eligible employees and spouses/domestic partners
- All employees
- All employees and spouses/domestic partners



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## Rewards

Rewards are a big component in driving participation and completion. Make the incentive meaningful to your employees. Distributing awards based on completion is recommended rather than determining a winner. Having rewards based on the person that gets the most minutes of activity or loses the most weight may discourage employees from participating.

Here are a few ways to administer rewards:

- All individual participants who complete the challenge receive a reward
- All individuals who complete the challenge are entered into a drawing for a larger reward
- Many of the challenges could also be used as an awareness or educational campaign, without rewards

If you plan to offer your challenge as a program offering for your well-being incentive, contact your Health Management Consultant or Account Project Manager at least 2 weeks before you start your challenge to ensure you are set-up for incentive administration.

## ADMINISTRATION

Once you have identified a challenge coordinator and other getting started details, it's time to think about how you will administer the challenge. Select the challenge administration option that best fits your company's needs as well as the skills of your challenge coordinator.

### Participant registration

**Option 1: Paper sign-ups** can be easy for participants and the challenge coordinator. If you have multiple locations, use your Wellness Champions or Human Resources contacts to coordinate paper sign-ups at each site. Have them send their paper sign-up sheet to the Challenge Coordinator to condense the registration sheets into a single spreadsheet. A paper sign-up template is available on the challenge tool-kit.

**Option 2: Online sign-ups** are quick and easy for participants, but can have additional costs or administrative time for your coordinator. Here are a few options if you are considering online sign-ups:

- Online survey tools such as Survey Monkey, Zoomerang, or Survey Gizmo can be used to manage your online registration and even tracking completions. Many of these websites do have fees for their use and may require time for the challenge coordinator to learn how to use them effectively.



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- Consult with your internal communications and IT departments to determine if your company's intranet site has the capability of doing registrations or surveys. Your intranet site may already have widgets to be able to support your online challenge registration.

### Registration fields

Include all of the information you need from participants on your registration form whether paper or online. Include any information needed for contacting the participant or distributing their reward including: email, phone number and department/building.

### COMMUNICATION

Use the paper challenge toolkit to assist you in communicating challenge information to your participants. The communication plan listed below:

Communication plan					
Communication piece	Purpose	Distribution method	Distribution date	Action / Owner	Notes
Announce flyer	Promote challenge & instructions on how to sign-up	Post or distribute via email	2-3 weeks before challenge start date		
Weekly email banner	Weekly email header to give instructions & remind to track/complete tasks	Email sent from Challenge Coordinator	Weekly during the challenge		
Tracker (if applicable)	Tool to help participants monitor progress	Attached to email with Week 1 newsletter	First day of challenge		
Weekly newsletter	Provide educational materials	Attach to email with weekly email	Weekly during the challenge		