



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

## **JourneyWell**

### **Employer Implementation Guide**

Dear Purchaser,

Welcome to JourneyWell! Congratulations on taking a positive step toward improving employee health and productivity while keeping health care 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 JourneyWell.

The JourneyWell design delivers 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 **JourneyWell Communications Toolkit**. The toolkit contains useful information and materials for you to use to communicate with your employees about JourneyWell.

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

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

- **Announce and educate**
- **Engage in the health assessment**

We look forward to working with you. If you have any questions about JourneyWell, 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 decision points within JourneyWell.

We suggest you follow a two-pronged communication phase.

1. **Announce** the program and **educate** employees to increase program awareness and understanding of JourneyWell.
2. **Engage your employees in the health assessment** with reminders and instructions.

*We have designed the toolkit materials to provide a foundation for your internal communications at each stage. 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 JourneyWell. No one likes surprises, so we recommend you give your employees plenty of time to learn about JourneyWell. 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 JourneyWell 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 JourneyWell is essential to the program.

We recommend that you schedule an employee meeting to introduce JourneyWell 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 JourneyWell. If you are offering an incentive for the JourneyWell program, and the 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 JourneyWell 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 educate email, article flyer and FAQ to explain JourneyWell. Insert **key start dates** and **deadline dates** into the customizable areas of these materials, as well as your **company name**.

### ***Engage in the health assessment***

Communication in this stage reminds employees that they need to take the health assessment during a defined timeframe, if applicable.

#### **Getting started:**

- Help employees get started with the health assessment by distributing the invitation letter that walks employees through logging on to **healthpartners.com/journeywell**.
- Send the spouse/domestic partner invitation 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 JourneyWell.
- Print or post online the health assessment article announcing the **start date** and **deadline date** and steps for logging on to **healthpartners.com/journeywell**.

## **JourneyWell Materials**

<b>Name of Material</b>	<b>Phase</b>
Announce executive email	Announce and Educate
Announce flyer	Announce and Educate
Announce poster	Announce and Educate
Announce/educate web copy	Announce and Educate
Announce/educate executive email	Announce and Educate
Educate article	Announce and Educate
Educate flyer	Announce and Educate
Educate confidentiality FAQ	Announce and Educate
Invitation letter [employees only]	Engage in health assessment
Invitation letter [ee and spouse/domestic partner]	Engage in health assessment
Engage article	Engage in health assessment

### **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/reward for participating in JourneyWell.
- Your company name.
- Start dates and deadline dates for completing the health assessment,.

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. **Example:** Don't forget, your spouse/domestic partner needs to participate as well in order for you to qualify for the reward.
- 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 JourneyWell**

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

### **SUPPORT**

#### **JourneyWell 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**

#### **JourneyWell is easy.**

To qualify for the preferred health benefit level, you need to take the health assessment. The online health assessment is easy to use and takes 15 minutes to complete. It helps you understand your current health status as well as your potential for improvement.

Once complete, you receive your HealthPotential<sup>SM</sup> score and personalized report with an action plan to help you take steps to improve your health.

### **EMPOWERING/REWARDING**

#### **Take control of your health care with JourneyWell.**

Healthy choices help keep costs down for everyone. By choosing to participate, you're choosing to improve your health *and* save money. The health assessment points out areas that you can control and with access to a health information library and tips and tools to help you can start making permanent lifestyle changes.

### **PRIVATE**

#### **All health information with JourneyWell is confidential.**

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

### **PROVEN**

#### **JourneyWell has proven to be popular and effective elsewhere.**

Other companies of all types and sizes use JourneyWell. 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**

#### **JourneyWell 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. JourneyWell 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 your healthy habits.

### **TAILORED**

#### **JourneyWell is tailored to you.**

When you take the health assessment, you get an individual, confidential HealthPotential<sup>SM</sup> 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. The program is tailored to you.

### **VOLUNTARY**

#### **Participation in JourneyWell 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 reward.

### **WORTHWHILE**

#### **JourneyWell is an exciting, new way to save money on health care costs *and* improve your health.**

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