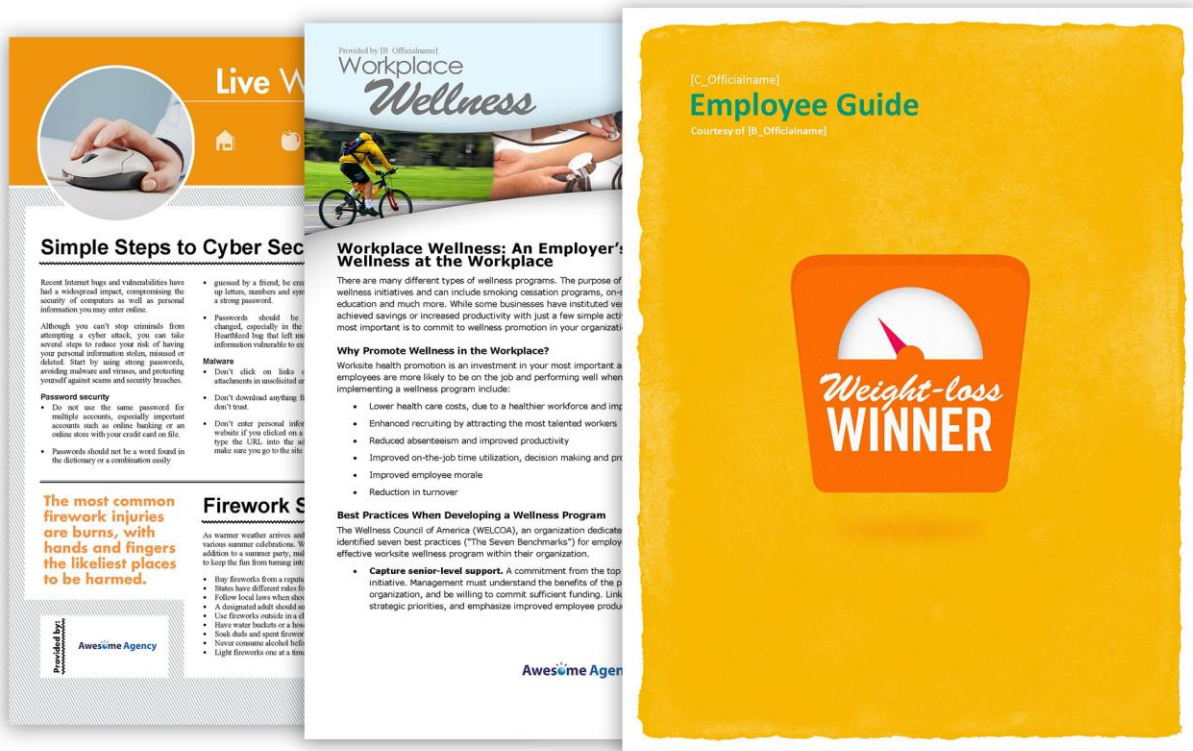


# Broker Insights

## Workplace Wellness Roadmap

### Using Broker Briefcase® Benefits to Support Wellness Needs

From prospecting materials to client education, you can become your client's workplace wellness expert by following this strategic roadmap. The roadmap highlights Broker Briefcase benefit resources that are designed to maximize your service offering while positively impacting your client's bottom line.



## Prospecting your Wellness-Related Service

Use the following services snapshots and services portfolios to promote your workplace wellness solutions to both your prospects and clients:

- *Financial Wellness Services Snapshot & Services Portfolio*
- *National Health Observances Services Snapshot & Services Portfolio*
- *Smoking Cessation Services Snapshot & Services Portfolio*
- *Weight Management Services Snapshot & Services Portfolio*
- *Workplace Wellness Services Snapshot & Services Portfolio*

## 7 Best Practices for Building a Wellness Program

Workplace wellness, as defined by the Harvard Business Review, is an “organized, employer-sponsored program that is designed to support employees (and, sometimes, their families) as they adopt and sustain behaviors that reduce health risks, improve quality of life, enhance personal effectiveness, and benefit the organization’s bottom line.”

The Wellness Councils of America (WELCOA) has identified seven best practices to follow when building a comprehensive and effective worksite wellness program within an organization.

**1. Get senior level support.** Successful wellness programs start at the top. The following documents help to educate the importance of workplace wellness and gain C-Suite support and leadership.

- *Workplace Wellness: An Employer’s Guide to Promoting Wellness at the Workplace*
- *Workplace Wellness: Gain Senior Management Support for Wellness Programs*
- *Workplace Wellness: Why Promote Wellness?*
- *Worksite Wellness – Small Steps to Healthier Employees Presentation*
- *Workplace Wellness: Potential Legal Issues Associated with Workplace Wellness Plans*
- *Workplace Wellness: Introduction to Wellness Program Email*
- *Survey Results – 2010 Workplace Wellness Benefits*
- *Health Care Reform: Implications on Wellness Programs*
- *Wellness Program Checklist*



**2. Form a wellness team.** Creating a culture of health takes passionate leadership from all levels of an organization – these documents tell employers how to do just that.

- *Workplace Wellness: Creating a Successful Wellness Team*
- *Workplace Wellness: Breathing Energy into a Wellness Team*

**3. Use data to drive wellness initiatives.** Employers often struggle with what wellness initiatives to offer. The survey, assessment checklist, and health risk appraisal document guide employers where to focus their efforts.

- *ADA: EEOC Guidance on Health Risk Assessments*

- *Workplace Wellness: Employee Needs and Interests Survey*
- *Workplace Wellness: Health Risk Appraisals*
- *Workplace Wellness: Wellness Environment Assessment*
- *Workplace Wellness: Assessment Checklist*
- *Workplace Wellness Sourcing Data to Enhance Your Wellness Program*

Zywave’s Decision Master® Warehouse and RALLE® Warehouse products help employers analyze health and worker’s comp claims cost data and offer solutions for reducing and managing claims in these areas.

**4. No program is successful without a plan.** These

documents help employers to develop an annual workplace wellness operating plan.

- *Workplace Wellness: Wellness Program Vision Statement*
- *Workplace Wellness: Action Plan*
- *Wellness Program Work Plan*
- *Workplace Wellness: Results Oriented Wellness Programs*

**5. Choose appropriate health initiatives.** The data collected will help employers decide what wellness initiatives to promote. The following templates offer employers with some low cost wellness ideas.

- *Workplace Wellness: Low Cost Resources for Small Businesses*
- *Workplace Wellness: Low Cost Activities that Work*
- *Workplace Wellness: Low Cost Activities to Promote Weight Loss*

Additionally, Broker Briefcase BE contains over 650 different resources for you to offer your clients in support of the following 15 workplace wellness initiatives:

- Children’s Health
- Employee Health Care Consumerism
- Financial Fitness
- Fitness
- Going Green
- General Health
- Men’s Health
- Mental Health
- National Health Observances
- Nutrition / Obesity
- Prevention
- Smoking Cessation



- Wellness Fairs
- Women’s Health
- Workplace Fatigue
- Weight-loss

**6. Create a corporate environment that supports wellness.** The following documents help employers support a culture of health.

- *Workplace Wellness: Using Incentives in Wellness Programs*
- *Workplace Wellness: Introduction to Wellness Program Email*
- *Workplace Wellness: Maintaining Motivation and Interest*
- *Workplace Wellness: Keeping Your Healthy Employees Healthy*
- *Supportive Practices and Supportive Benefits*
- *Workplace Wellness: Healthy Food Options for Work Events*
- *Workplace Wellness: Designing the Healthy Vending Machine*
- *Employee Handbook – Flexible Schedules*
- *Employee Handbook – Tobacco Free Workplace Policy*



**7. Evaluate the outcome of workplace wellness initiatives.**

These documents listed below help employers determine what works and what doesn't so they can plan for the next year.

- *Workplace Wellness: Enhancing the Return on Your Investment*
- *Workplace Wellness: Calculating Your ROI*
- *Workplace Wellness: Evaluation*
- *Workplace Wellness: Sample Evaluation Tools & Measures*

The Weight-loss Winner program helps your clients take an active role in fostering wellness.

There is a ready-to-use wellness program available to pass on to your clients. The Weight-loss Winner program was created to promote long-term wellness through nutrition, exercise and instilling healthy habits. The aim is for individuals (or teams) to lose a goal amount of weight each week for the duration of the program. The individual or team with the most successful weeks of meeting their weight-loss goals after 10 weeks wins the competition.

- *Weight-loss Winner Services Snapshot*
- *Weight-loss Winner: Employee Guide*
- *Weight-loss Winner: Employer Guide*
- *Weight-loss Winner: Campaign Posters*
- *Weight-loss Winner: Tracking Sheet*
- *Weight-loss Winner: Follow-up Survey*



## For Fast and Easy Client Contact, Use Campaigns

Short on time? In 10 minutes or less you can support your clients' wellness efforts by subscribing them to one or more of the following monthly Campaigns:

- Employee Retirement Campaign
- Family Health Series Campaign
- Health Care Costs Employee Education Campaign
- National Health Observance Calendar Campaign
- Live Well, Work Well Monthly Newsletter Campaign
- Prevention Newsletter Campaign
- Seasonal Campaign
- Wellness Program Campaign