

Three Leading Indicators of a SUCCESSFUL EMPLOYEE Well-Being Program

Companies now have a variety of metrics to help define program success, including engagement rates, but success can be determined beyond these typical numbers.

Engagement is important, but it's a metric better viewed as a very early indicator measuring the ability of your health and well-being programs to build awareness and attract members.

To help companies look beyond engagement, three leading indicators can be used to measure the success of health and well-being programs at key points where engagement impacts outcomes.



Persistent Engagement

01

Participation is the best way to gauge the impact of incentive and communications programs, but for a true litmus test of program effectiveness, a deeper look at employee engagement is necessary.

How can you look beyond the scope of expected activity for better insights on the impact of your programs?

Try Tracking:

- Engagement numbers outside of incentive timeframes
- The number of members engaging repeatedly with digital tools
- The number of members engaged with live resources beyond what is required by incentives



02

Preventive Health

Strong health and well-being programs engage individuals to help to shift their perceptions of health to activate positive behavior change. If the messaging and timing are well calibrated, the impact starts to reveal itself through simple actions.

How do you know if you are activating individuals to take steps to better manage their health?

Try Tracking:

- The number of fitness devices synched to available engagement platforms
- The number of fitness and health trackers being used throughout the year
- Trends on compliance around preventive health measures, such as closure of preventive or prevention of gaps-in-care.

Workplace Support

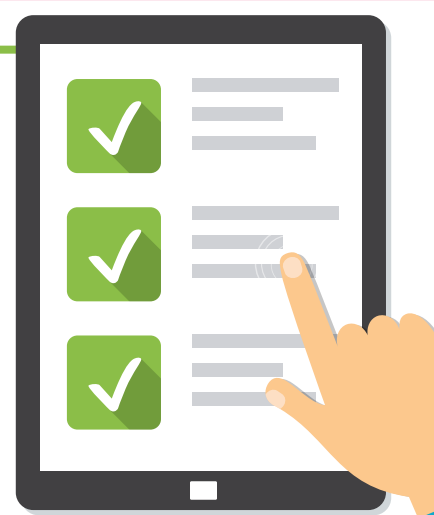
03

A strong culture of health and well-being encourages employees to adopt healthier behaviors, providing surround-sound for programs and reinforcing positive behavior changes. Measuring your company's commitment to health offers a good gauge for the likelihood of success.

How can you perform a "temperature check" across your programs?

Try Tracking:

- Surveying employees for their perception of the company's commitment to their health
- Perform an in-depth assessment to understand the existing supports and obstacles across work environments that can influence positive behavior change



The Bottom Line



True health activation leads to better health and better outcomes – and a healthier bottom line. If you are seeing positive trends in these three key areas, you should see positive returns on your programs.

Interested in learning more about how to successfully drive health improvement across your population?

Contact us at Info@activehealth.net to speak to a representative.