



Cut Through the Noise



Mixed messages and our life hack approach to health has us twisted in knots. Carbs and fats will hurt us or save us depending on the source. It's enough to cause many to tune out. Employers who lead with trusted health science are winning employees back and reducing their need for incentive strategies.

Mayo Clinic's quality, integrity, and longevity are at the core of Wellvation's intelligent platform. From what questions to ask to where to focus to defining leadership roles, Wellvation leverages Mayo Clinic's content for a cognitive approach to workplace wellbeing. For employers, it means employees can cut through the noise with information they can depend on.

About Mayo Clinic

Mayo Clinic is a nonprofit organization committed to clinical practice, education and research, providing expert, whole-person care to everyone who needs healing. For more than a century, Mayo Clinic has been transforming lives through innovation in patient care and the application of research and education. All products and services are designed to extend Mayo Clinic's specialized knowledge and expertise to improve the health of the lives of people around the globe. A team of expert partners along with our colleagues in the Mayo Clinic practice create offerings that educate, engage and empower people to invest in themselves for happier, healthier living.

Mayo Clinic content is unique as they incorporate evidence-based practices, scalable solutions, and is regularly reviewed to ensure relevancy and engagement.

"Wellvation meets the needs of consumers by providing them with trusted health information by Mayo Clinic and engagement with wellness tools and resources, utilizing a systematic approach that leads to sustainable improvements in their health."

*Sandhya Pruthi, M.D.
Associate Medical Director, Content Management
and Delivery, Mayo Clinic*

Wellvation & Mayo Clinic Collaboration

Cognitive Approach

Incentives are great for initiating action, but wellbeing programs need to connect learnings with internal motivations to get to ownership. Wellvation leverages a Mayo Clinic cognitive approach that inspires commitments by tapping into intrinsic motivations with relevant information. The result is an accelerated skill building process that replaces quick-fix fads with longterm commitments.

Health Assessment

Claims data and biometrics are great for identifying where employees should focus, but don't identify areas where employees are willing to engage. Wellvation's Health Assessment uses a Mayo Clinic question set to match where employees think it is important and have confidence to change. The assessment uses branching logic to present only relevant questions. Scoring is based on proprietary Mayo Clinic algorithms that weigh degrees of risk, conditions and impacts on morbidity, mortality, and health care costs. Results are visualized for employees and aggregated for employers.

Challenge Validation

Wellvation's suite of challenges is developed using vetted practices. When possible challenges are reviewed by Mayo Clinic for efficacy. Gamification, visual displays, leaderboards, social forums, goal setting, badges, alerts, surveys, quizzes, and milestone celebrations all combine to create meaningful experiences that increase learning.

Health Literacy

ManageWell's Digital Library includes more than 10,000 pieces of Mayo Clinic-produced content that breaks down over 500 diseases for various life stages, treatment decisions, and symptoms. Patient educators ensure that all materials follow best practices in educational principles and theory, and professional health literacy writers apply a proprietary "Elements of Plain Language" review that calls for content to be comprehensive, clear, precise, reader-friendly, and easily understood to foster recall and the ability to take action.

Email with any questions. Schedule to dive deeper.

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