



Personalized Wellbeing Drives Engagement



Personalization works – 85% of employers that personalize wellbeing programming find that it increases engagement.

**Source: Making Well-Being Work Ninth Annual Employer-Sponsored Health and Well-Being Survey Fidelity | NBGH April 2017*

Wellvation Creates Personalized, Relevant & Meaningful Strategies.

Wellvation's ManageWell is a scalable, web-based platform that powers high-impact wellness programs. Focused on the employee experience, ManageWell utilizes a human centered design highly personalized to employee wants and needs.

In the background, ManageWell continuously gathers, validates and shares valuable data sets from a wide variety of sources to engage employees on their own risks, conditions, self-efficacy, motivations, confidence, and perceptions. It's a continuous engagement process that hones in on those moments when employees are open and motivated to change.

Why Personalization Matters: *The 5th annual study by Aon Hewitt/NBGH "findings tell us that there is no silver bullet to address an individual's overall well-being – but rather an integrated and varied set of elements." For a multigenerational workforce, employers need to "appeal to individual's uniqueness."*

Wellvation Health Assessment – the catalyst to a personalized approach

Wellvation utilizes a scientifically validated question set from Mayo Clinic rooted in evidence-based guidelines, decades of expertise and leading medical research. The health assessment captures highly valuable information that goes beyond current health status and determines an individual's degree of confidence and importance to change, self-efficacy and their perceptions and motivations.

The health assessment's true promise lies in its ability to drive engagement through a personalized wellness plan that seamlessly integrates with tools and resources most relevant to participants.

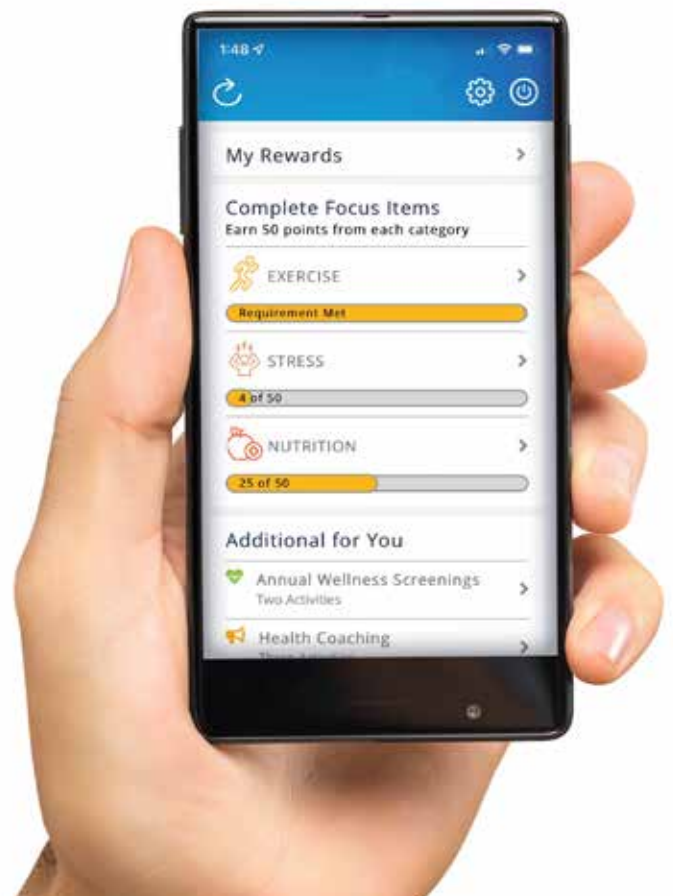
Personalized “Health Goals” drive active engagement

Reaching the individual with useful tools and tactics for making healthy lifestyle changes is only the first step in the personalized journey to health. ManageWell’s sophisticated wellness platform goes deeper into building personalized user insights, knowing exactly where an individual is on their journey to health. Cognitive personalization and design that considers behavioral economics empowers the individual to be actively engaged in making healthy lifestyle changes.

Health Goals Drive ‘To Do’s’:

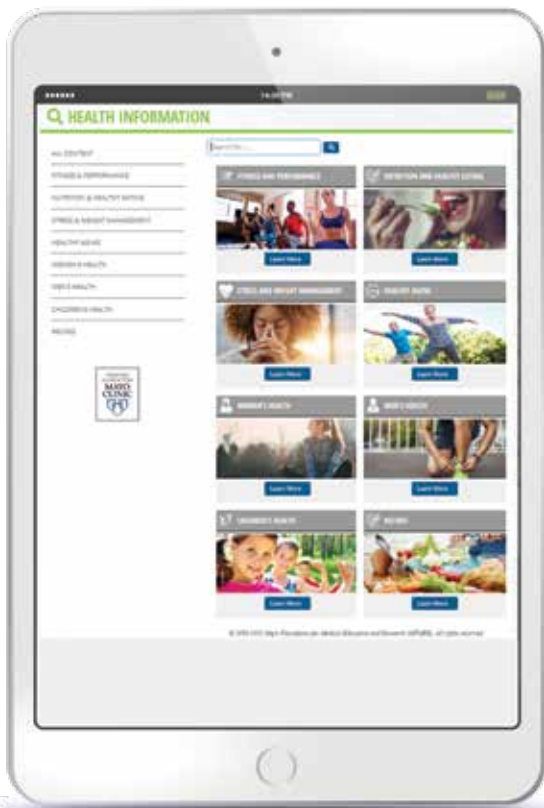
ManageWell connects transformational and personalized short-term goals with “to-do” action plans that identify strengths and needs for improvement. Small, realistic goals that are achievable build motivation and positive affirmations of success.

- a. Execution of “to-do” action plans is powerful because it creates a strong associative link between the cue and action which becomes a habit over time.
- b. Implementing “to-do” intentions can be powerful as reminders to take action and helping the individual create a contingency plan for obstacles that may take them off track.




“ Having the right goals is important, but those goals aren’t going to do you any good if you don’t have a plan in place to achieve them.”

Mayo Clinic Guide to Healthy Living



Effective Personalization Includes:

 **Motivating the Unmotivated:** Wellvation strategies target the unmotivated to change.

Traditional strategies to galvanize people to quit smoking, lose weight or increase exercise, involved telling someone they needed to change. More often than not it fails and resistance builds.

ManageWell's self-education elements; the fun and engaging challenges and events; and Mayo Clinic resources all start the thought process around change; increasing and building a person's intrinsic motivation so that change arises from within themselves, rather than being imposed from someone else. Participants combine skill development with underlying, intrinsic motivation and reason.

 **Track the Change Process**

An important aspect of assisting people in making change is the use of validated measures of health behavior. ManageWell tracks progress, provides insights to help individuals overcome their personal barriers-to-change, and measures progression toward change.

“ Personalization is extremely important because everyone has different goals and challenges. What works for one person may not work for another. Personalizing your plan so that it's truly yours makes it much more likely that you'll be successful.”

Mayo Clinic Guide to Healthy Living

Barriers to Change | Skill-building

Self-management education emphasizes the need to continually problem-solve around barriers and is critical for lasting change. ManageWell builds a framework to address personally relevant barriers and provides practical support; combining skill development with underlying, intrinsic motivation and reason. Success builds mastery, which enhances motivation for additional change.

Build Motivation

Intrinsic motivation does not rely on external pressure, like rewards/approval or punishment/disapproval from peers or health professionals. It exists within the individual and is driven by self-interest. Individuals want to feel in control over a behavior or action and be able to maintain a behavior through all circumstances or contexts. It is the long-term motivation needed to make behavior change last.

Rewards: Personalized rewards to keep momentum going year-round

ManageWell's flexible reward system is intensely aligned with individual preferences and correlates with organizational expectations. Rewards can be based on the participant attaining short-term goals. It is a winning and innovative strategy to maintain continuous engagement and is a key driver of year-long motivation.



Personalize Your Program by Targeting Risk Factors

Most worksite wellness initiatives will have an understanding of the most prevalent risk factors in their population. To achieve the greatest results, Wellvation goes deeper by considering an individual's confidence and importance to change to create personalized engagement strategies that have proven results. Learning through doing is considered to play a fundamental part in the process of change.

Example tactics:

Dietary change is best supported by:

- instruction provision (teaching the behavior),
- self-monitoring (recording behavior, e.g. writing a food diary), and relapse prevention (problem solving and identifying coping strategies),

Physical activity is best supported by:

- prompting (to stimulate behavior, e.g. reminders),
- self-monitoring (recording behavior, e.g. writing an activity diary or using an app),
- personalized messages (tailored to stage of change, resources and context),
- goal-setting (e.g. step-goals monitored with pedometer, step tracker or app).

Weight management is best supported when dietary and physical activity interventions are targeted simultaneously.



Interventions are likely to be more acceptable to those who have been discouraged by information-only interventions in the past if they:

- *Provide collaborative support*
- *Enhance self-confidence for change*
- *Utilize short-term realistic action plans*
- *Emphasize ongoing problem-solving around barriers-to-change*

Dan Proulx, Wellvation

Help Employees Take Charge of their Health

Learn how ManageWell can empower your employees with a fun and engaging wellbeing experience, prove impact and deliver on value.

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