Enhancing Employee Well-being

through effective communication strategies

United Healthcare

Agenda

Trends & Key Components of Optimal Engagement
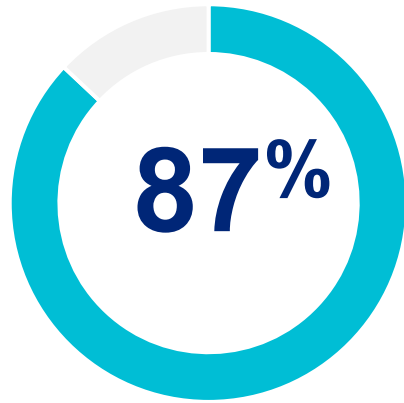
Communication Strategies

Engagement Strategies
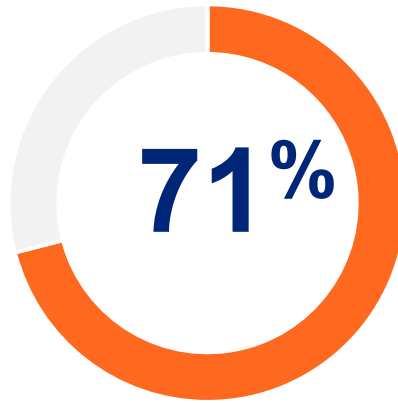
Well-being Trends & Key Components

Market Trends

Employer commitment to health & well-being

90%

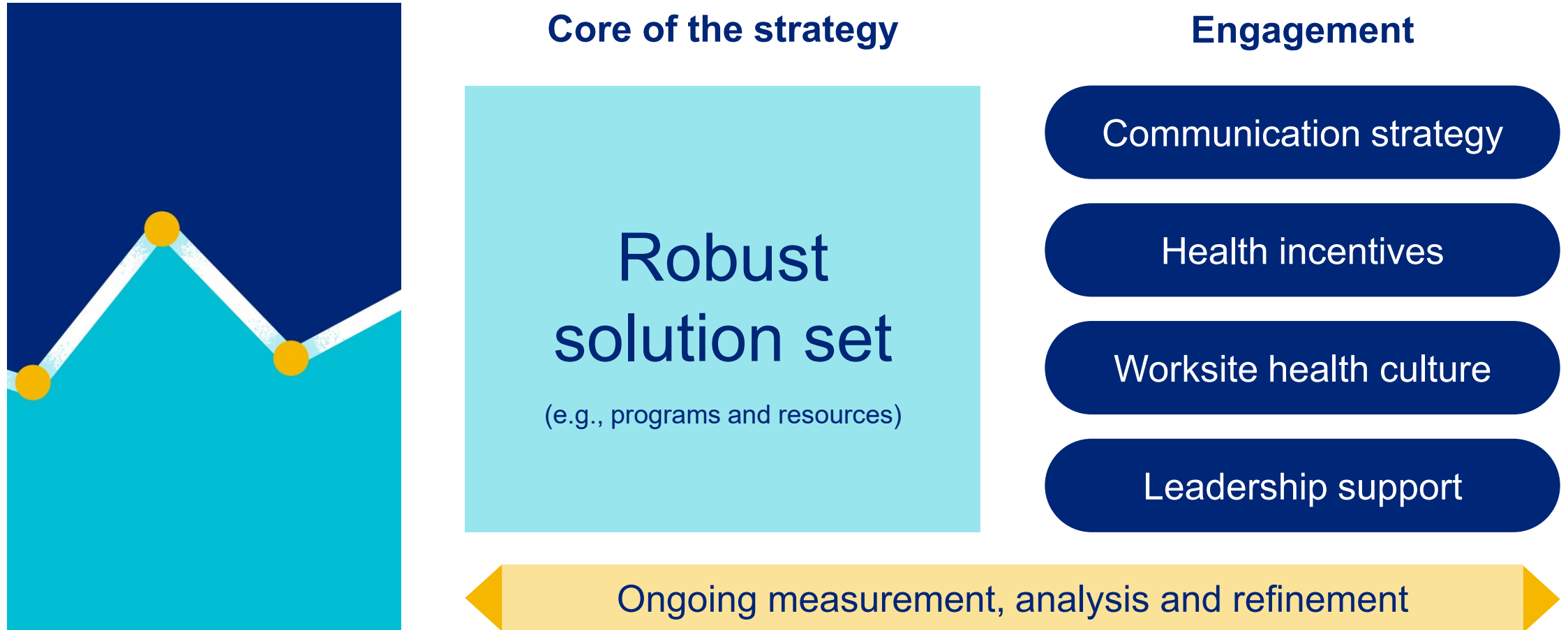**Employer commitment**

87%

Employer responsibility

71%

Employer prioritization

Key Components of an Effective Strategy

Core of the strategy

Engagement

Robust
solution set

(e.g., programs and resources)

Communication strategy

Health incentives

Worksite health culture

Leadership support

Ongoing measurement, analysis and refinement

Trends in Benefits Communications

Communication Method	Percentage
E-mail	50%
Online portal/website	49%
Video resources/podcasts	49%
Talking with someone in person	49%
Social media	46%
Discussion with their manager	38%
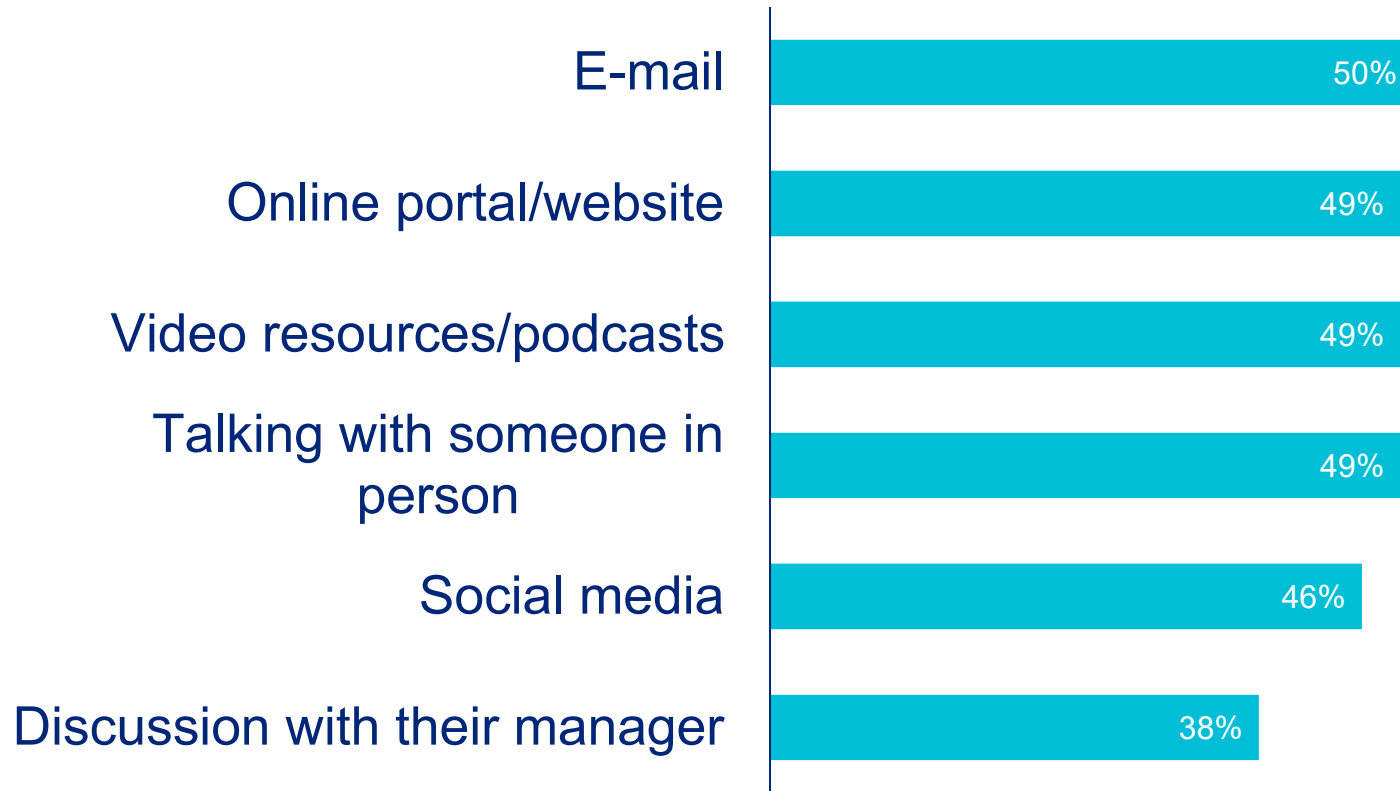
Members highly engaged with UHC tools & resources cost **~15%²** less compared to members not engaged.

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Communication Channels

- Email
- Home mailers
- Social media
- Video resources/ podcast
- Printed handouts
- Posted fliers/ QR codes

- Employee meetings/ Wellness fairs
- Manager communications
- Employer branded website/online portals
- 1-1 meetings

What are your current communication methods?

Employees' most helpful benefits communication channels:
One-on-one conversations (80%), online resources (68%), printed materials (66%), email (49%)[1]

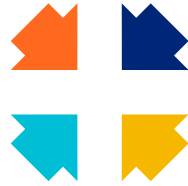1) 2023 Healthcare Literacy Report, Optavise, 2024

Communication Strategies

What is your low-hanging fruit?

Consistent communications using varied channels

Message integration at all levels

Peer-level communications

Overarching messages

+ Branded Program

Wellbeing Program Message Integration

Primary messenger	+	Additional messengers

Human resources / benefits

- Executive management
- Middle management
- Well-being champions

Municipalities Communication Strategies

Home mailers	Mayoral promotion	Middle management promotion
Wellness program department presentations	Branded program	Well-being champion network

What strategies have proven effective for your population?

Health Literacy remains an Opportunity

62% of employees are **not confident they know about all the benefits** and/or workplace perks offered to them[1]

Financial Impact

Employers in the US incur **~5 billion annually** due to low health literacy.

(includes administrative expenses related to helping employees navigate their health benefits and avoidable medical costs)[2]

Strategies to support health literacy

Ongoing communication about health benefits	New hire basic health insurance education	Guided enrollment with benefits specialists	Provide tools & resources to help members make informed healthcare decisions

Incentives

Trends in Incentives

43% of employers plan to **continue their well-being incentive strategy at the same level** during the next 3-5 years, while **24%** plan to expand it[1].

$538 median incentive amount for employees[2]

Gift cards/cash equivalent, premium contribution & HSA/FSA funding are most common delivery methods[1]

Incentive Design Strategy

What types incentives do you offer?

Identify preferences
Conduct a survey or discussion session to gather feedback

Offer variety
Consider providing a blend of monetary and non-monetary incentives

Align incentives with your wellness goals

Allow for autonomy
Offer several options to choose

Worksite Environment & Culture

Worksite Environment and Culture

Physical activity	Nutrition	Stress management	Tobacco	Health care
• Onsite exercise equipment/ classes/groups • Walking clubs • Community events • Fitness Challenges	• Healthier food options (vending machines, cafeterias, company events) • Onsite gardens • Onsite cooking demos • Filtered water fountains	• Mindfulness/ Meditation sessions • Access to mental health professionals • Stress management tools/resources • Flexible work schedules	• Tobacco-free campus • Tobacco surcharge • Smoking cessation programs • Educational resources	• Onsite/near site clinic • Onsite biometric screenings events • Health kiosks • Designated virtual visit rooms

How is your organization fostering a culture of wellbeing?

Leadership Support

Maximizing Leadership Support

Executive Leaders	Management	Cultural influencers

Program promotion

Visible participation

Encouragement to participate

Success stories

+

Worksite alignment

Supportive policies that prioritize wellbeing

Tips for Engaging Municipality Workers

Solicit employee feedback	Leverage multiple communication channels
Keep it simple & convenient	Offer a supportive & inclusive culture

Tips for Engaging Non-Traditional Workers

| Paid company time	Effective communication strategy	Supportive environment & culture of health
• PTO for preventive and condition-based healthcare • Onsite offerings • Company time/resources to complete surveys	• Leverage safety meetings, mandatory trainings, shift huddles • Bulletin boards, home mailers & scheduling software/apps	• Representation on a wellness champion network • Offer remote and/or self-paced engagement opportunities

What strategies are being adopted to ensure inclusivity in the wellbeing program?

Call to Action

Considerations

- **Identify preferred communication channels** (integrate messaging through all levels of the organization)

- **Make engagement easy and worth the investment** (make the healthy choice, the easy choice and incent for health-promoting behavior)

- **Gather employee feedback and cater to the needs of the population** (offer programming that resonates with the population & addresses health risks)
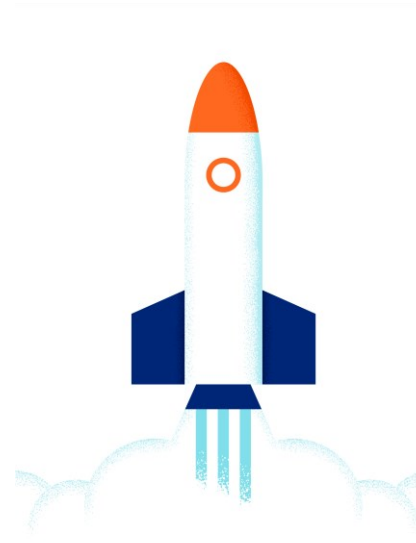
Engagement multipliers

- Communication strategy
- Health incentives
- Worksite health culture
- Leadership support

Ongoing refinement to these areas to maximize health engagement

Questions?