

How to Create A Wellness Program Your Team Will Love

A best practices guide for implementing
a successful employee wellness program.

This report features insights from Dr. Amy Lee, American board-certified Physician, Nutritionist, Inventor, and Aaptiv Advisor, and lessons learned from Aaptiv's experience working with enterprise clients to offer fully adaptable, easy-to-manage wellness solutions



Executive Summary

There's a lot to love about employee wellness programs. When done right, a well-implemented wellness program can mean happier employees, better recruitment outcomes, and even an uptick in your company's bottom line.

But the challenge is implementing a wellness program effectively. Anyone who's ever tried to offer one to their company knows how frustrating it can be.

In this guide,

we'll outline those *common pitfalls* and talk about how HR teams can implement a wellness program the right way.

We'll also share some of our experience at Aaptiv working with our enterprise clients to deliver personalized, scalable wellness solutions at a competitive price.



**Too often,
a program that looks
good on paper falls flat
and does not connect
with employees.**



Employee wellness programs support happy employees and a healthy bottom line.

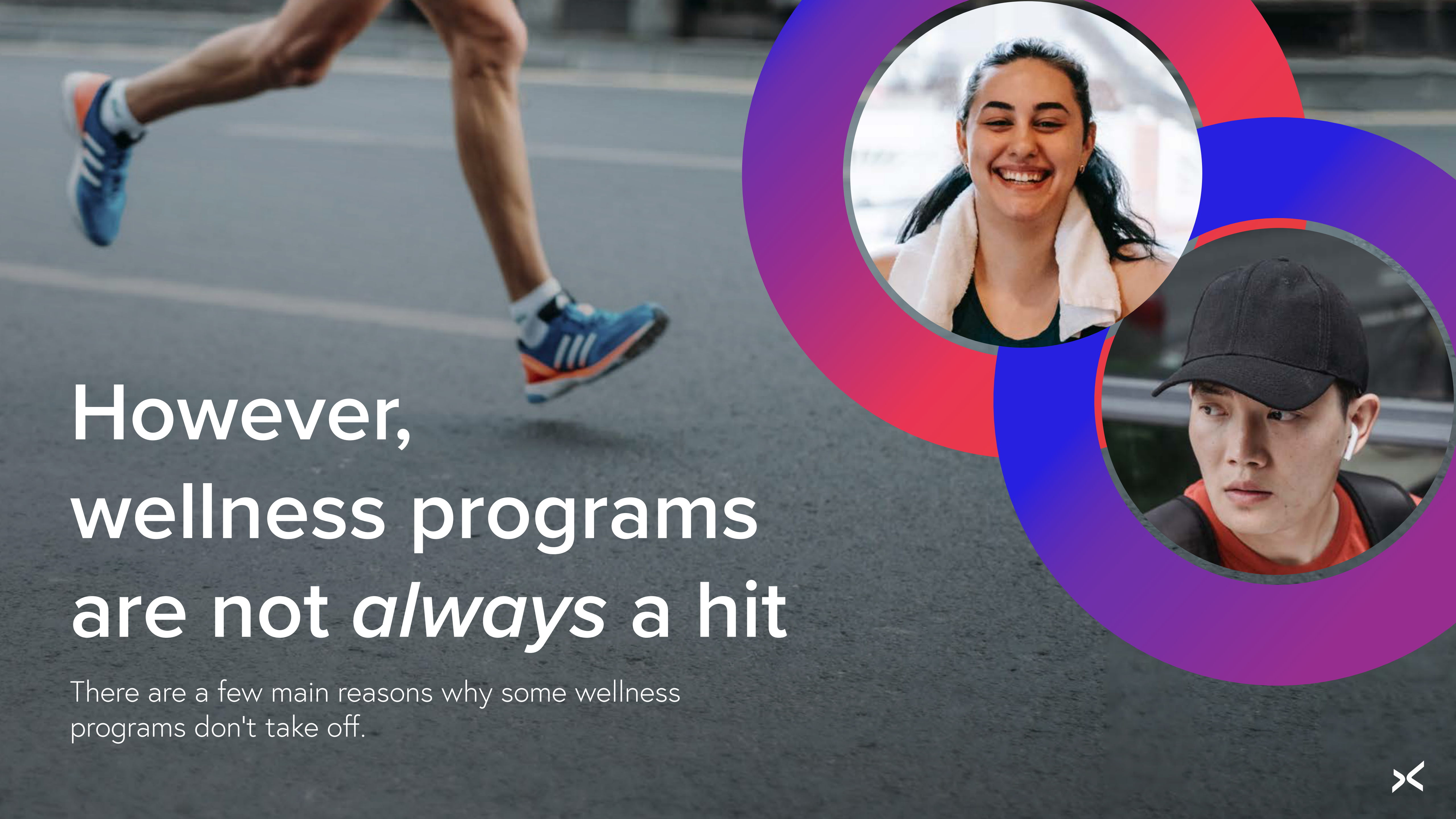
Okay, good news first. Implementing a health and fitness program for your employees isn't just good for their wellbeing, it's a way to boost key business metrics and HR targets.

An attractive, well executed program can help with recruiting and retention while helping your company's brand as well. According to the CDC, wellness programs can increase employee productivity, reduce absenteeism, increase morale, and help you attract and retain top talent.

¹ <https://hms.harvard.edu/news/do-wellness-programs-work>

There's a reason why
**roughly
80 percent**
of the largest companies
offer them.





However, wellness programs are not *always* a hit

There are a few main reasons why some wellness programs don't take off.



1

The Program Does Not Always Resonate

For a program to work, it has to connect with the people and teams that make up its intended users. What's popular with one team might fall flat with another. It varies person to person as well. Not everyone wants to exercise or relax in the same way. One size doesn't fit all, and many programs end up with low adoption across the company because of that.

2

People Are Not Motivated to Participate

Some wellness programs fail because they don't address motivation. It's hard for most people to make the kind of big, committed lifestyle change that taking on a new training plan or yoga practice involves. Without support that recognizes and fosters motivation, it's hard to stay on the path of wellness.



3

Program admin can be extremely time-consuming

Administering a program can be difficult and sometimes drag on your time. When you get busy, fitness and wellness are often the first things to fall by the wayside (which is why they're so important for busy people).

4

HR team has to market the program

Another reason wellness programs fail is that HR doesn't really sell them to the company. Too often, the attitude is something like,

this program is
here if you want it...

It takes more than that to get people fired up about making room for fitness and health.



Wellness done *right*: The best practices

There's a reason wellness benefits programs are so popular: when they work, they can be literally life-changing for employees and transformative for teams and companies. The effect can be contagious, creating brand equity and the kind of workplace culture people want to be a part of.

Here are a few best practices to help get results from your wellness plan.



1

Get to know your teams' needs Start with a survey

We mentioned the resonance problem. One reason a program might not resonate is because it's not the right program for your team and their unique needs and tastes. Even if you offer a premium package, that doesn't mean anything if it's not something your employees want.

So, ask them what *they* want.

Put together a survey, it could be formal or informal..

Be sure to ask about:

Fitness + wellness goals.

Programs, habits, + skills.

Equipment they already have.

Wearables.

Group vs. solo activities.

Competitive vs. fun activities.



2

Choose something that targets *all types* of employees.

Choose a program that can be easily customized to fit the needs of different teams and individuals. This starts with the survey and is informed by your search for a program, your budget and other constraints.

We built Aaptive to address this factor with hundreds of programs to choose from, in a customizable format, to address a range of wellness goals and preferences.



You have to pinpoint the needs of different teams and have an option for each of them. That's what makes a program really stick.

Dr. Amy Lee, American board-certified Physician and Aaptiv Advisor

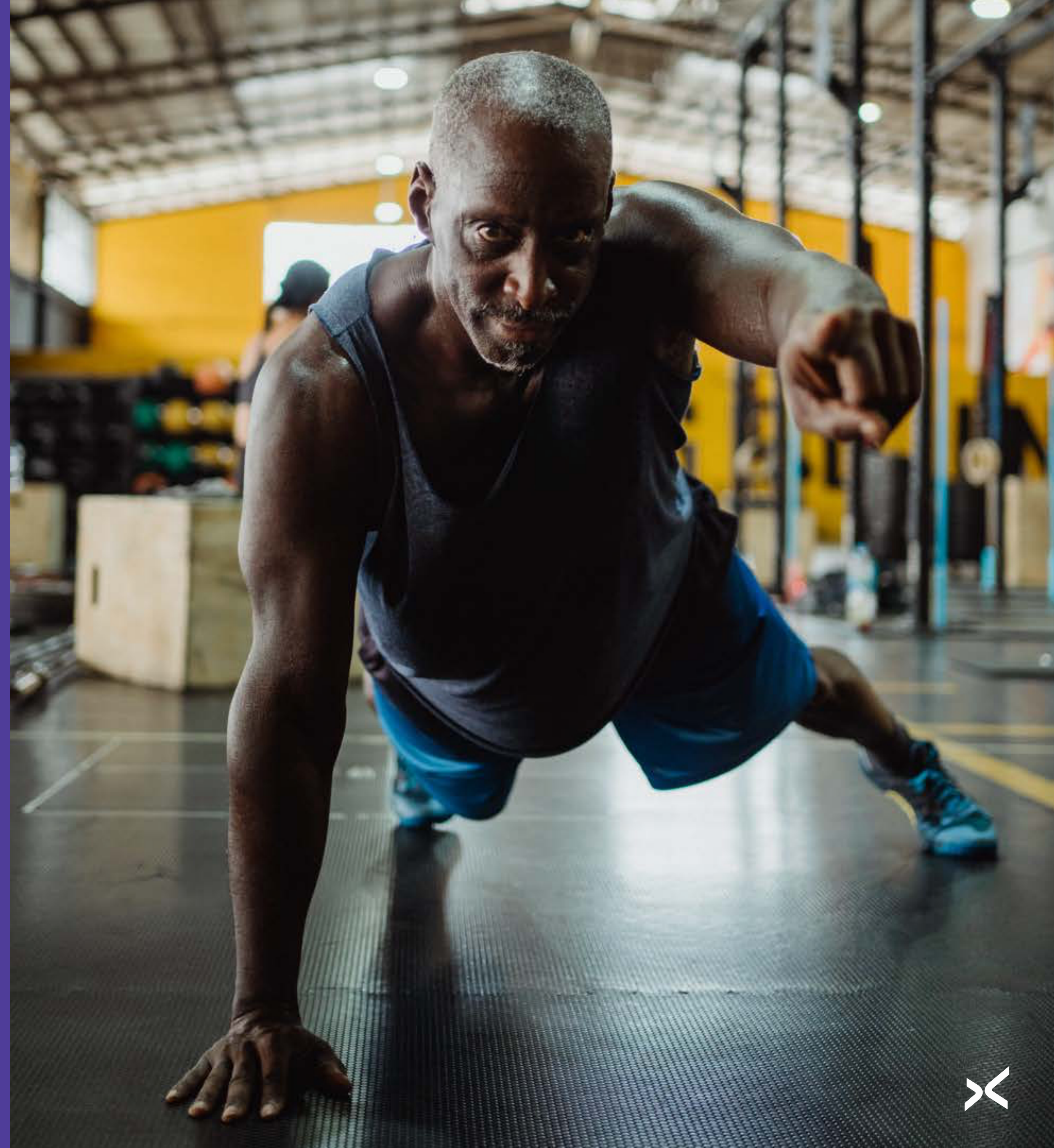


3

Choose something that will *motivate* your team

Address the motivation issue with something fun and challenging. Look for built-in milestones and incentives that are meaningful to your community and their goals. Fun and challenging for one company might be a heated quarterly competition. Others might be motivated by sharing stories of personal growth with their coworkers.

One way to incentivize participation is for HR to sweeten the deal with prizes for winning teams and individuals. Again, it's a good idea to customize incentives to suit your workplace.



4

Choose something that will be *easy* to manage

The best wellness programs are as easy to manage as they are to use. The work you put in to promote adoption should make things run more smoothly as more users sign up and start using the program.

For benefits managers, this means looking for something that's plug-and-play. Scalability is another important consideration, especially as your company grows.



Whatever Style Program Choose, Promote it Internally

Find a champion in each department and location. Promote challenges and other features of the program within your company.

It can be very powerful to create a "reward loop" with your employees that improves adoption and outcomes. See if the folks in marketing have any suggestions for how best to do this.





Let's chat!

If you're looking for an enterprise wellness solution that gives your team the personalization of a personal trainer and the flexibility of a fitness app at a fraction of the cost of a gym membership,

**contact us today at
sales@aaptiv.com.**

