



# Introductory Guide to Employee Wellness Platforms

Written by Laura Neuffer, 2022



**CORE**  
**HEALTH**  
by **Carebook**

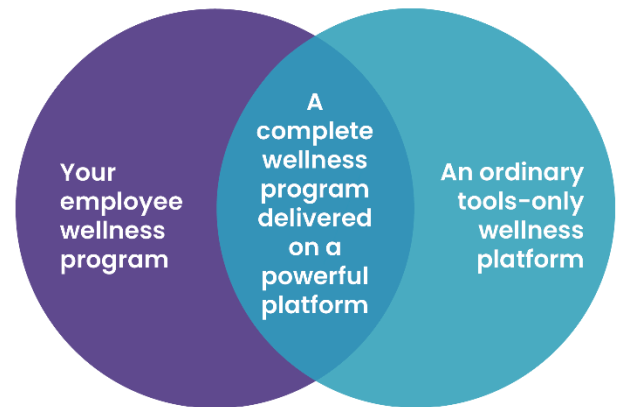
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## Wellness Platforms: The Basics

An employee wellness platform is a website or app used in worksite wellness programming that lets participants access software associated with the program. Like a portal, it centralizes various parts of a program to avoid using multiple web pages and logins to participate. Wellness programs can now be entirely digital. Some programs use web portals, which are websites that require users to sign in with an account and password before providing access to specific software applications and resources (public portals are for those who pay or subscribe to access, while private portals are for members of a certain organization). Others rely on web apps, which are software that offers a specific function, like activity tracking or a message board. But wellness *platforms* now include everything that portals and apps provide, plus more: they can power and house an all-inclusive wellness program in one place.

The newest wave of platforms are all-inclusive: a start-to-finish corporate wellness program on a site with access to all program-related software like trackers, health challenges, individualized health coaching, access to care and much more. Additionally, they're designed to support HR and wellness managers through built-in data storage, automatic reporting, and ready-to-go communications. Everything can be accessed with a single login.

Let's see how it works.



## What is an All-Inclusive Employee Wellness Platform?

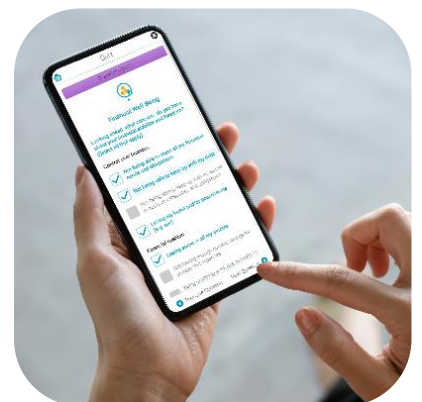
All-inclusive employee wellness platforms deliver a complete well-being program in a single place. Far from the fragmented wellness apps and portals from 10 years ago, these platforms streamline participation, reduce administrative load, remove barriers to employee engagement, and make the program more seamless and effective.

The latest wellness platforms start at the beginning by offering interactive health assessments and build customized programming for individuals based on the answers and information provided. Using this data, they power fun health challenges, suggest effective resources, and deliver educational content in an engaging way. As the program continues, HR and wellness managers are provided with regular reporting and communications.

Here are the basics of what an effective employee wellness platform provides:

### Health and Well-Being Assessments & Surveys

Health assessments and surveys help establish the groundwork for a population's wellness program. With a thorough assessment plus multiple add-on surveys for more pinpointed data, an organization can get exactly the information they need to establish specific programs tailored to the workforce. They also offer a point of reference for tracking the year-over-year progress of a program. And the data collected is kept private, through secure data storage and aggregate reporting.



## Targeted Recommendations & Resources

Using the information gathered in health and well-being assessments, surveys and personal health records, the most up-to-date platforms can detect which resources will be the most helpful for individuals and offer precise recommendations. This way, each member of a workforce can start their own health journey on the right path. Platforms can also plug in access to an organization's network partners, so employees can access the most effective wellness tools, content, and connection to health professionals.

## Wellness Programs

Wellness programs, including health coaching, have become a common worksite well-being program component and are offered in a variety of ways. Virtual care, involving a telephone call or video conference with a professional, is one option. Participants can work on specific topics that are relevant to their own well-being under the direction of a professional.

A second option is self-paced, digital health coaching. This super-flexible type of coaching involves an interactive software program that allows employees to set their own goals and work toward making progress on topics that matter to them, breaking tasks down into simple steps and going at their own pace. Participants are guided through the program, using interactive activities and assessments to get personalized recommendations. Participants can track their progress as they complete activities and create the foundation for life-long healthy habits. With structure and informed support, employees are set up for success.

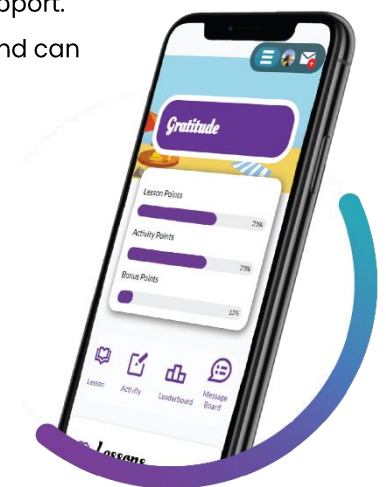
## Lifestyle Tracking

When it comes to health outcomes, it's the simple daily activities that make all the difference. By tracking healthy habits and forming new beneficial routines, participants are encouraged to make the best choices and are positively reinforced when they sustain their new habits. Tracking steps, minutes of physical activity, number of hours slept at night, servings of nutritious foods and more help employees make lasting behavior change by incorporating it into their daily lives.

## Wellness Challenges

Ready-to-go virtual wellness challenges are a key part of a corporate wellness program. They offer a fun, quick dive into a specific topic and can be done individually, with a buddy, or in teams for added social support. Research-based challenges typically deliver wellness in simple steps, last about 4 weeks, and can include all kinds of health-related topics like mental well-being, nutrition, physical activity, and many more.

Support from peers in wellness challenges and in the workplace in general has two major benefits: it enhances program engagement and helps strengthen employee relationships. Challenges reinforce these relationships through internal message boards so participants can chat with the rest of the group; team and buddy participation; programming specific to social and emotional health to provide information and skills needed to form and maintain strong relationships. The programs and workplace culture are better with friends!



## Communication & Reminders

The success of any corporate wellness program depends on excellent communication. Targeted, secure messaging helps employees learn about programming and engage (and stay engaged!) in activities. The right wellness communications boost program awareness, help participants quickly and easily sign into the platform, and present the program itself with clear, consistent messaging.



## Secure Data Storage

Secure management of personal health information is crucial to an overall well-being program. A centralized health record storage system helps wellness managers organize health documents like vaccination records, prescriptions and lab results and allows participants to upload their paperwork or view documents from their pharmacy and more. Data from an individual's personal health record can power personalized preventative communications like screening reminders, vaccine and booster recommendations, and more. It can capture data about a population's health and provide aggregate reporting to wellness managers. It gives providers like health coaches or nurses valuable information about a participant's health and allows for the possibility of centralizing the personal health information of loved ones like children or other dependents.

## Aggregate Data & Reporting for Employer

Employers rely on data aggregation to identify areas of opportunity to engage employees while maintaining privacy and confidentiality. With the right information, they can prioritize interventions, target wellness campaigns and health programs that will bring the biggest impact, whether it translates in health outcomes or stronger culture and engagement. Effective reporting dashboards in the newest wellness platforms make it easy for managers to access easy-to-read reports.

Each element works together to create an interactive, personalized wellness experience that's powered by data and rooted in health science. They make up a complete, end-to-end wellness program that builds on itself to make a tailored total wellbeing solution for each participant. And by offering them all on one platform, the delivery is seamless.

By meeting participants where they are, each one can get the support they need, with a streamlined delivery system.

## Consolidated Wellness for Better Engagement

A consolidated wellness portal can make any program more engaging. A wellness program should be as user-friendly as possible, and a streamlined program can help boost participation as well as remove barriers to full participation. The last thing a wellness manager wants is for employees to stop participating because all the websites, apps and logins were confusing. With the most up-to-date technology, a complete employee wellness platform can now house everything behind a single login and can be accessed in a browser or in an app. From the first onboarding assessment to the final activity of a wellness challenge, participants log in and easily complete required tasks on a familiar home base.



Platforms now seamlessly connect with pharmacies, insurance providers, businesses, network partners, and more. Bridging the gap between these complimentary components helps participants and families navigate a complex healthcare system. And when participants rely on a platform to send and store personal health information like health records, prescription requests, refill reminders, and more, they need to know that it's totally secure. A platform must strictly adhere to HIPAA and PIPEDA requirements to safeguard all data and documentation.

Additionally, with millions of employees around the globe now working remotely, a wellness program that makes all its components accessible virtually is one that reaches everyone in a population – whether they're in the physical workspace or joining from around the world. Such inclusive programming is a must in the post-pandemic work landscape.

## **Finding the Right Wellness Platform**

Considering all these updates in wellness technology, it can be overwhelming to know how to start. Fortunately, when all parts of a well-being program are delivered digitally through an all-inclusive platform, the components can be made to fit populations of any size and can be easily enhanced as an organization's needs change over time. Considering the size of an organization is a good place to start. There is truly something for everyone. Small businesses can run a program for a handful of employees while mid-to large size organizations can save considerable amounts of money annually in managed healthcare costs, lower employee turnover, greater employee satisfaction, higher productivity, and better morale through wellness. A great wellness program can – and should – check all those boxes!

Smaller companies may initially choose a wellness plan that has the flexibility to grow with them over the years as they scale. Global organizations might want to partner with a platform that offers multiple languages and diverse options for populations around the world.

Another point to consider is the group's access. Do most of the individuals in the population have access to a computer or smartphone? If not, there may need to be a paper version of the program for some participants. This is typically available for challenges and activity tracking and can usually be accommodated upon request. If your population has access to smart phones or tablets but not computers or laptops, then the program chosen needs to have a great app.

## **Setting Up Your Wellness Platform for Success**

There are several ways HR and wellness managers can set up their well-being program for success. Leadership support is one key factor. When an organization's leaders are on board to fund and facilitate wellness in the workplace, the gears start turning. Leadership can clarify the budget and scope of wellness; encourage participation and set an example; and their endorsement can set the tone for a healthier company culture.

Once leadership support is secured, it's important to learn which health and well-being topics will be the most impactful. This is where health risk assessments (HRAs) come in. The best HRA's have a thorough survey, personalized feedback, and resource recommendations. Without data collected from HRAs, wellness managers can only guess what a population might need. With data retrieved from assessments, they know which specific well-being topics to focus on. This is the foundation of effective wellness programming!

For example, if a group's HRA results indicate that mental health is a concern for much of the population, then an advanced wellness platform will recommend programming based on stress reduction, burnout prevention, mindfulness,

and depression and anxiety. From there, an end-to-end wellness program platform will be able to take the lead and help every step of the way.

Let's look at how a complete wellness program can be delivered on an all-inclusive platform for a variety of workplaces. Below is a list of CoreHealth's offerings, all of which are hosted on the most up-to-date wellness platform technology. There is an option for every type of organization.

### **Checkpoint** – Gain Total Health Insights

Checkpoint's powerful assessments address total health in key areas including biometrics, lifestyle, psychological, organizational, and financial well-being.

### **Activate** – Kickstart Workplace Wellness

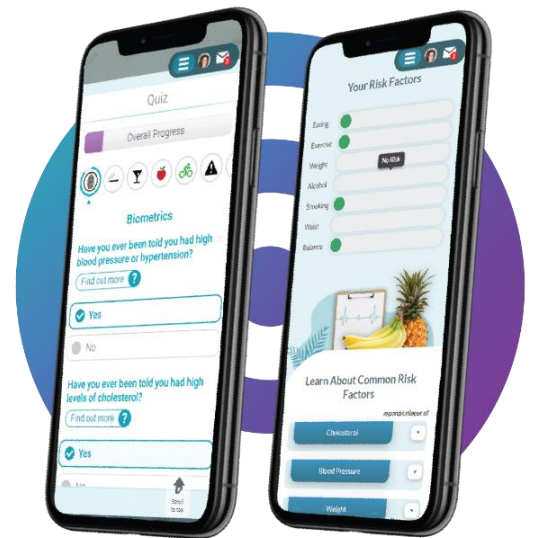
Activate workplace wellness with gamified themed challenges that engage employees across multiple dimensions of well-being.

### **Impact** – Managed, Tailored Wellness Results

Impact is your turn-key, managed, well-being program. Get expert guidance to achieve maximum engagement and impact.

### **Your Way** – Corporate Wellness Program Configurability

Your Way, an all-in-one, multi-lingual wellness management platform designed to configure to each employer's unique corporate wellness strategy.



## **Summary**

The most recent advancements in wellness technology come together in all-inclusive wellness platforms. All-inclusive employee wellness platforms now offer complete wellness programs in one place: everything you need with one login, one site, and no hassle. The platform offers all the tools and resources your workforce needs and creates a home base for every element of a wellness program.

It uses data from assessments to provide personalized feedback and recommendations. It can determine where individuals and populations are in their health journeys and suggest informed next steps. It guides participants through their health journey and continually re-engages them, setting them up for long-term success and positive health outcomes. A complete wellness program delivered in a single interactive platform can change the way wellness works. By meeting participants where they are, each one can get the support they need.

## **About CoreHealth**

CoreHealth by Carebook is a total well-being company trusted by global companies to power their health and wellness programs. Our wellness portals help maximize health, engagement and productivity for over 3.5 million employees worldwide. We believe people are the driving force of organizations and supporting them to make behavior changes to improve employee health is in everyone's best interest.

Simple to sophisticated, based on you.