**5** Engagement strategies for your well-being program.

**Objective:** Increase participation. Engage your whole population (but not for the same reasons).

Objective: Strengthen engagement by knowing the needs of your people.





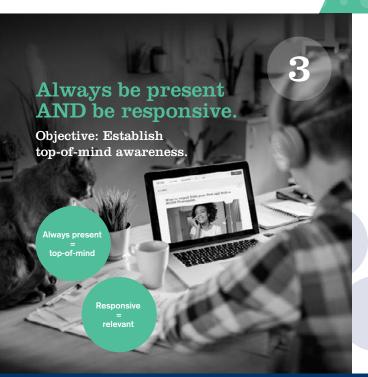




Become a welcome presence in the mailbox and inbox.

Objective: Leverage an effective mix of content and direct response.





Deliver your messages across multiple channels, multiple times.

Objective: Optimize reach and frequency.



Invest to evolve your campaigns.

Objective: Continuously adjust and improve engagement tactics.





