

# 5 Engagement strategies for your well-being program.

**Objective:**  
Increase participation.

1

Engage your whole population (but not for the same reasons).

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



Persistent health challenges



Elevated risk



Low health care utilizers

2

Become a welcome presence in the mailbox and inbox.

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



3

Always be present AND be responsive.

Objective: Establish top-of-mind awareness.

Always present = top-of-mind

Responsive = relevant

4

Deliver your messages across multiple channels, multiple times.

Objective: Optimize reach and frequency.

Use all the channels you can

Breaking through requires repetition

Vary frequency by population segment

Respond to recipient actions

Content must be valuable

5

Invest to evolve your campaigns.

Objective: Continuously adjust and improve engagement tactics.



Measure



Test



Evolve