

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



Ready to increase your well-being program participation? Let's connect.

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