

Worksite Wellness Marketing Materials and Best Practices

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Summary

Many people in Tacoma-Pierce County and the rest of the US have health conditions or risk factors that can affect workplace productivity and costs. Fortunately, workplace wellness programs have been shown to be successful at reducing direct and indirect costs by decreasing medical spending and workers' compensation claims, improving productivity and health status, and increasing employees' quality of and satisfaction with life.

The MultiCare Center for Healthy Living (MCHL) Healthy@Work program offers worksite wellness services to small and medium size employers in the Tacoma-Pierce and South King Counties. This project provided a literature review with market analysis and best practices, new marketing materials, and reporting process improvements.

The low-cost marketing materials are based in research and best practices uncovered during the literature review, and consisted of social media messages, web marketing video, and resource sheets. Evaluation of marketing will include basic analysis of sales records and inquiries, as well as inquiring of clients how they found out about MCHL as a worksite wellness provider. The information from this project can be used to inform other efforts in worksite wellness programming and marketing.



Statement of Problem

1. Goal profit far exceeds actual profit
2. Limited marketing materials
3. Reporting process used more time than ideal
4. Limited resources

Deliverables

A new strategy is required to increase business in order to meet annual profit goals.

Market Analysis and Literature Review

- Review of relevant research, policies, and current market trends
- Summary of worksite wellness best practices

Social Media Messages

- Short advertising messages for Twitter and Facebook directed to employers and employees

Employer Resource Sheets

- Four resource sheets to aid employers in their wellness efforts
 - Benefits of Worksite Wellness
 - Starting a Worksite Wellness Program
 - Wellness Throughout the Year
 - Weight Discrimination

Marketing Video

- Two minute video for website and YouTube about the benefits of worksite wellness and services available through Healthy@Work



Best Practices for Worksite Wellness

- Upper and middle management support and involvement
- Comprehensive program covering all aspects of health
- Annual operating plan with clear principles, goals, and objectives
- Data collection to identify needs and support results-oriented programs
- Appropriate interventions that adapt to employee needs
- Appropriate and meaningful incentives and rewards
- Environment supportive of health
- Effective communication about program, goals, and outcomes
- Wellness is incorporated into the business plan and operating principles
- Ongoing outcome monitoring and evaluation based on relevant measures

Evaluation

The project will be considered successful at the end of 2013 if there are increases in

- Interested businesses
- First-time clients
- Returning clients
- Employees served
- Profit to meet or exceed goal

Measurements will include numbers of first-time inquiries, orders for services, and employees served during wellness screens.

Income generated as a direct result of marketing efforts is difficult to measure, but since the MultiCare Center for Healthy Living is primarily focusing on marketing this year, it is probable that at least a portion of any increase in those numbers is due to marketing.

As potential clients contact MCHL about the program, they will be asked how they became aware of the program and services, and responses will be informally assessed to determine success of marketing efforts.

References

Due to space constraints, please contact Shelly Najjar (sknajjar@uw.edu) to view reference list.

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