

# Wellness Plan Engagement



*Encouraging employees to make responsible health decisions*

Employee wellness is closely linked to productivity and lower medical costs. That's why wellness plan education is a key part of employers' strategy to control costs. BCI's Benefit Counselors and interactive tools help improve benefit education and drive participation while providing a positive return on investment for employers and employees.

## Customer Value

- Eighty-one percent of employers who offer wellness programs say that promoting employees' healthy behaviors is a very important benefits strategy at their company. <sup>1</sup>
- Forty-one percent of employers strongly agree that wellness programs are effective for reducing costs. <sup>2</sup>
- Half of employees have strong, positive feelings about their company's wellness programs, and the majority (77.6 percent) think wellness is at least "somewhat important" for the company to provide. <sup>3</sup>

## Advantages

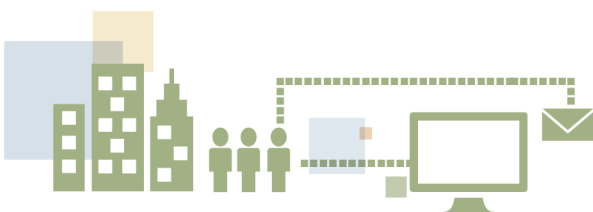
- Increases awareness of key wellness plan elements and drives engagement
- Encourages employees to make specific behavior changes
- Shows the employer is invested in employees' health and well-being
- Helps employees understand potential health risks
- Helps employees better manage chronic conditions, lowering overall health care costs
- Supports messaging of accountability
- Creates stronger employee bonds by supporting one another

## Delivery Options

- Onsite, one-on-one meetings with trained Benefit Counselors
- Call center one-on-one with trained Benefit Counselors
- Group meetings
- Web portal/Intranet/Kiosk
- Paper/Fulfillment
- Video
- Social Media
- Mobile

<sup>1,2</sup> MetLife "U.S. Employee Benefit Trends Study," 2014.

<sup>3</sup> The Olinger Group, "Alex Asks: What Employees Think About Your Benefits Communication," August 2013.



Contact BCI's Marketing Department to find out more about how BCI can help improve wellness plan engagement.

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