

WELLNESS PROGRAM LAUNCH COMMUNICATIONS

LEVERAGING A MULTIMEDIA COMMUNICATIONS STRATEGY TO SUCCESSFULLY LAUNCH AN EMPLOYEE WELLNESS PROGRAM

BACKGROUND

- A leading global professional services firm providing advice and solutions in risk, strategy and human capital
- More than 50,000 employees in over 100 countries, with 20,000 employees working in 100 different locations across the US

GOALS

- Implement a suite of health and wellness programs that offer US-based employees and their families valuable health information and insights
- Effectively communicate these new programs to drive understanding, excitement and participation; empower and motivate employees to take charge of their wellbeing
- Help offset sharply increasing benefit costs through improved employee health
- Create and sustain a culture in which employees feel valued and are fully aware of the company's investment in them

MERCER'S SOLUTION

- Develop an “umbrella” brand and visual identity called *Healthy Me* under which all of the new wellness programs and resources are delivered
- Launch *Healthy Me* via a two-phased approach in order to gradually build excitement and employee engagement:
 - The “soft launch” introduced the concept of *Healthy Me*; communications included an e-newsletter, video featuring real employees and home mailing.
 - The “big bang” completed the launch with the official *Healthy Me* portal; communications included emails, widgets and additional employee videos.
- Gain company-wide support to quickly catch employees’ attention and build acceptance and usage from the ground up
 - Create peer-to-peer appeal by featuring real employees who share wellness stories and successes under the theme “I did it ... so can you”
 - Feature messaging and support from senior management to position *Healthy Me* as an important and credible initiative
- Create a consistent, easily recognizable visual identity for all communications with simple headlines, illustrative examples and a friendly, appealing look
- Include a variety of elements to drive immediate participation and hold employee interest over time, such as interactive announcements, contests, incentives and social media updates

RESULTS

Within two months of launching *Healthy Me*, a significant number of employees across all locations took action:

- 9,949 (51%) took the health assessment
- 7,583 (39%) called a Health Advisor
- 4,000 (20%) enrolled to work with a Health Coach

