



The DO's and **DON'TS** of Supporting Employee Wellbeing Right Now



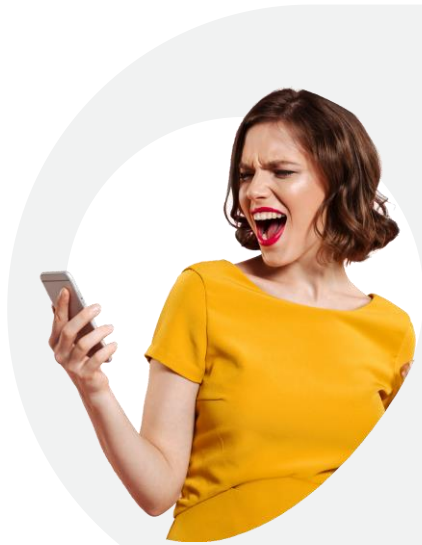
DO use data and predictive models to connect the right employees with the right programs to increase usage.

DON'T offer one-size-fits-all programming. Your employees are expecting personalized experiences.



DO incorporate real-time company communications, employee resource groups (ERGs), and DEI initiatives into existing wellbeing programs to increase belonging and create a culture of care.

DON'T send one-off communications, hoping employees know you care.



DO look for a platform (hint, hint, Virgin Pulse) with a partner ecosystem of 70+ specialty solutions, making it easy for companies to connect employees with a broad range of high-impact health and wellbeing programs.

DON'T vet the endless list of mental, financial and physical wellbeing partners and programs on your own.



DO provide a single destination and login for employees to access all available benefits with live Guides easily accessible.

DON'T expect employees to seek out benefits on their own or go to multiple locations/logins to find what they need.



DO motivate individuals to complete targeted actions with a smart and integrated reward strategy for a variety of actions.

DON'T assume everyone wants a gift card as a reward and limit rewards to just wellness.

Trusted by people-first organizations that use Virgin Pulse to help power their employee experience and company culture.

See [Why Virgin Pulse for Employers](#) for more information and client success stories.

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