Engaging the Hard to Reach

A brief overview of some of the ways we generate awareness, enrollment and sustained engagement with hard to reach, offline and dispersed populations.

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Micro-strategies Targeting the Hard to Reach

- **Topics of Interest:** Meeting a broad set of needs and interests with 42 different channels of content libraries & a variety of engagement vehicles.

- **Communications:** Multi-modal communications in 22 languages designed to reach your entire population where they are

- **Fun & Socially Supported:** Peer to peer challenges, recognition, social groups, & 10 FREE friends & family provide social connection for support and encouragement

- **Visibility & Word of Mouth:** Onsite support (when desired) + champions network training and support

Rich Comms Strategy

Support a Broad Set of Needs

Strategic Multi-Modal Communications Offer Reach and Depth

Member Driven Messages

Targeted emails, timely push notifications, and platform site popups are based on member interests, personal goals, platform activity, and program milestones.

On-Demand Engagement

Access a digital marketing library, manage the events calendar, configure challenges, and deploy relevant communications to specific populations.

Custom Communications

Collaborate with your CSM to develop your Annual Communications Strategy and support your unique program design with unique promotions, special events, and targeted campaigns.
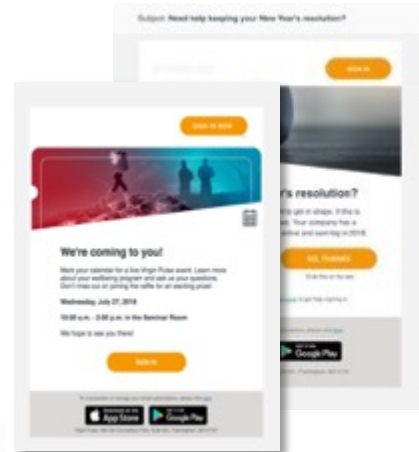
Offline Engagement & Events

Engage hard-to-reach populations , offline employees and specific site locations with a variety of tactics like onsite screenings, lunch and learns, and sponsored events.
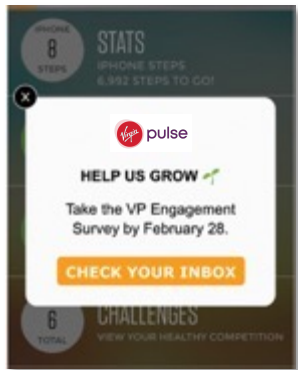
In-app Reminder - Mobile
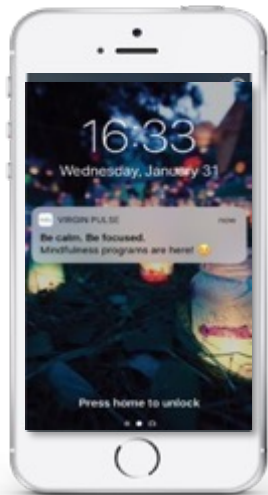
Push Notification iPhone

Emails

Multi-Modal Custom Campaigns

Home Mailers & Postcards

Posters

Awareness & Enrollment for the Hard-to-Reach

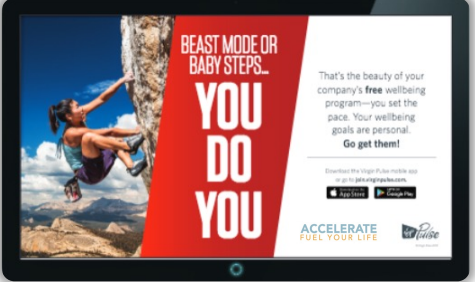## Visibility

Home Mailers & Postcards

Stickers on Healthy Food Options

Business Cards

Posters

Digital TV Screen Images

Parking Lot Signs

Accessibility

Health Stations

QR Codes on all Print Materials

Max Buzz Device

Word of Mouth

Partnering with Safety Committee

Refer a Colleague Initiative

Wellness Champions

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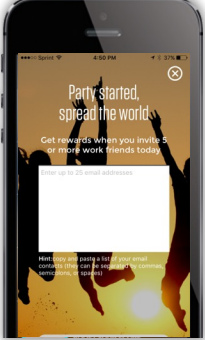
How We Activate a Member

Word of mouth, offline communications, mobile and digital communications ensure your team can reach colleagues whether they're in the field, in the office, or somewhere in between.

Refer a Colleague Initiative

Wellness Champions

Onsite Clinic Referral Cards

Home Mailers & Postcards

QR Codes on all Print Materials

VP Max Buzz or Other device

Biometric Health Stations

Partnering with Safety Committee

Stickers on Healthy Food Options

Digital TV Screen Images

Posters or Flyers

Parking Lot Signs

Once Enrolled Members Have a Variety of Vehicles for Ongoing Engagement

High-Touch Live Support

Accountability and trusted support for those who need it, including:

- ✓ Guides
- ✓ Telephonic Coaching
- ✓ Onsite Health Coaching
- ✓ Program Coordination
- ✓ Digital Therapeutics

2,750 Daily Cards

Improve wellbeing literacy and inspire new behaviors with micro-learning content

400+ Healthy Habits

AI-driven recommendations designed to reinforce healthy habits

50+ Digital Coaching Journeys

Digital coaching journeys covering lifestyle topics and health conditions

80+ Challenges

Create positive social dynamics with gamified group challenges

Surveys & Learning

Assess awareness, validate learning or gain valuable feedback

Free Friends & Family

Build healthy social connections and share accomplishments, healthy habits and challenges

Evidence-based content spans 42 health and wellbeing domains
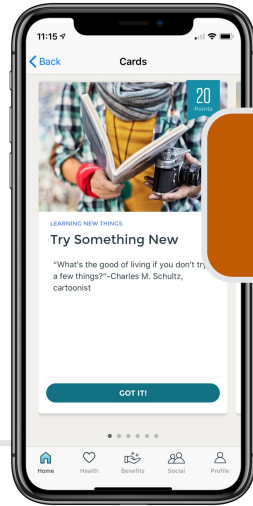
Sample Member Journey

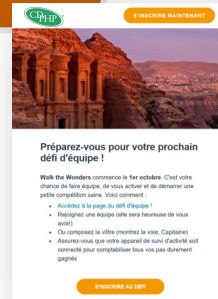**Communications Types**

Consumer Driven | System Generated | Client Driven

📱 Daily Cards
Mobile App
Notification

Push Notification
Daily @ 8 AM

✉ Join Challenge
Team Reminder Email
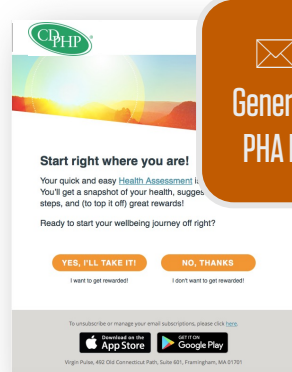
Email 3 Days Prior
to Challenge Start

Pop-Up Reminder

📱 Reminder to Complete
Corporate Training

📱 Weekend Rumble
Steps Challenge Invite
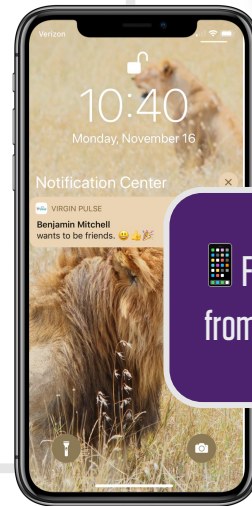
📱 Shoutout from
Boss

📱 Monthly
Promoted Healthy
Habit Challenge

App
Notification

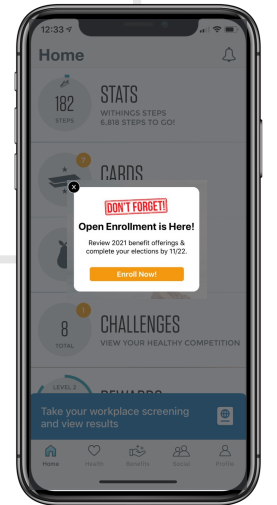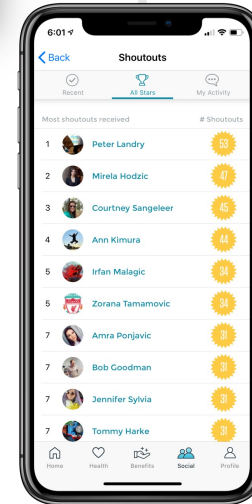✉ System
Generated Email
PHA Reminder

Day 4 Post
Enrollment

📱 Friend Invite
from Colleague

SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY

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Wellness Champion Support

Recruit
- Email and print campaigns to recruit new champions
- 10 free champions welcome kits

Train
- Enroll in platform during soft launch
- Initial training on platform tools
- Ongoing content in monthly champions newsletter

Empower
- Provide tools to create events, challenges, surveys, and custom content
- Champions resource center with posters, flyers, info sheets

Included Items	Monthly	Quarterly	Annual
Discovery		■	
Monthly Champion Meeting Template	■		
Champion Monthly Promo Material: *to include email, digital program update flyer, digital display*	■		
Quarterly Champion Challenge		■	■
Annual Champion Checklist			■
Champion Recognition		■	■
Champion Launch / Refresh			■
Reporting	■		

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Client Success Stories

Black Hills Energy

Company Overview

- 5,200 employees + spouses

- 37% of employees work underground in a coal mine or at an electric plant

- Virgin Pulse client since 2018

Objectives

- Integrate safety and wellness into a single platform to reinforce positive daily behaviors and prevent workplace accidents and injuries

Key Challenges

- How can we get critical Safety information in front of employees?

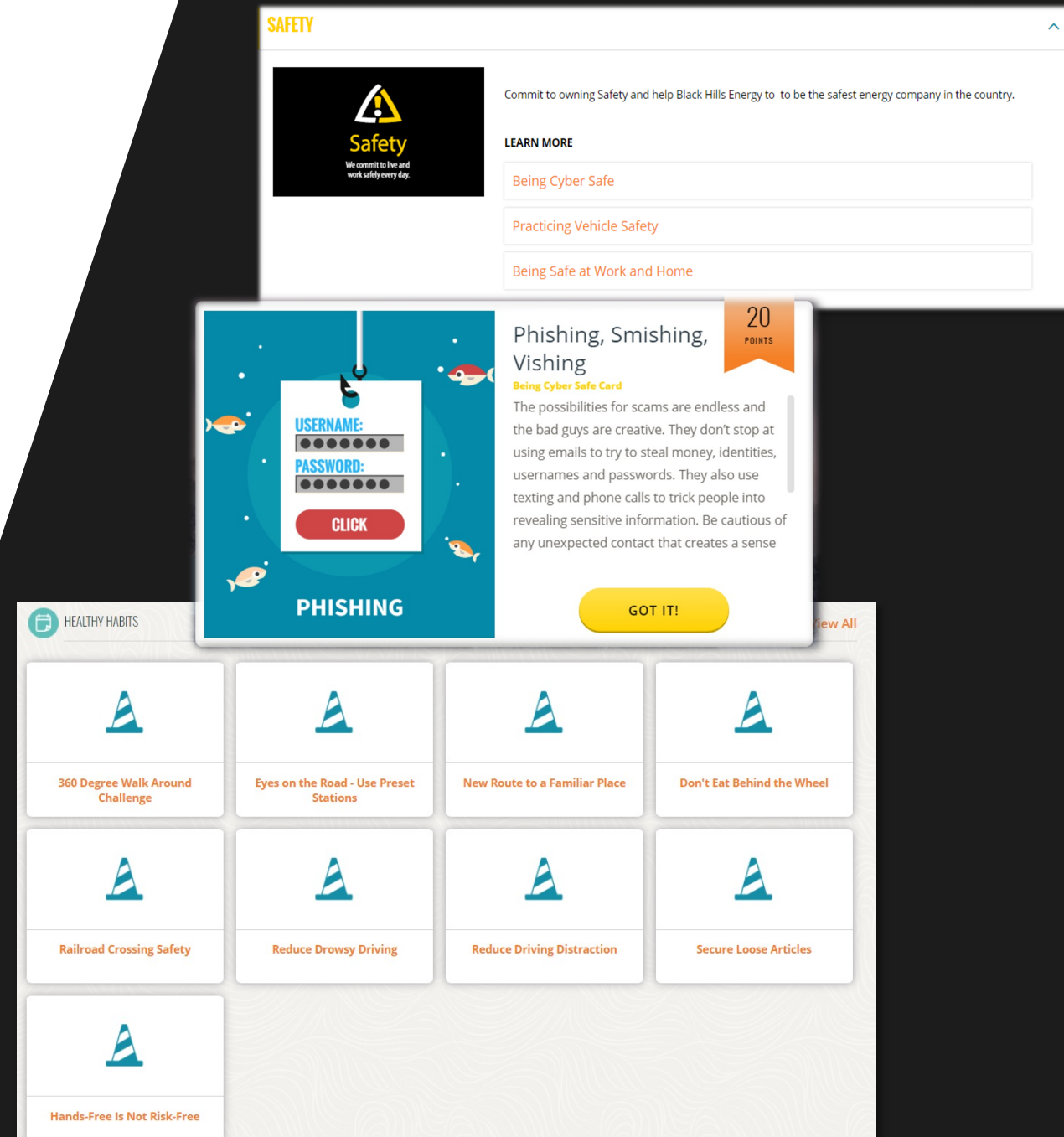- Dispersed workforce: 771 locations

- Limited time and resources

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Black Hills Energy

Solution

- **Team** - Align strategy with Safety, Wellness and Communications teams.

- **Tools** - Use Virgin Pulse tools to create custom safety pillar and content. Provide employees points for using BH Safety Management System (SMS).

- **Motivation** – Create a unique incentive design where each "scorecard" (business unit) must average at least 12,000 points per quarter to meet Safety & Wellness Annual Incentive Program goal.

- **Awareness** – Promote in person at safety meetings. Deploy quarterly communication campaigns.

- **Momentum** – Continue to add custom content throughout the year to keep program fresh.

Outcomes

- Enrollment - 95%

- Monthly engagement - 78%

- Safety participation on VP - 50.5%

Leveraging your wellbeing network to engage the hard to reach

Objective

- To cultivate and leverage a key group of volunteer employees to champion their wellbeing programs throughout their organizations to drive employee engagement across their organizations regardless of work schedules, locations, circumstances and more

Key Challenges

- **Employee connection**
  - Difficult to engage with employees around their wellbeing programs due to company structure
- **Variety of employee types**
  - Salaried vs hourly
  - Corporate office vs home office
  - Geographic location

Owens Corning:
Governance structure to support at all levels

Transitioned from a corporate driven program to a local champion driven program with tiered leadership commitment

Steering Team	Aspiration Teams	Local Wellness Champions	Employee Feedback
VP of Operations, Directors of EHS & HR meet 2x/year to provide critical input from our operations leadership and assist in best practice sharing, championing initiatives and driving actions within operations necessary for continued program growth & development	Teams led by plant leaders with HR/EHS/Benefits/ medical support to ensure value of program is aligned with business needs of the organization and determine mandatory/optional programs and implementation plan	Local Champions attend annual training and monthly touch base calls, meet with employees, distribute communications, coordinate events and share employee successes	Receive employee feedback periodically and react to it.

Owens Corning:
Recipe for a successful Wellness Ambassador program

1 Discover their "Why"

- Recruit employees with a passion
- Add "why" question to application

2 Keep them in the loop

- Share what reporting you have
- Meet quarterly
- Create a chat channel

3 Give out recognition

- Caught in the Act program
- Use internal recognition program

4 Give them a voice

- Vote on challenge themes or campaigns
- Write goals for performance

HPE: Leveraging Champions for Global Wellness Challenge

Hewlett Packard Enterprise

Inspirational Theme, Imagery and Content
Applied HPE's brand colors, a strong tagline, and bold silhouettes to draw attention and motivate action.

"How to Join" Tutorial
PDF tutorial to walk employees through the steps of joining the challenge. Linked to this in launch email, intranet, newsletter and Yammer. This was viewed over 10,000 times.

Desk drop in the US
To build awareness and drive registration, gave all US employees branded shoelaces and a decal sticker on the day registration opened.
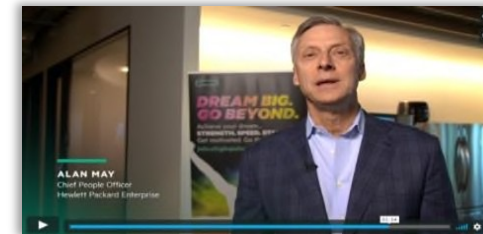
Wellness Ambassadors Toolkit
Sent 6 weeks prior to challenge providing ambassadors with challenge details, timeline, marketing materials, tips to drive engagement, and rewards for helping.

Focus on Yammer
Encouraged employees to become a member of the Global Wellness Yammer page with weekly Olympic trivia, ERG broadcast message, and ambassador posts.
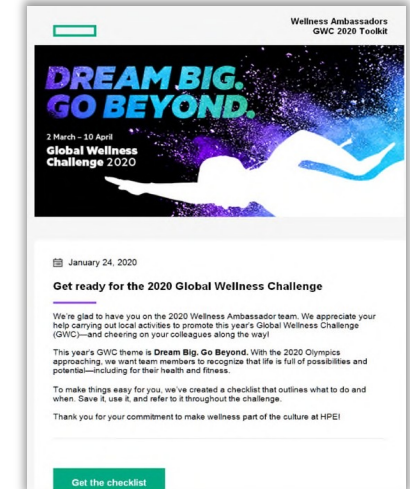
Standing Banners

Executive Videos Added to Challenge Destinations

Decal Sticker

Wellness Ambassadors Toolkit

"How to Join" Tutorial

Shoelaces

Ambassadors Checklist

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