

WELLBEING ASSESSMENT (WBA) IMPLEMENTATION PLAN

		Months											
Steps	Comments	1	2	3	4	5	6	7	8	9	10	11	12
Secure leadership support. Define goals for WBA campaign and establish how you will utilize the aggregate data provided	<p>Example Goals:</p> <ul style="list-style-type: none"> • Participation rate (most common) • Connect employees with their PCPs • Increase employee awareness of their health risks <p>Example Data Uses:</p> <ul style="list-style-type: none"> • Drive education campaign • Direct wellbeing programming • Track wellbeing progress 	✓											
Determine who is eligible to participate, what incentives will be offered and how incentives will be distributed	<p>Is participation open to all employees or only health plan members? Are spouses included?</p> <p>Who is eligible to receive an incentive? Are all participants eligible for the same incentives?</p>	✓											
Determine WBA campaign start/end dates	Tufts Health Plan usually recommends one month.	✓											
Schedule WBA campaign with Tufts Health Plan Wellness Consultant	30 day notice is required	✓											
1st communication to all employees 30-45 days prior to launch	<p>Communicate why organization is offering a WBA.</p> <p>Stress that the WBA is confidential and offered through third-party vendor - organization does not have access to individual results.</p> <p>Use most effective modes of communication in your workplace (email, posters, staff meetings).</p> <p>Utilize wellness committee and wellness ambassadors.</p>		✓										

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2nd communication to all employees 14 days prior to promote program launch date	Promote registration campaign to get Tufts Health Plan members registered on member portal.			✓									
Launch WBA campaign	Launch with a splash, consider a communication from senior leader who just completed the WBA.				✓								
15 days post launch	Send out a reminder to employees/ participants to keep energy up. Offer intermittent surprise raffles to encourage completion.				✓								
30-45 days post launch	Continue to promote WBA. "Last chance!", "Don't miss out!".					✓							
Close out WBA campaign	Send out thank you communication to workforce along with brief summary of participation numbers and prizes awarded.						✓						
Review results and recommendations with Tufts Health Plan Wellness Consultant and key stakeholders (senior leadership, wellness committee etc)	Share highlights of report with employees with intentions for future programming.							✓	✓				
Create action plan and communication strategy to address key findings	Create SMART goals and objectives for the coming year being strategic with what you offer. Be sure to measure satisfaction post-events.									✓			
Wrap up current programming cycle	Announce high-level results: number of employees earning incentive, number of those who participated, satisfaction via testimonials, etc.										✓	✓	
Create marketing for upcoming program year Launch "Coming Soon" campaign	Announce Year 2 of program, learning from first year and improvements/ adjustments for new cycle. Use 'Coming Soon' at open enrollment to alert existing and potential new participants to program.											✓	✓