

The First Questions to Answer

- What are Your Program Goals and Objectives
 - Promote better health
 - Decrease costs
 - Increase productivity
 - Decrease absenteeism
 - Recruitment/retention
 - Reduce stress
 - Reduce emergency room admissions
 - Culture of health

- Set a Program Budget and Design
 - Allocate resources
 - Activity campaigns
 - Incentives
 - Health screenings
 - Seminars
 - Employees only or include spouses

- What Type of Communication/Marketing Strategy
 - E-Mail
 - Mail to homes
 - Posters

- Will We Have a Wellness Champion or Committee

- What Will We Want to Evaluate
 - Participation
 - Change in biometric measures
 - Change in health behaviors
 - Increase in productivity
 - Changes in medical claims