



Insurance Brokers &  
Consultants

# Carrier Wellness Funds

EPIC WAY TO WELLNESS Virtual HR Summit

Session 4

# Meet The Panelists



Jennifer Castillo  
Consultant,  
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Kaiser Permanente

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Wellness Account Consultant  
Aetna, South Central  
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CIGNA Healthcare

Ann Marie O'Brien, R.N.  
Regional Director, Health  
Engagement Strategies  
United Health Group

# Wellness Strategy Development

1

Identify  
Needs

2

Find  
Resources

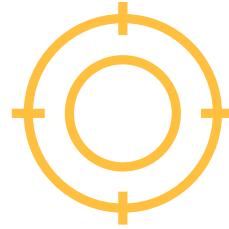
3

Engage  
Employees



## Align Program and Incentive Strategy with Company Culture

Adopt a culture of wellbeing in the workplace and garner leadership support



## Work With Your Carrier Wellness Consultant to develop strategy

Review all your carrier's free resources, understand what is covered as an approved wellness fund expense, make a year long plan



## Offer a Variety of Opportunities

After resources are identified, offer of activities and rewards to encourage year long participation, a blend of financial and non-financial rewards is most effective



## Understand Employee Needs and What Motivates Them

Employee surveys and feedback, program utilization reports, focus groups



## Communication Strategy

Create a communication strategy clearly explaining the purpose and what activities employees are encouraged to do

# EPIC Wellness and Health Management

EPIC's Wellness and Health Management practice helps create a strategy around employee health management and enhancing organizational culture. Our team of consultants strives to establish an environment that aligns efforts, resources and initiatives with the core values and principles of the organization.



# Meet the Team

EPIC

Wellness & Health Management



**Craig Schmidt**

Director Wellness & Health Management Solutions



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