



Insurance Brokers & Consultants

Communications & Wellness

Communications is Key
Foster Engagement from the Non-Engaged

Session 3

Meet the Presenters



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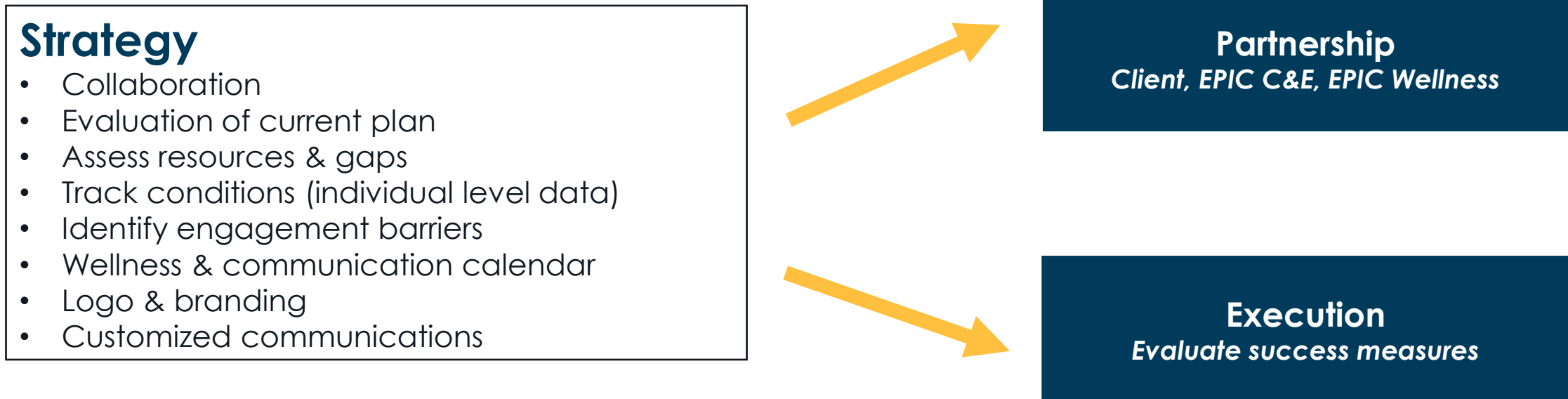


Kevin Taylor

Benefits – Lead Administrator, SWM International

Communication is Key for Wellness Engagement

EPIC works with each client to develop targeted goals and objectives for the overall communications and wellness strategy. We collaborate internally, and with the client, to ensure an effective implementation and launch.



Case Study: SWM International

Developing a Plan

- SWM WellBeing partnership
- SWM WellBeing strategy
 - Condition management (vendor sourcing)
- SWM WellBeing Advocate & Annual health awareness calendar

Success Measures

- Nurse call acceptance rate
- Coaching engagement
- Onsite visit participation



Current & Future Implementation

- WellBeing Advocate – geographic introductions
- Condition management vendor implementation
- Wellbeing incentives to promote engagement

Communication is Key for Wellness Engagement

Identifying barriers is important to understanding why your message isn't being received.

Who

Identifying the audience you are trying to reach.

What

Understanding what key messaging is not being received.

How

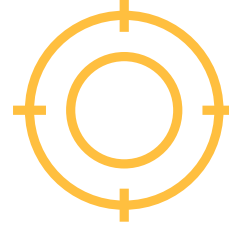
Finding the communications mix that captures the audience.

How to Get Started



Seek Leadership Team Buy-In

Identify need for engagement and enlist workplace leadership project support to garner the best results



Identify a Workplace Wellness Team & Understand Employee Needs

Reach out to employees at all levels of the organization to get involved



Develop an Operational Plan & Implement Strategy

Planning includes developing measurable goals and objectives



If you're not a client of EPIC, please visit [here](#) to review our packaged and custom communication solutions.



ADDITIONAL QUESTIONS, RESOURCES, CONTACTS

Take part in our Workplace Wellness Survey!

Gain insights into what other employers are offering as part of their wellness program.

Head over to our Way to Wellness Virtual HR Summit website and click 'Take our Workplace Wellness Survey' to participate.

Fill out our short
10 question
survey, TODAY!



Appendix

EPIC Communications & Engagement Services

EPIC's Communications & Engagement (C&E) Practice is a team of employee benefits communication and change management consultants, writers and graphic designers who help engage and empower your employees. The team specializes in developing meaningful employee engagement strategies aimed at attracting and retaining high-quality talent.

Effectively capturing and communicating the holistic value of the employee experience – including compensation, benefits, culture, policies and processes – can make a difference in the employee experience.

The EPIC C&E Team develops custom materials for your individual communication needs.

- Benefits guide
- Cover letter
- Benefits highlights
- Poster
- Postcard
- E-newsletter
- Email campaign
- Enrollment presentation
- Enrollment form
- Wallet card
- Magnet
- Mailing envelope
- Mobile solutions
- Recruiting brochures
- Topic-focused flyers
- Interactive Well-being Resource Guide

**Partner with
Wellness
Team to
incorporate
client goals.**

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 Practice



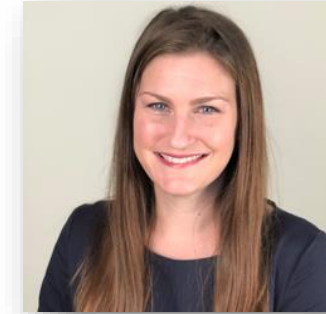
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