

# Help employees achieve their best health

Ways to maintain engagement on the path to well-being



Getting healthier is difficult for many reasons. Besides lack of time, temptations and distractions, it's hard for employees to know where to begin. There can be too much or too little information. And choosing from a list of programs, tools, coaches and care plans is often a fragmented, overwhelming and frustrating experience.

## Roadblocks to better health:

Lack of time

Temptations

Hard to know where to begin

## Support employees at 3 key moments in the health journey

Engage more employees through one unified program that delivers personalized support by connecting the right resources at the right time and in the right way.



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### The Teachable Moment

Before making a change, there's a moment that makes employees stop and take stock of their health. To better address the situation, employees need information they can trust.



#### Events that raise questions

- Doctor's diagnosis
- New prescription
- Feedback from biometrics test



#### Ways we support

- Certified professionals
- Personalized, clinically accurate information
- Actionable guidance

"I don't know where to start. So I simply don't."  
—LaJuan, recently diagnosed\*

### The Decision Moment

At this stage, employees decide to take back control and make a promise to actively work on improving their health.



#### Motivators for change

- Stay off medications
- Want to be there for kids/grandkids
- Look and feel good
- Improve self-confidence



#### Ways we support

- Goal setting
- Skill building tools
- Digital coaching
- Personalized care plans

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"I feel like I can do this ... One day at a time, one day at a time."  
—Joe, actively managing his health\*



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### The Everyday Moment

For employees, living their commitment every day — mentally, physically and behaviorally — is a challenge. They need tools that fit their lifestyle and can be easily incorporated into daily life.



#### Protect against distractions

- Inconvenience
- Physical pain, discomfort
- Boredom



#### Ways we support

- Wearables and apps
- One-on-one support
- Health trackers

"I'm feeling pretty proud of myself ... I walked/ran my first 5K race. Came in last but I finished! Woohoo!"  
—Susan, high risk\*



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