

COMMUNICATING WITH A DIVERSE POPULATION

Health systems have astonishingly diverse workforces. Understanding how to talk to them is key.

HERE'S WHY...

When eligible employees were asked why they don't use wellness programs, the number one reason they gave is that their **employers don't offer them.**¹

33%
OF ELIGIBLE EMPLOYER
END USERS AREN'T
AWARE THAT THEY
HAVE ACCESS TO
PROGRAMS¹

6%
OF EMPLOYERS
INDICATE THAT
ENSURING AWARENESS
OF WELLNESS
PROGRAMS IS THEIR #1
CHALLENGE IN THE
NEXT 12 MONTHS²

Most employers think that getting people to participate is the #1 challenge. They don't realize that **raising awareness** will cause people to engage.



A BENEFIT IS ONLY A BENEFIT IF PEOPLE KNOW IT EXISTS.

At WebMD Health Services, we work with our clients **to create custom campaigns** to ensure that your employees know about their wellness programs.

Health system clients that used WebMD Health Services communications campaigns in 2014 saw **41% higher engagement rates than employers that did not use these services** (we define engagement as 2+ interactions with our tools).³

41%
HIGHER
ENGAGEMENT
RATES³

WebMD knows how diverse your population is and how important great strategic communications are for a successful wellness program. We're here to help.

See for yourself
webmdhealthservices.com/healthsystems

Sources: 1. 2014 Blue Research® End User Insights Panel.

2. 2014 Blue Research® Buyer Insights Panel.

3. WebMD Health Services Health System Book of Business Metrics, 2013.

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