

# Atrium Health: **Building a Consistent Well-Being Experience for All**



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# Who Is Atrium Health?

**Atrium Health is an integrated nonprofit health system with more than 70,000 teammates serving patients at 40 hospitals and over 1,400 care locations.**

Based in Charlotte with locations across North Carolina, Georgia and Alabama, Atrium Health is a nationally recognized leader in shaping health outcomes through innovative research, education, and compassionate patient care.

Atrium Health has been a WebMD Health Services client since 2022. For the past year, Atrium Health has offered their teammates the LiveWELL program, which connects people with resources and tools to support their physical, financial and personal well-being.



# The Challenge: Bring the Organization Together Under One Well-Being Program

Over the last year, Atrium Health has grown rapidly through mergers and acquisitions. Legacy organizations often brought along their own well-being programs, which created a confusing mix of messages and resources for teammates. As the stressors of the pandemic ramped up, Atrium Health knew it needed to standardize the well-being program across the organization to provide the right resources to staff during this critical time.



## LiveWELL Mission Statement

To enrich a culture of well-being tailored to the needs of Atrium Health teammates that creates a consistent, scalable experience for all through an award-winning program.





### Atrium Health's well-being program goals:

Create a cohesive well-being program without making it too complex.

Understand the different needs of a diverse population.

Deliver value and make an impact with a Well-being Champion Network.

Engage teammates in healthy lifestyle activities.



WebMD Health Services is proud to have had the opportunity to partner with Atrium Health to bring all its teammates under the same well-being umbrella.

Here's how we worked together to leverage their existing program, extend the WebMD ONE platform to all teammates, and make it easy for everyone—regardless of location or legacy organization—to participate fully in the well-being program.





# Four Foundational Elements of the Well-Being Program

To achieve their goal of standardizing the well-being program while also keeping it simple, Atrium Health focused on four foundational elements.

- 1 **Personalized program design:** a platform that allows teammates to engage in well-being actions that are personalized and specific to their needs.
- 2 **Reward strategy:** meaningful incentives to provide the extrinsic motivation to engage with the program across multiple dimensions of well-being.
- 3 **Communication strategy:** a multi-channel approach and messaging to tap into intrinsic motivation.
- 4 **Culture-building events and a robust Well-being Champion Network:** a range of activities to engage people and bring the program to life.

# A Rewards Program Grounded in Three Pillars of Well-Being

Atrium Health believes well-being is personal, subjective, and dynamic. Which is why the WebMD ONE platform is the perfect fit.

The WebMD ONE platform personalizes a participant's well-being journey based on their health risk, readiness to change, and interests, and recognizes that all the dimensions of well-being are interdependent.

Atrium Health's incentive program serves as an extrinsic motivator for teammates to take the initial step of engaging with the well-being program and is grounded in their three pillars of well-being: physical health, financial wellness and personal well-being.







## The long-term plan is to incorporate 3 pillars of well-being:

Atrium Health plans to continue to engage teammates in participating in healthy lifestyle activities that meet them where they are in their personal well-being journeys. Teammates enrolled in a health plan can earn a financial incentives, while all others are enrolled in a drawing for prizes.

### Intrinsic versus extrinsic motivation

Atrium Health uses techniques that tap into both intrinsic and extrinsic motivation.

**Intrinsic motivation** comes from within, and results from the personal satisfaction of doing something.

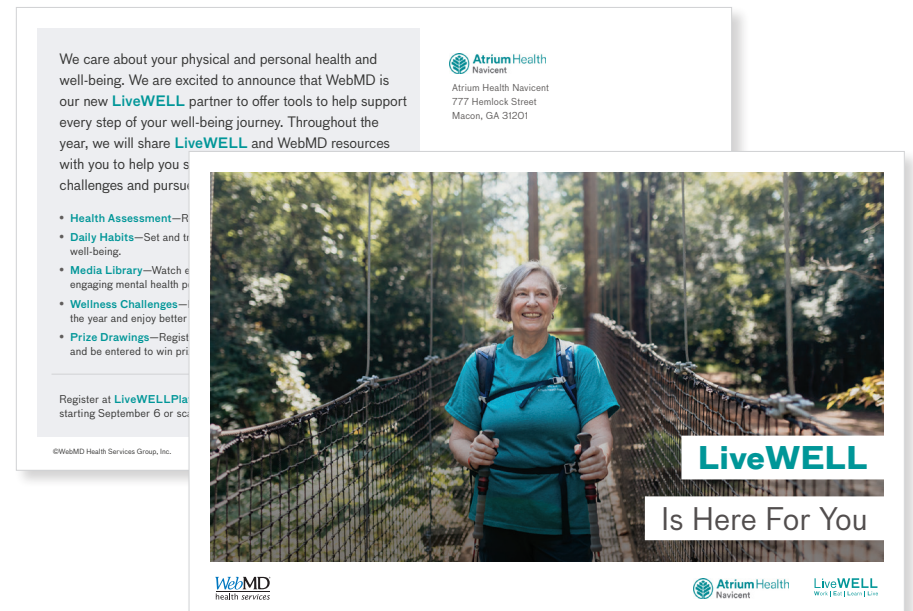
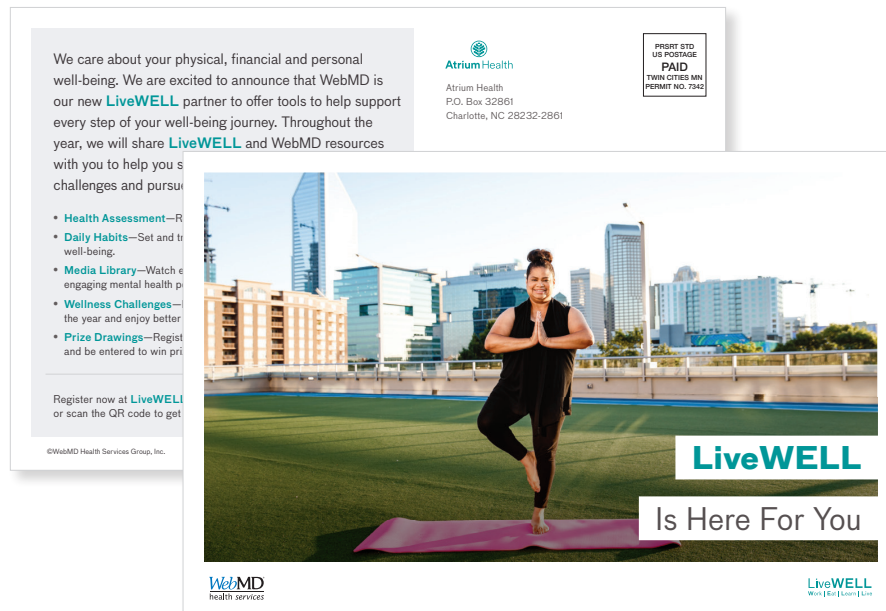
**Extrinsic motivation** refers to engaging in an activity to earn a reward or avoid a punishment.

It's important to leverage both kinds of motivation to get people to engage in a well-being program.

# Communication That Reaches Everyone, Everywhere

One of the most important tasks in extending the LiveWELL program to everyone in the Atrium Health network was developing a communication strategy to get teammates engaged no matter where they worked or what role they played in the organization.

The team used the tagline “LiveWELL is here for you” and kept the main message “We care about your physical, financial and personal well-being” front and center in all communications.



To announce the new well-being platform and share ongoing communication, the team used a range of tactics to meet people wherever they might be in their well-being journey:

### Digital

webinars, videos, podcasts, intranet banner, social media posts (Yammer), monitors in some locations, monthly online well-being calendars

### Print

postcards, home mailers, pop-up banners, bulletin boards with flyers and QR codes people could easily scan

### Email

monthly email celebrating teammate accomplishments and providing important info in a “Did you know?” format

### Manager communication

“Leaders: Know This” emails with information specifically for managers

### In-person

Champion networks and onsite events

### Atrium Health’s communication guiding principles

- Streamline and reduce duplicate communication.
- Heavily market the incentive program to get people engaged.
- Reach non-desk workers through managers, champion networks and onsite events.
- Include both intrinsic and extrinsic motivational messages:
  - Reminders about rewards and deadlines for completing the Health Assessment (extrinsic motivation)
  - “What’s your why” messaging (intrinsic motivation)





## Well-being Champions Help Build A Culture of Well-Being

Atrium Health currently has about 600 LiveWELL Champions with a goal to recruit 1,000 Champions.

Atrium Health's Well-being Champion Network is actively engaged in planning and hosting a variety of virtual and onsite activities. These events bring the LiveWELL program to life and create the all-important social support that's so key to changing health behaviors. They also help to tap into intrinsic motivation with a little friendly competition between departments.

### Spotlight on the Dedicated Well-Being Staff (DWS)

WebMD Health Services' DWS partners with Atrium Health Well-being Champions to provide training, resources, turn-key tools and boots-on-the-ground support for both virtual and onsite events.

Having this type of visible, dedicated staff onsite helps to move the LiveWELL program beyond just a "rewards program" and into the fabric of Atrium Health's culture.

## LiveWELL Champions inspire health and well-being in their departments by:

**Modeling** a commitment to living a healthy lifestyle.

**Informing** their department of LiveWELL updates.

**Creating** a LiveWELL event for their team, such as a walking challenge, fruit/vegetable challenge, or healthy potluck.

**Attending** monthly LiveWELL Champion webinars.

**Encouraging** healthy food options in onsite cafeterias and catering guidelines for meals in the department.

**Posting** regularly in the Yammer LiveWELL Champion site.

**Creating and maintaining** a LiveWELL bulletin board or other area designated to well-being in their department.





# Atrium Health: Looking Ahead

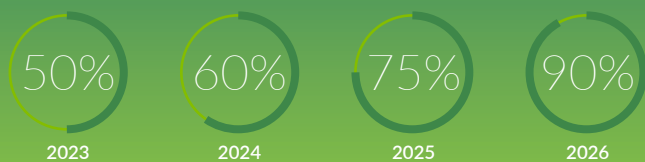
Atrium Health has set high, but achievable, goals for the next four years.

Bringing together a multitude of different well-being programs and messages isn't easy — and achieving their goals will take time. But Atrium Health is already seeing great results.

In 2022, the first year of the standardized program, they set a goal of getting 20% of participants to register and engage with the well-being platform (for example, completing an activity or chatting with a health coach). They exceeded this goal by eight percent!

Over the next four years, they hope to build on their success by encouraging even more engagement with the program, which they define as completion of the Health Assessment and at least one incentive activity.

## Atrium Health's 4-Year Engagement Goals





Atrium Health believes a good well-being program is all about reaching the right people at the right time. By focusing on a few foundational elements like personalized support, a robust rewards program, an active Well-being Champion Network and consistent communication, Atrium Health is making it easy for teammates to understand the program and to take that first step toward better health, no matter where they are in their well-being journey. WebMD Health Services looks forward to continuing our partnership to help Atrium reach their well-being goals.



Empowering Well-Being In Everyone

To make the most of your well-being program, visit [webmdhealthservices.com](https://www.webmdhealthservices.com).