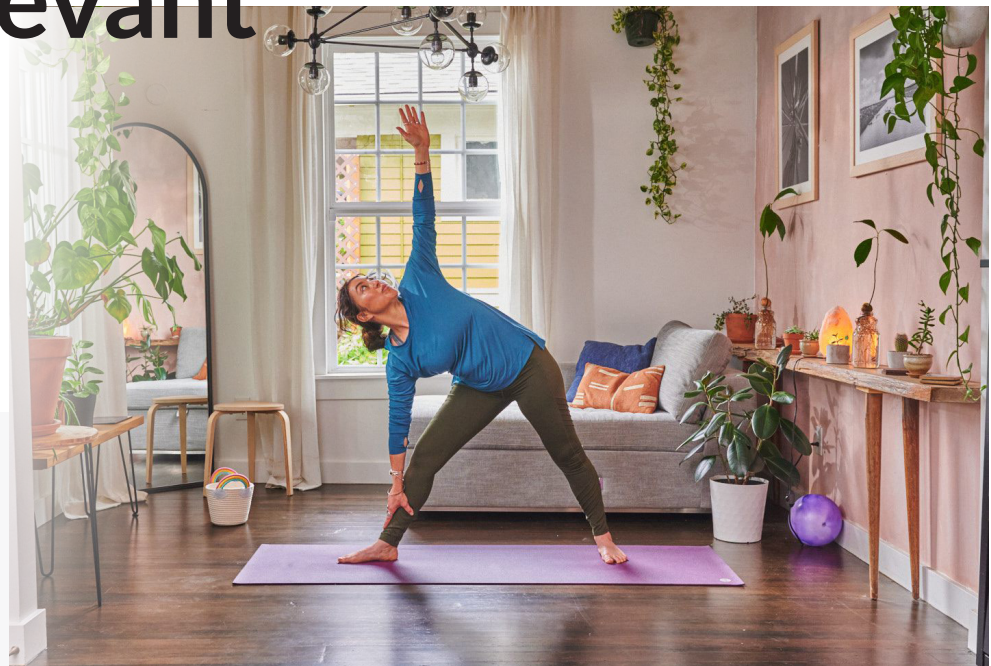


A Decade in the Making: **How To Keep Your Well-Being Program Relevant**



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About Farm Credit Foundations

Founded in 2012, Farm Credit Foundations is a collaboration of Farm Credit employers that provide HR services and benefits—including a well-being program—to 34 Farm Credit organizations across 41 states.

Headquartered in St. Paul, MN

10,000+ participants across the U.S.



Maintaining Engagement

Over the last 10 years, Farm Credit Foundations continued to shape their well-being offerings to what they are today. With so many locations across the United States—and so much time running their well-being program—it's easy to assume that Farm Credit Foundations would have challenges keeping their participants engaged and excited about their *HealthyReturns* well-being program.

But throughout the years, their engagement metrics have been strong. How have they seen such great success? By introducing new tools, benefits, and offerings that keep people interested and invested long-term. This guide shares examples from Farm Credit Foundation's *HealthyReturns* program that keep their participants engaged 10 years later.

Wellness **Ambassadors**

Farm Credit Foundations leaders knew that keeping participants engaged in *HealthyReturns* came down to the folks working right beside them. Over time, they were able to enlist 112 employees across 34 employer groups to become Wellness Ambassadors. These boots-on-the-ground program cheerleaders educate, motivate and keep their coworkers excited about *HealthyReturns* and its benefits. Collectively, the Wellness Ambassadors represent 94% of Farm Credit's employer groups—a statistic that has doubled over the last 4 years.

The Wellness Ambassadors are tasked with:

- Leading and promoting employee well-being at the local level.
- Distributing well-being communications to participants at their specific location.
- Educating participants and their spouses about the *HealthyReturns* program.
- Hosting onsite events.



Wellness Challenges

Farm Credit Foundations introduces many wellness challenges to keep people engaged throughout the year. One popular offering is the Invitational Team Steps Challenge, a five-week challenge where teams compete to tally the most steps per week.

Each wellness challenge kickoff is also paired with drawings to get people excited about participating. Some of their past giveaways have included:

- A Peloton during the Invitational Teams Step Challenge,
- Fresh fruit and veggie boxes during a nutrition challenge,
- Hatch Smart Sleep Assistants for a stress reduction challenge, and
- Gift cards, customized Nike shoes, branded hats, and more!



Financial Incentives

HealthyReturns is a point-based incentive program, where people get rewarded for achieving certain tasks. Participants who meet their health milestones can earn up to \$300 annually.

In the past, participants would receive \$50 when they completed their Health Assessment, and an additional \$250 when they earned the remainder of the points. Farm Credit Foundations switched things up by distributing money each time they earned 100 points to keep them coming back for more.

Now, participants receive

\$100

immediately after reaching 100 points, and can receive up to \$300 each year.



Dedicated **Well-Being Services**

Farm Credit Foundations partners with a member of our Dedicated Well-Being Services team to develop their programs, recruit and manage the Wellness Ambassador Network, and sustain engagement over time. They also support onsite events to educate participants about the program, re-engage them, and promote new elements to keep them excited.

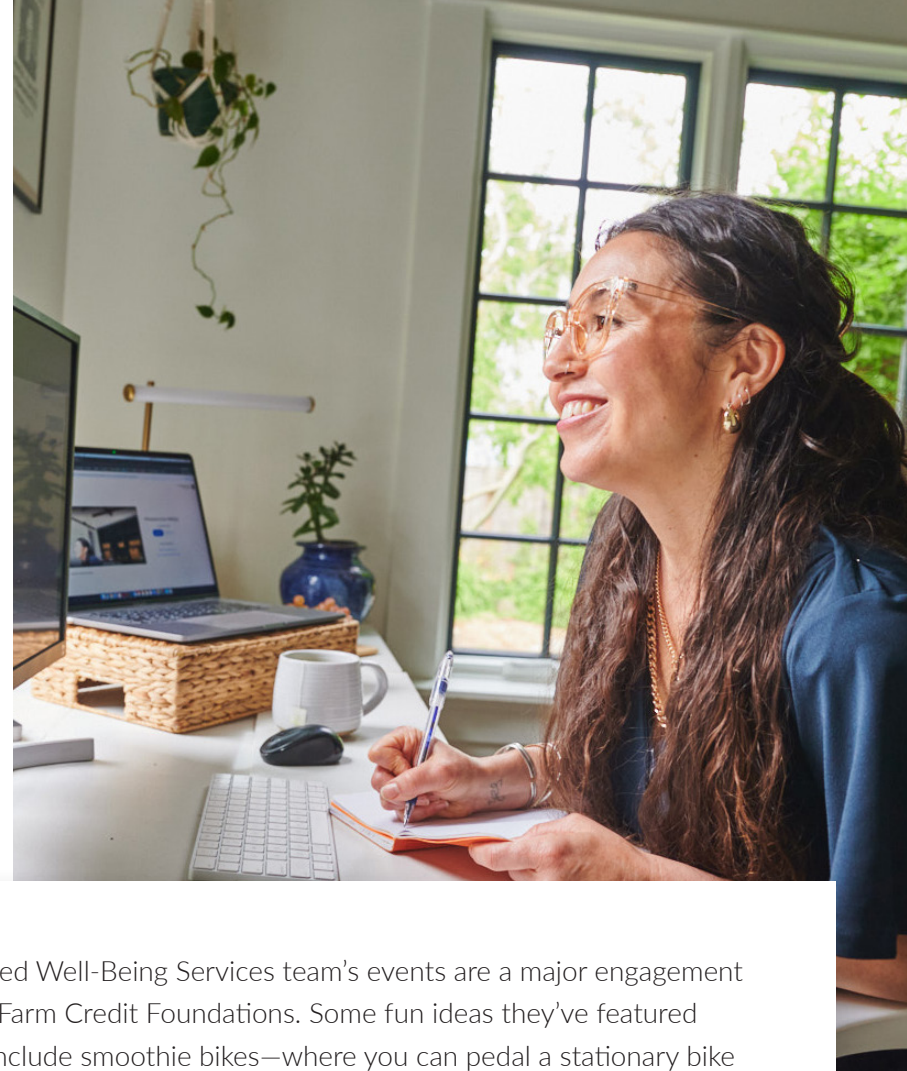
Our Dedicated Well-Being Services team helps Farm Credit Foundations with:

Coordinating webinars, virtual engagement programs and onsite events.

Developing program resources and health education content.

Serving as the day-to-day contact for the *HealthyReturns* program.

Managing Day of Wellness events, which are designed to increase awareness, promote well-being, and drive engagement with the *HealthyReturns* program.



The Dedicated Well-Being Services team's events are a major engagement strategy for Farm Credit Foundations. Some fun ideas they've featured in the past include smoothie bikes—where you can pedal a stationary bike to power a blender and make your own smoothie—and some interactive group coaching sessions on topics like stress, mindfulness, meal planning, and more.

Highlights from Day of Wellness Events

LOCATION 1

10%

Increase in Health
Assessment Completions.

LOCATION 3

Great networking opportunity
with Wellness Ambassadors.

LOCATION 4

Held onsite screening at event; saw
an increase in employee screening by

13%

LOCATION 6

Got engagement from employees
who don't work in that location
but came just for the event.



“

Our wellness program wouldn't be as successful without our DWS Program Manager. She provides support to our Wellness Ambassadors and our participants that we don't have the time for. She also brings creative ideas to increase engagement and make our program fun. We are very lucky to have her!”

KATE ANDERSON

Digital Communications Manager

Custom Communications

Farm Credit Foundations also leverages our communications team to develop custom collateral with their program's name and branding—including things like home mailers and emails.

In the summer of 2020, all participants received a launch kit for their new program year packed with items to encourage healthy habits and show appreciation to all participants during the start of COVID-19. The kit featured a customized *HealthyReturns* box that contained:

- A program overview handout
- A dry erase flyer and marker to track healthy habits
- A reusable salad container
- A tumbler
- Relaxing pillow mist
- Chamomile tea
- Trail mix
- Chocolate



This year, we worked with Farm Credit Foundations to create a cookbook that celebrates their program's 10-year anniversary. The cookbook—available in digital and print versions—includes healthy recipes from actual program participants, and is used in giveaways and other events throughout the year.

Updating the *Healthy*Returns Platform

Updating the well-being platform can also spark more interest, inspiring people to poke around and check out the new look and feel. While they're there, they can view any new offerings and benefits, or find solutions they didn't know existed. In 2021, Farm Credit Foundations chose to switch over to our new platform, WebMD ONE, an enhanced experience for well-being program participants.

CURRENTLY,

64%

of employees
have registered.



Farm Credit Foundations made the transition because WebMD ONE was easier to navigate, and the app mirrors the online portal for a more simplified experience. The update also allowed new access to solutions like:

- A personalized Health Assessment
- Hosting The Invitational Team Steps Challenge
- A cleaner Rewards Lobby page for the incentive strategy
- New podcasts, videos, and articles related to well-being
- A cleaner overall user experience

The Results

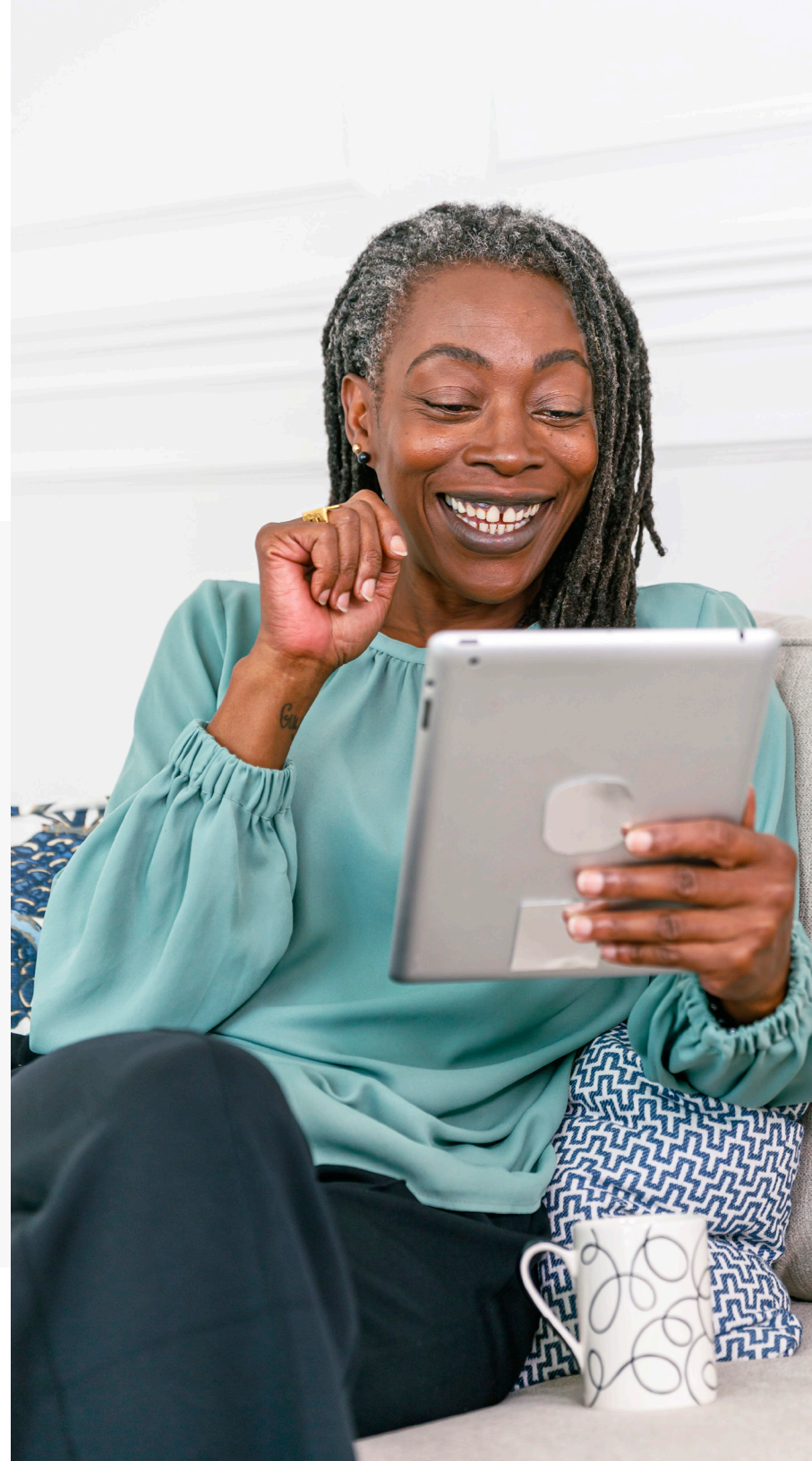
Year after year, Farm Credit Foundations sees bigger and better engagement—which is unusual for most organizations.

59% of participants in *HealthyReturns* earn their total incentive

35% of all participants enroll in each new wellness challenge

87% HA completion rate

1,231 lbs were lost and 3,592 more minutes of exercise



Farm Credit Foundations takes a multi-tiered approach to *HealthyReturns* that leans on a variety of strategies to keep their participants engaged. And to keep the momentum going, they continue to amplify the *HealthyReturns* program with new offerings and incentives for participants and their families.

Here are some suggestions to keep your population engaged in a well-being program long-term:

1

Mix up your offerings.

Keep employees excited about the program by introducing new challenges and incentives. Farm Credit Foundations' participants value the range of activities and solutions offered, keeping them inspired and motivated to keep engaging in the program year after year.

2

Build a team of Wellness Ambassadors.

People who are already passionate about health and well-being can be a huge help in getting others excited. Recruit employees who are passionate about wellness and can act as local support, motivation, and program insight to empower others to participate in the program.

3

Use communications wisely.

In addition to consistent email campaigns, Farm Credit Foundations sends printed mailers, launch kits and periodic goodies—like the 10-year anniversary cookbook. By maintaining a brand look and feel across all collateral, people immediately recognize the program and can get excited about learning what's new, how to participate, and where they can go if they need additional well-being support.

A Healthy Future

WebMD Health Services has been proud to partner with Farm Credit Foundations to continue their efforts in creating a lasting impact for their employees. And since they aren't shy to pilot new programs to see what works best for their populations—for example, they're piloting Group Coaching by WebMD Health Services right now—we're excited to see where they take their program over the next decade.



Empowering Well-Being In Everyone

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