



BEST PRACTICES TOOLKIT

Build Your Well-Being Champion Network

A culture of well-being starts here.

WebMD
health services

The Starting Line

In this toolkit you'll find everything you need to build a successful well-being champion network. Your role is an instrumental one, and the information on these pages will put you on the right path.

1. Overview (pp. 3-5)
2. 9 best practices (pp. 6-16)
3. Implementation timeline (pp. 17-23)
4. Instructions on customizing the Welcome Packet (pp. 24-27)

Here we go!



What Is a Well-Being Champion?

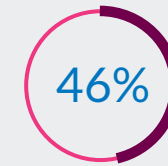
Champions are health-minded employees who are passionate about creating a healthier workplace.

They support and promote your organization's well-being programs at local worksites and through their own social networks, communicating information to colleagues while also providing ongoing feedback to leadership. When these employee advocates come together in a champion network, they can help create a positive work environment, encourage co-workers to improve their well-being, and help your company better manage healthcare costs.

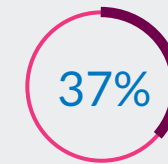


A Champion Network Is a Smart Investment

Successful organizations understand the positive impact that employees can have on the culture of health in the work environment. Their influence can significantly impact the success of initiatives and be crucial to achieving widespread participation in the company's overall well-being program.



Nearly 1/2 of all employers with a wellness program have a well-being champion network.



Of those who don't, over 1/3 expect to add one in the next 3-5 years.¹

Healthy companies are embracing the value of a champion network

¹AON Hewitt 2013 Health Care Survey

Getting Started

You don't have to create your champions from scratch. In most cases, these health advocates are already part of your employee population—you just have to identify them and offer support.



Employees help increase the visibility of your company's wellness program.



This promotes engagement throughout your population—even at far-flung locations.



The result is a healthier, happier, and more productive workforce.



Building a Successful Network

9 Best Practices



1: START WITH A STRATEGY

Win Management Support

Leadership support for a culture of health is critical. Senior management controls the budget, operations, and communications, so now is the time to get the decision-makers on board.

Our data suggests that well-being programs with strong support from upper management have a 5% greater Health Assessment completion rate than those where leadership hasn't signed on.

But even if you're in the process of getting that support from management, a champion network can still be effective. You may have to work a little harder to get the program off the ground, but we've seen executives respond well to grassroots efforts that demonstrate commitment.



BEST PRACTICES TIP:



Give yourself every advantage. Your WebMD account team can help if you're struggling to make a case for management on the importance of developing a culture of well-being.

2: INVITE ENTHUSIASM

Find Passionate Volunteers

While some organizations find it beneficial to appoint champions, best practices suggest that a bigger impact on the culture can be had with a network of volunteers who are already invested in their personal well-being.



3: HANDPICK YOUR TEAM

Consider Implementing an Application Process

You may find that some individuals—despite their enthusiasm—may lack the proper skill set to become champions. An application process can go a long way toward finding qualified ambassadors who are willing to put in the extra time and effort to make your well-being program successful.



4: IDENTIFY PROMISING RECRUITS

Look for Champion Traits



Outgoing

Champions should be comfortable recruiting support, speaking in meetings, and proactively engaging others.



Dedicated

Individuals should be willing to make a reasonable time commitment, which may include some non-work hours.



Organized

Running well-being program initiatives and delegating tasks to others will require organization skills.



Health-minded

Champions needn't be in perfect health, but should feel passionate about the importance of good health.

(It can sometimes be more motivating for others if champions aren't perfectly fit or healthy.)



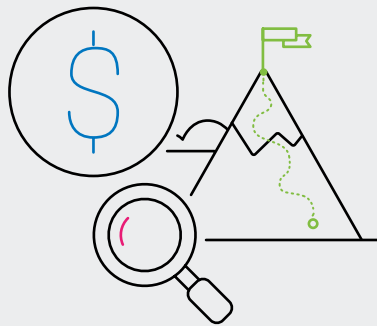
Fun

Champions are positive people who want to promote well-being and contribute to a fun, healthy atmosphere at work.

5: RAISE THE STAKES

Look for Funding—Every Little Bit Helps

While you can run a well-being champion network with minimal funding or none at all, it can be challenging. Be realistic with senior management about the funds you need, but also show a willingness to work with what's initially available. Early successes can have a positive influence on future budgets.



A champion network can succeed on any budget.

We've administered many successful champion networks on budgets of \$1,000 and less per year, per worksite. Even minimal funds can support opportunities for training, events, incentives, prizes, and collateral, all of which can increase awareness and engagement.

6: PUT IT TOGETHER

Build Your Network Structure

A dedicated manager or consultant is responsible for your company's well-being program, and for training the champion leads. This could be a person at your organization or a vendor's onsite coordinator.

Champion leads represent specific divisions, departments, or regions for your organization. They head up a team of local champions on worksite- and company-wide initiatives. This role involves a significant time commitment, including regular monthly meetings with champions.

- Leads are knowledgeable about all of the company's well-being offerings.
- They have regular access to and interaction with key program stakeholders within the company as well as vendor partners.
- They can be employees on the well-being team or vendors' onsite coordinators.

Champions are the individuals who work to communicate and support well-being activities at local worksites or key locations.



BEST PRACTICES TIP:

Make sure all departments are represented, and include individuals with different languages and cultures.

7: PUT THE WHEELS IN MOTION

Train Your Champions

Host a kick-off training that covers your overall well-being mission and key messages for champions to deliver to their populations. Then follow up with a second, more in-depth session.

SESSION 1

Well-Being welcome & overview

You'll review the purpose of the program and provide administrative guidelines.

- Review organizational program goals for the next one to three years.
- Go over roles, responsibilities and expectations.
 - Discuss term length. We suggest one year with possibility of annual renewal.
 - Address weekly and monthly time commitment.
 - Review budget and expense tracking and approval process.

SESSION 2

Well-Being program training

You'll educate Wellness Champions and help them increase engagement at their worksite or department.

- Review current well-being program.
- Distribute the calendar for the year.
- Brainstorm and share ideas for well-being program activities.
- Review and distribute applicable collateral materials.

8: PROVIDE ONGOING SUPPORT

Keep Your Team Engaged

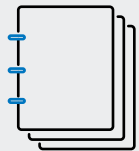
Once you've created your champion network, you'll want to ensure that all participants have the tools they need. Schedule monthly meetings where champion leads can work with local champions on the following objectives.



Gather feedback from the various locations and populations.



Share ideas about improving engagement and implementing challenges.



Provide support and documentation for company-wide initiatives, including open enrollment, Health Assessment, health coaching, well-being fairs and challenges.



Review outcomes and activity to track progress or highlight areas of improvement.

Creative Ways to Support Your Champions



Tee up

Give them shirts customized with your well-being program logo. This can also help promote your program.



Spread the word

Send out a monthly or quarterly newsletter with updated program information.



Make a date

Invite their team or department once or twice a year to special events, like a seminar or a healthy lunch.



Step out

Create a “healthy meetings guide” with information on incorporating stretch breaks, managing walking meetings, and making healthy catering choices.

Track Metrics

Measure the impact of your champion network to see that it is providing the desired value to the company—particularly if there is funding at stake. There are many ways to measure success. What might make the biggest impression on your leadership?



Engagement

What percentage of the population is participating in company-sponsored and local events? Is this increasing over time? Are some events more popular than others?



Trends

Evaluate participation in company-wide onsite screenings, Health Assessment, and vendor-provided services like health coaching, Employee Assistance Programs and financial counseling.



Outcome metrics

This is harder to measure, and is typically not directly impacted by a well-being champion network. However, it can be helpful to identify areas of focus for future initiatives.



Testimonials

Numbers are important, but personal endorsements from employees – with permission – are powerful, motivating, and can communicate to key stakeholders the positive impact of the program.

IMPLEMENTATION TIMELINE

90 Days to Launch

- Announce that you are creating a well-being champion network by hanging flyers, sending emails, having conversations and encouraging people to spread the word.
- Accept and review applications, if applicable.
- Get management support and finalize funding, if applicable.
- Collaborate with applicable vendors and finalize supporting materials for the major yearly campaigns such as open enrollment, Health Assessment, well-being fairs and coaching.

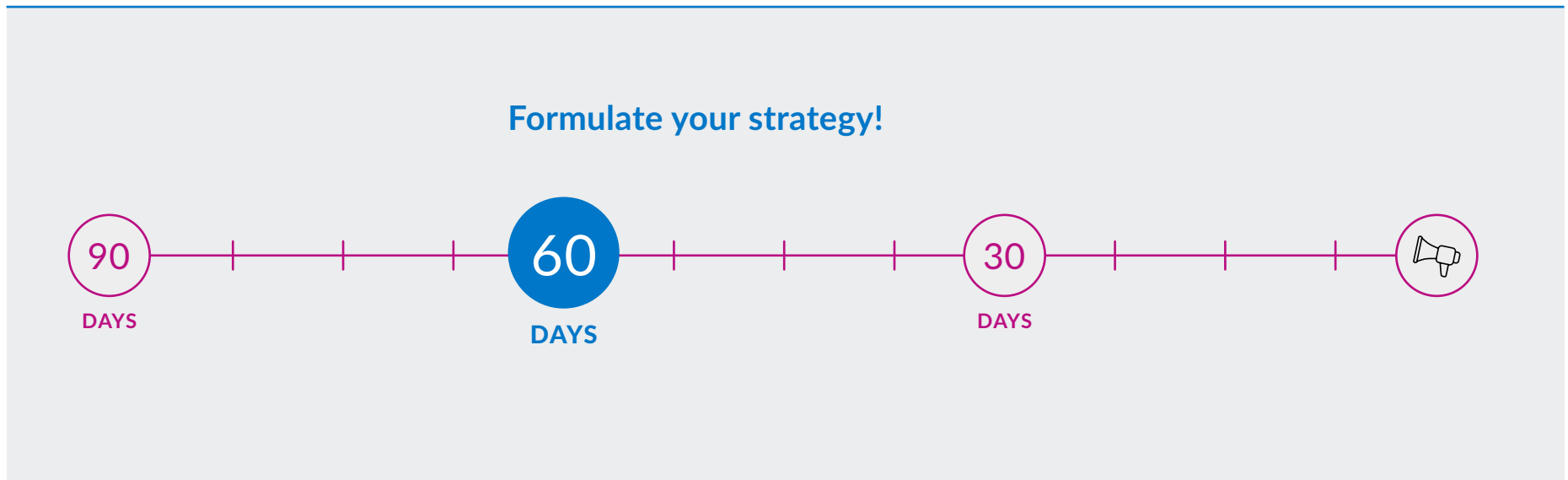
Plan for success!



IMPLEMENTATION TIMELINE

60 Days to Launch

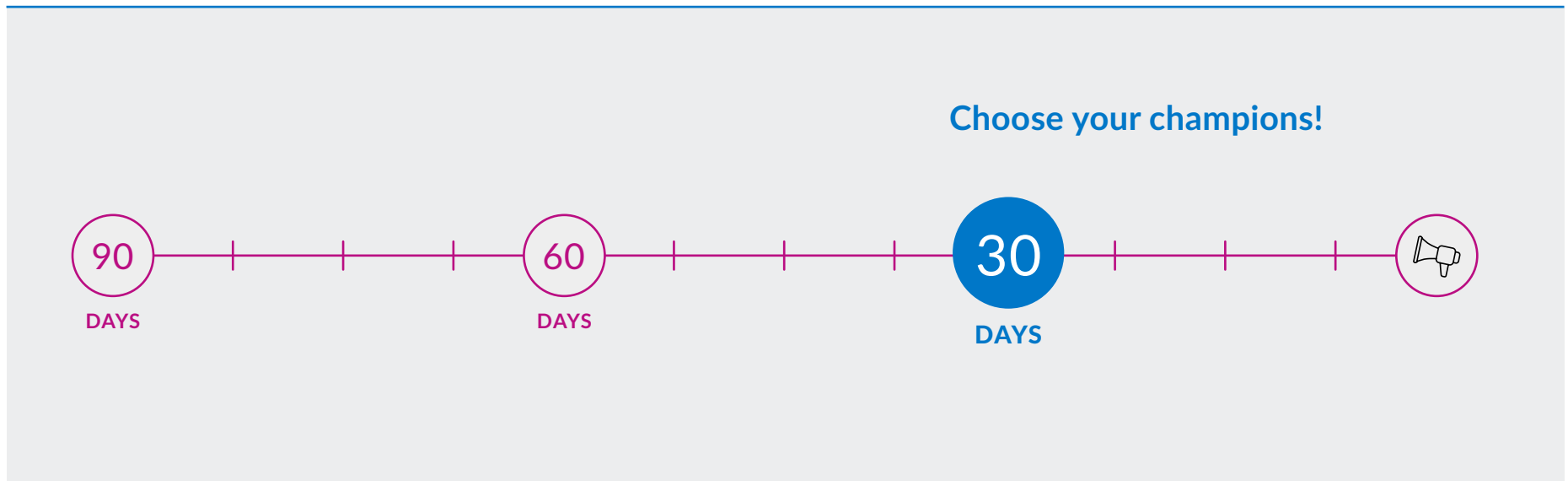
- Begin the interview and selection process.
- Finalize supporting materials for major yearly campaigns.
- Begin monthly meetings with well-being vendors to maintain synergy and support for campaigns.
- Plan kick-off meeting logistics, including date, time and venue.
- Create or order kick-off meeting materials for champions.



IMPLEMENTATION TIMELINE

30 Days to Launch

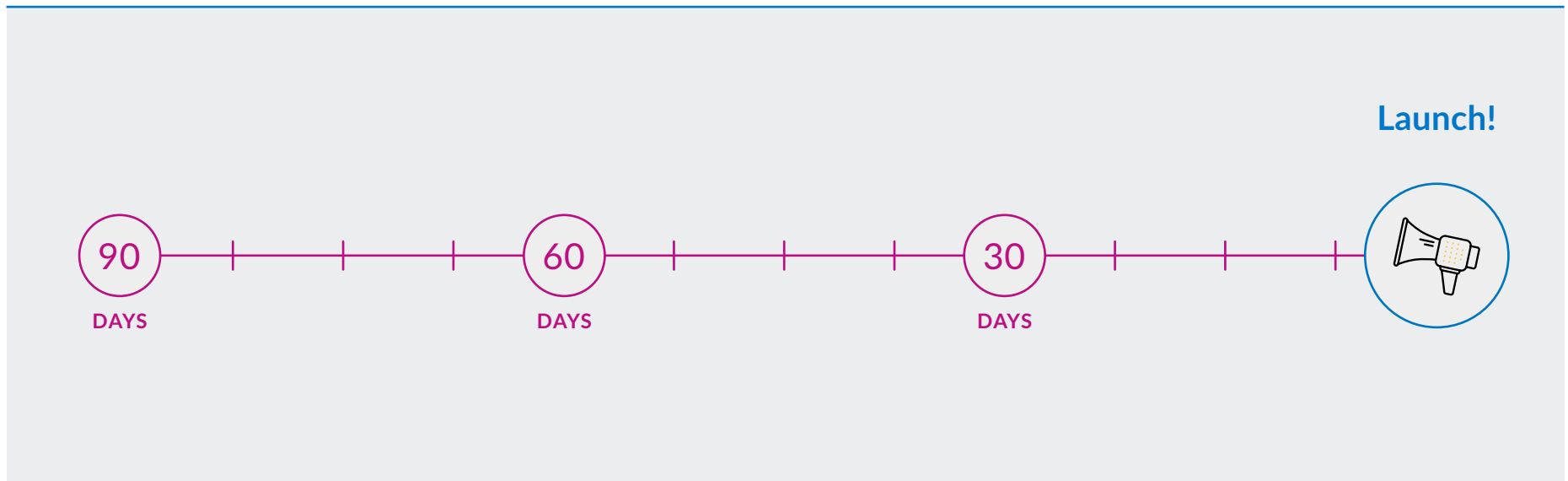
- Finalize and select your champions.
- Finalize kick-off meeting details.
- Sign off on final supporting materials for major yearly campaigns.
- Initiate monthly meetings with well-being vendor.



IMPLEMENTATION TIMELINE

Launch!

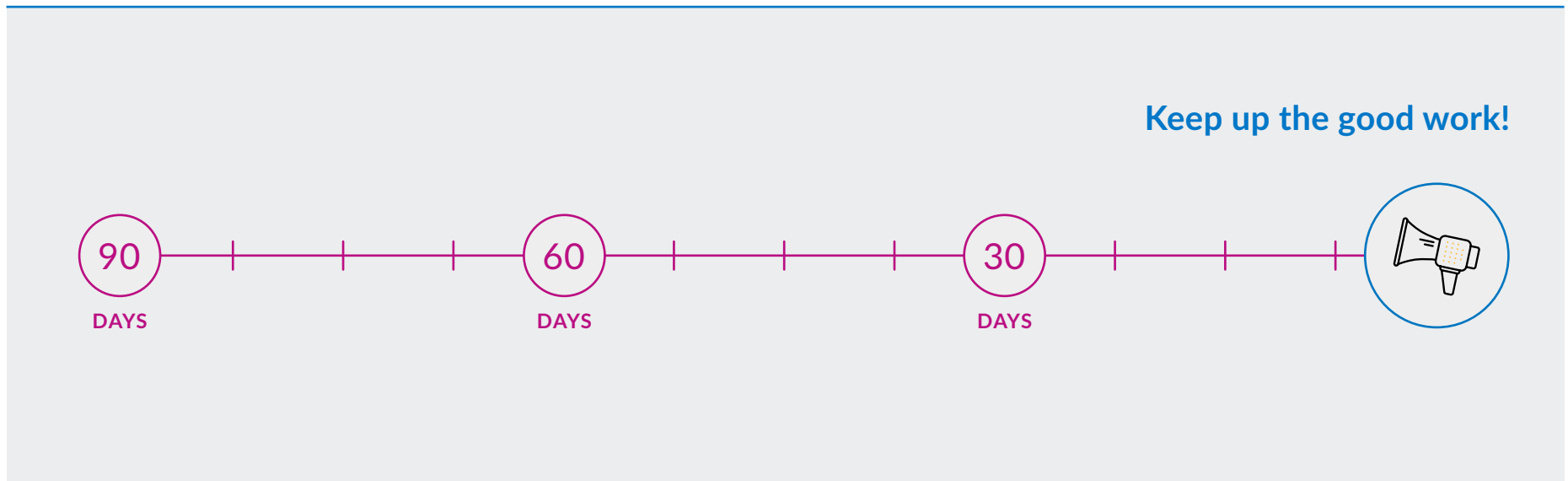
- Hold kick-off meeting with your champions.
- Announce your champions to the company and to each location or department.
- Start the first initiative: Complete the Health Assessment.
- Be available for questions and support.



IMPLEMENTATION TIMELINE

Ongoing




- Communicate with management to keep their support.
- Build your culture of well-being.
- Coordinate approved well-being initiatives.
- Review metrics.
- Maintain monthly meetings with your network and with vendors.



AT THE FINISH LINE

Healthy Champion Award

This award recognizes champions who go above and beyond their roles and responsibilities. Awards will be given to champions who meet the following criteria at the end of the year.*

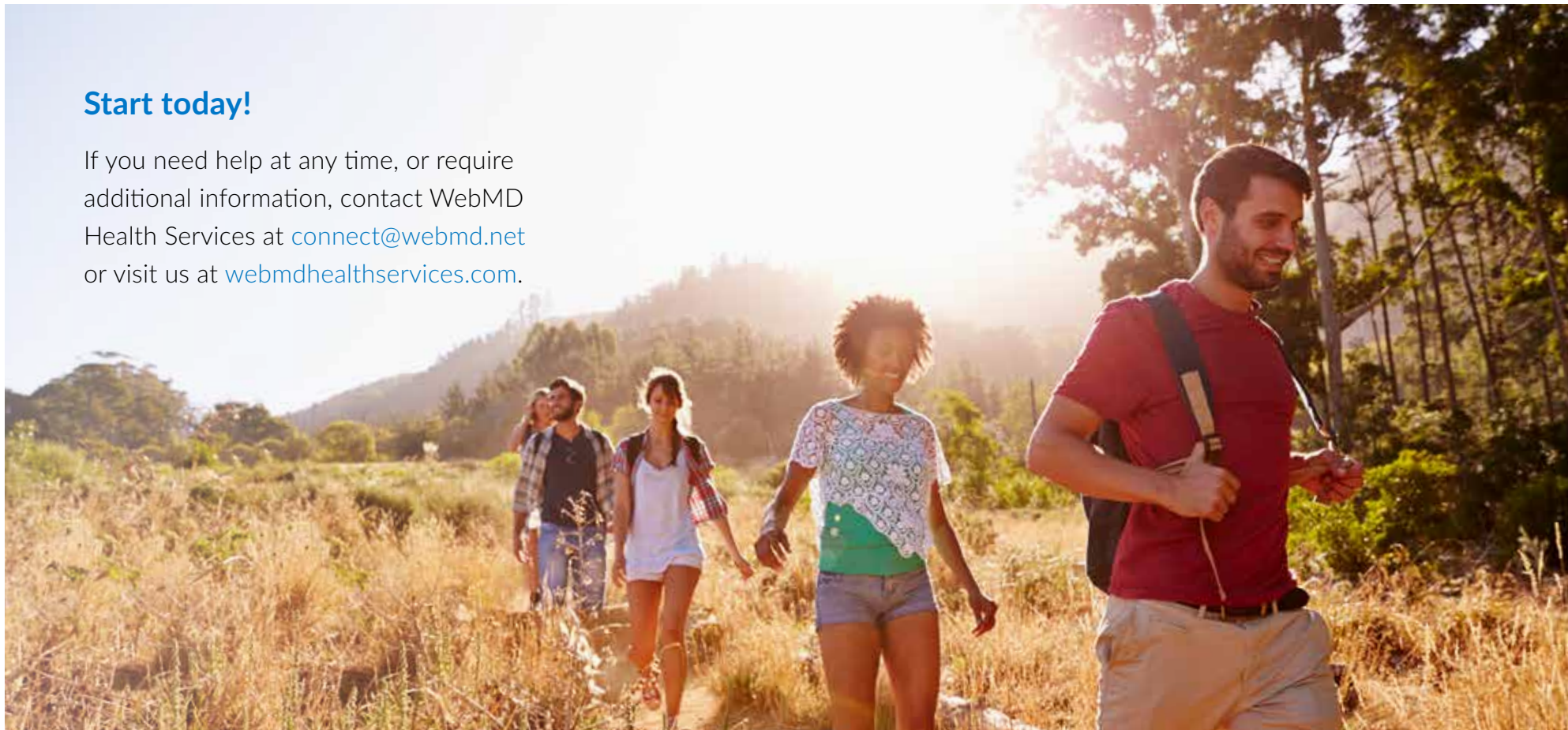
 Criteria	 Goal	 Reporting
Health Assessment completion rate	>50% for location	WebMD Health Assessment report
Monthly webinar attendance	100% attendance	Monthly roll call
Annual survey	>50% participation for location	Survey summary
Leadership engagement	Demonstrated support from location leadership	Staff-wide email Speaking opportunity at staff meeting Newsletter article

An Investment That Reaps Many Rewards

A champion network can put your organization on the path toward developing a strong culture and meeting your well-being goals.

Start today!

If you need help at any time, or require additional information, contact WebMD Health Services at connect@webmd.net or visit us at webmdhealthservices.com.



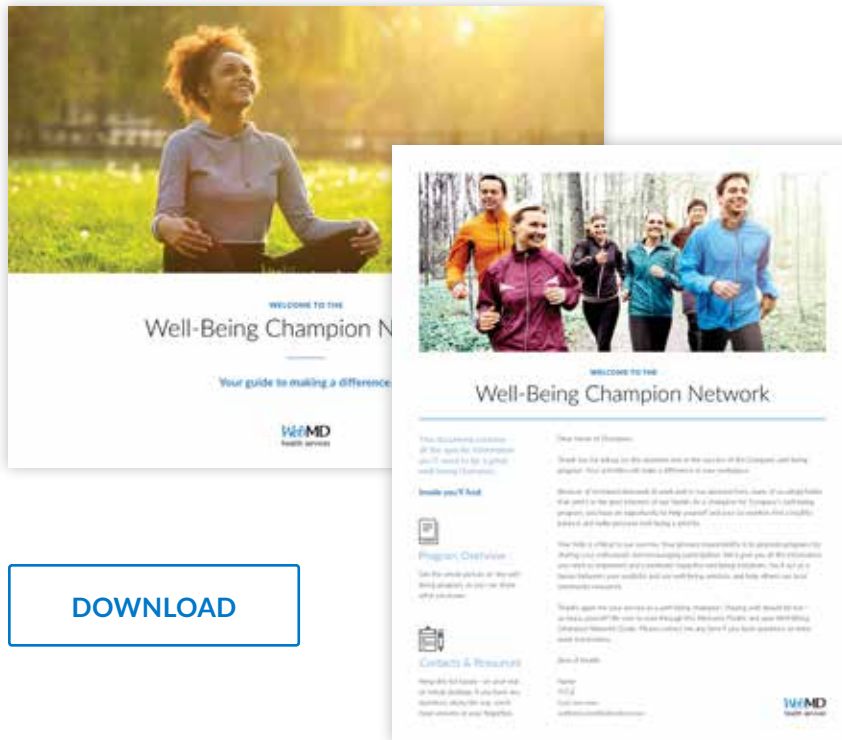
Put the wheels in
motion in just three
easy steps.



STEP 1

Download the Welcome Packet and Champion Network Guide

You will send both of these to your champions. You may want to familiarize yourself with the materials so you can answer questions if they arise.



DOWNLOAD



CUSTOMIZE



SEND

STEP 2

Customize the Welcome Packet

Give your champions a warm reception. Let them know they're appreciated.

To make things easy, we've designed a document that you can customize for each individual. Simply replace the highlighted text with the appropriate information. Don't forget to remove the highlighting before sending.



DOWNLOAD



CUSTOMIZE



SEND

STEP 3

And They're Off!

Once you've customized the welcome packet, send out both pieces to your champions and get your network started.

Thank you for your part in building a strong culture of well-being in your workplace.



DOWNLOAD



CUSTOMIZE



SEND



To make the most of your well-being programs go to [webmdhealthservices.com](https://www.webmdhealthservices.com).