



# Well-Being Program Buyer's Guide Checklist

As you compare well-being vendors, use this checklist to compare features and functionalities that each vendor offers.

 <b>FEATURES AVAILABLE</b>	<b>VENDOR COMPARISON</b>
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## SUPPORTING THE CONSUMER EXPERIENCE

### WEBMD HEALTH SERVICES

### VENDOR #2:

### VENDOR #3:

### VENDOR #4:

#### Awareness, Access & Personalization

Custom promotional communications in our brand look and feel.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ready-to-go communication materials.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intuitive and inviting navigation and interface.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy mobile and desktop access.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Native smartphone apps.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Action plans based on individual preferences and health risks.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personalized messages to maintain motivation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coaching available via phone, in person or via secure messaging.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Lifestyle Management

Digital goal-setting and tracking tool to manage exercise, nutrition, stress and more.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:1 coaching for lifestyle interests & needs such as stress, sleep and more.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structured weight management coaching program.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structured tobacco cessation coaching program.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Condition Management

Digital goal-setting and tracking tool to manage chronic conditions like diabetes, asthma and more.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:1 coaching for people with diabetes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:1 coaching for people with asthma.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:1 coaching for people with heart failure or coronary artery disease.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:1 coaching for people with chronic obstructive pulmonary disorder.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**FEATURES AVAILABLE**

**VENDOR COMPARISON**

**FLEXIBILITY THAT PROMOTES ENGAGEMENT**

WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:
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*Options for Everyone*

Mix of digital and print communication materials to reach everyone.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Actions and tools for people already in good health who want to stay there.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Actions and tools for people who want and need to make changes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solutions that support total well-being such as resilience training.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biometric screenings available onsite, at lab, at home or via physician report.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Challenges*

Interactive and fun team-based challenges.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supportive individual challenges.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to configure one challenge platform into multiple challenge events.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Rewards*

Robust rewards platform with standard and custom rewardable activity options.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to structure rewards to support self-paced or continuous engagement.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for multiple types of rewards from gift cards to premium reductions and more.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**COMPREHENSIVE SOLUTION INTEGRATION**

WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:
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Easy connectivity with fitness trackers, apps and medical devices.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Assessment results direct other programming options.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biometric screening results guide additional options.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secure, centralized access to medical information via a Personal Health Record.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seamless integration with third-party programs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secure, stable data integration and transfers.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Robust integration of multiple elements into a cohesive, one-program look and feel.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**FEATURES AVAILABLE**

**VENDOR COMPARISON**

**BRAND AWARENESS & TRUST**

WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:
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National Committee for Quality Assurance certifications and accreditations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-house clinical expertise and foundation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionally trained and certified coaching staff.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proven, documented outcomes that guide recommendations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A brand people know and trust for health and well-being information.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology that ensures exceptional data security and privacy.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**CLIENT & CONSUMER SUPPORT**

WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:
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Onsite coaches and coordinators that provide in-person support and promote engagement.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dedicated, consultative client team.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular program reviews based upon metrics.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full management of consumer-facing platform and apps.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for consumer questions from platform access to rewards allocation and more.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MEASURING VALUE ON INVESTMENT**

WEBMD HEALTH SERVICES	VENDOR #2:	VENDOR #3:	VENDOR #4:
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Standard and custom reports on different population segments and measures.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-house analytics provide engagement, outcomes and value data.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expertise to translate analytics into insights and actions.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>