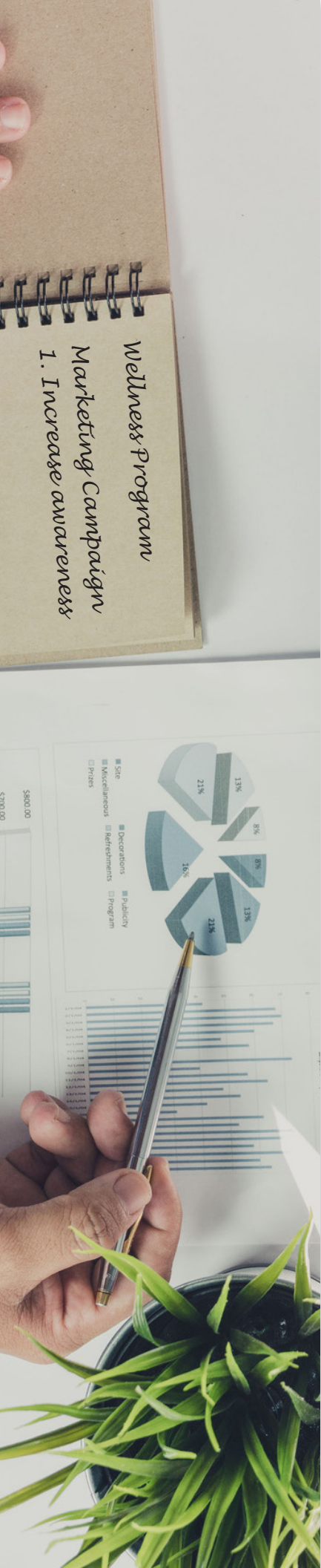


Promotional Toolkit



*Communication templates to
promote your wellness program*





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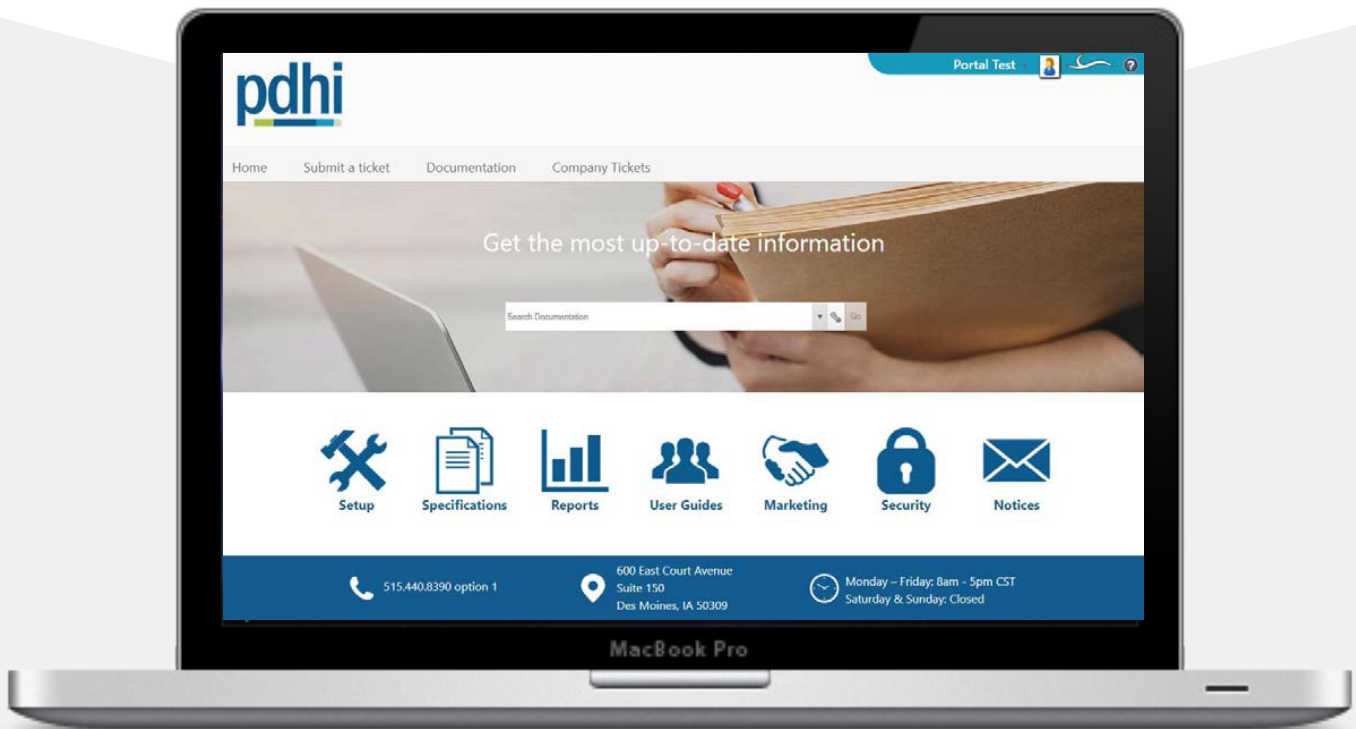
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Creating a Communication Campaign

The key to successfully launching a wellness program and driving engagement is communication. Your campaign needs to be clear and align with your program goals. We recommend that you plan a 3- to 4-week promotion leading up to launch. Get the word out using wellness champions and department managers. Then keep the momentum going by posting updates. Here are some best practices to consider:

1. Start by defining your campaign goals.
2. Deliver information through multiple channels in and outside of the portal.
3. Mix it up with digital and physical materials including social media posts, push messages, mailings, and posters designed to reach different audiences.
4. Use automation and conditional rules to promote relevant information at the right time.
5. Track campaign effectiveness and make adjustments as necessary.

All marketing materials outlined in this toolkit are white-labeled templates designed to be customized with your branding, information, and graphics. Access all the following marketing materials in the Knowledgebase in the PDHI Client Services Portal. Our marketing team is available to assist with creating custom materials for an additional fee.



Program Enrollment

Boost enrollment and participation by informing users of activities offered, program objectives, access method, and the kickoff date.

Program Guide



bWell Program

Earn Points

Being healthy has never been more fun! Redeem points at the online store.

Category	Action	Points	Max Points
Prevention	Biometric Screening	50	50
	Preventative Exams	15	30
	Wellness Targets (each)	10	50
	Flu Shot	15	15
Education	Health Assessment	50	50
	Action Plans (step)	2	40
	Lunch and Learns	10	30
	HR Approved Wellness Events	15	30
	Wellness Coordinator Volunteer	25	20
Improvement	Health Coaching	35	35
	Chronic Care Management	10	10
Activity	Challenge (Milestone/Step)	2	40
	Community Walk/Run	20	40

Unlock Rewards

Start your journey to a new and improved you by completing the following wellness activities and unlocking new levels of wellness. For each level you will earn a \$50 contribution to your health savings account.



Biometric Screening
Health Assessment



3/5 Wellness Targets
OR
Health Coaching



Action Plan
Challenge
Wellness Event

bWell Program Guide 2

Registration Guide

Registration Guide

The bWell program offers a secure, convenient portal with all the information you need about your wellness program and health benefits. Please follow the registration process below to get started.

Get Started

To enroll in the wellness program, visit www.pdhi.com/benefits/wellness/. Click the Register button in the New Users section. Carefully review and accept the terms and conditions. Then fill in your employee ID, gender, date of birth, and email. You will be prompted to create a password. The password must contain at least:

- 8 characters
- 1 special character (*, @, #, !)
- 2 numbers



Forgot Password?

If you lose your password, click the Forgot password? link. Then enter your employee ID and hit Send. You will receive an email with a temporary password.

Smartphone Shortcut Icon

Open an internet browser on your phone or tablet and type in your portal login URL. Click the browser's Options button and select Add to Home Screen. Your phone will save a shortcut icon on your home screen similar to that of an app.

Having trouble? Please contact 555-555-5555



Postcard



BWELL PROGRAM KICKOFF

REGISTRATION

Achieve a healthier lifestyle!

Join the movement:

<Date>

For more info, contact:

<Name of Contact>

<Email>

<Phone>

<Logon URL>

Email

PROGRAM KICKOFF
JOIN THE MOVEMENT

September 1st | 9:00 am

Access to your free personalized program to reach and maintain a healthier lifestyle. Being healthy has never been more fun!
Redeem points at the online store.

New users need to register on the portal!

[Login](#)

Assess your health through screenings and questionnaires | Set goals and get personalized action plans | Challenge yourself and your peers

ABC Health | 555-555-5555 | wellness@abcwell.com
150 Morristown Road, Suite 200
Bernardsville, NJ 07924

STAY CONNECTED

Wellness Challenges

Each wellness challenge toolkit includes an implementation guide with key features, tips on engaging participants, and deployment options.

Flyers (High and Low Resolutions)



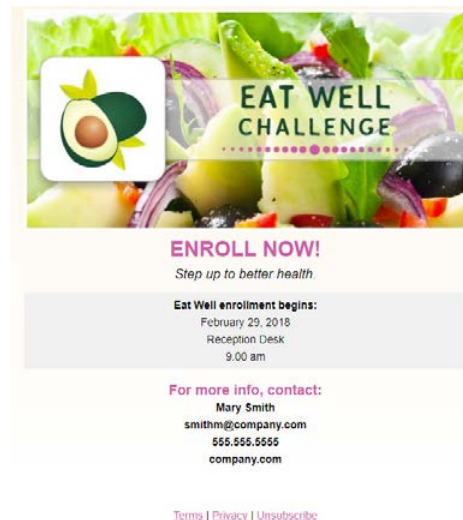
Posters (18x24 and 24x36)



Postcard



Email



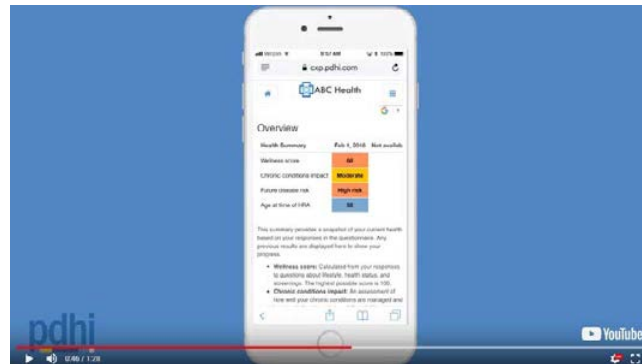
Video Library

During the implementation process, we can assist in developing one free marketing video tailored to match a specific program and brand. See samples at www.pdhi.com/video_library. To create your own videos instead, try using biteable.com, the software behind options 2 and 3 below.

Option 1

How-to video for navigating the hub displayed on a mobile device.

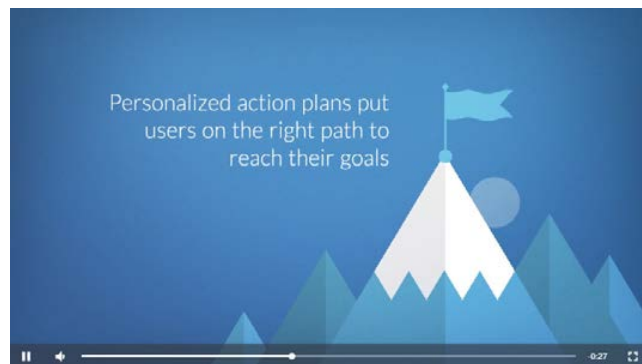
Can be customized with colors, logos, supporting text, and music.



Option 2

Animated video that gives step-by-step instructions on how to qualify for incentives.

Can be customized with colors, logos, supporting text, and music.



Option 3

Video with stock footage clips giving an overview of the program.

Can be customized with logos, supporting text, and music.



Image Library

A library of common wellness activities and challenge images is available for branding physical and digital communication pieces. The rotator widget on the participant portal promotes activities through multiple images and videos. Update the rotator at any time during the program and set the rotation timing. Download the images at www.pdhi.com/conxus-xp-image-libraries.

Sign-on Page (350x530px)



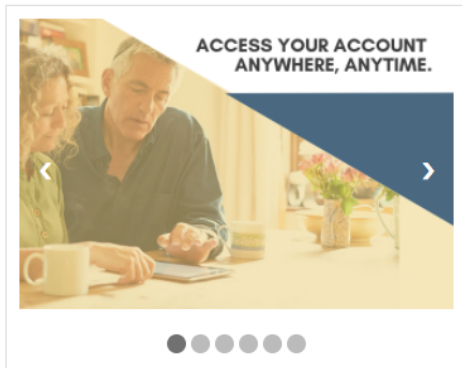
Dashboard (630x420px)



Events (290x370px)



Rotator (630x420px)



Thumbnails (75x75px)



Partners

Easy-to-read marketing materials relate to our partner integrations with Validic for device integration and Online Rewards for redemption services.

Connecting Fitness Apps & Devices


Synchronize Apple Health with Activity Challenges

I do not see Apple Health in the platform list of connected devices and apps. Is it possible to share my step data from this app with the challenge trackers?

Yes, Apple Health connects to the Wellness Portal through the Nokia Health Mate app. Start by downloading Nokia Health Mate from the Apple Store and follow the steps below:

1. Open the Nokia Health Mate app and create an account.
2. Navigate to the Profile tab and scroll down to the Apps section.
3. Select the Apple Health icon to share data.
4. Allow data sharing by selecting Turn All Categories On or allowing HealthMate to read step data.
5. In the Wellness Portal, select Fitness Device in the top right drop-down menu and connect with Nokia.
6. Sign in with the account information you entered in step 1.

Please log into your Health Mate app daily to synchronize your step data from Apple Health. Once you refresh the Health Mate app the updated data will automatically upload into the activity challenge. (Note: Nokia used to be known as Withings)



Rewards Catalog

WEARABLE TECHNOLOGY

 Fitbit Alta HR	 Garmin Index Smart Scale	 Fitbit HR Charge 2	 Garmin Vivoactive3	 Fitbit Flex 2
 Garmin VivoHR3	 Fitbit Ionic	 Garmin Vivosmart3	 Fitbit Aria 2	 Garmin VivoSport

EXERCISE EQUIPMENT

 Resistance Band Set with hand Grips	 Bearing Pro Jump Rope	 Dumbbell Set	 Kur Kettlebell	 Premium Fitness App Subscription
 Premium Nutrition App Subscription	 Professional Stability Ball	 Yoga Classes	 Gym Membership	 Yoga Mat & Stretch Strap Set for Kid

