

HEALTH CONTENT



Why Wellable?

The journey to better health starts with education and awareness, but with so many sources—good and bad—on the internet, it can be hard for employees to navigate and find accurate information. With a multimedia strategy, Wellable proactively provides employees with reliable, evidence-based, and seasonal health information that covers a wide breadth of topics.



Text Messages

Based on research from the CDC and University of Kansas School of Medicine, Wellable delivers health tips directly to employees via text message. The dedicated text stream is also available to be used to promote other wellness initiatives or content.



Print Flyers

When placed strategically, print flyers remain one of the most effective ways to provide information in the office. The branded flyers deliver relevant and actionable health tips each week to improve employee wellness literacy.



Email Newsletters

Monthly email newsletters provide short summaries of relevant and informative health and wellness articles as well as direct links to the source content for a more in depth review. Analytics include the ability to review open and click rates for the content.

