



ESSENTIALS OF A WELLNESS PLATFORM

A Comprehensive Guide



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1 Capability

Selecting the right platform begins with matching your business requirements and meeting the needs of your population.

2 Flexibility

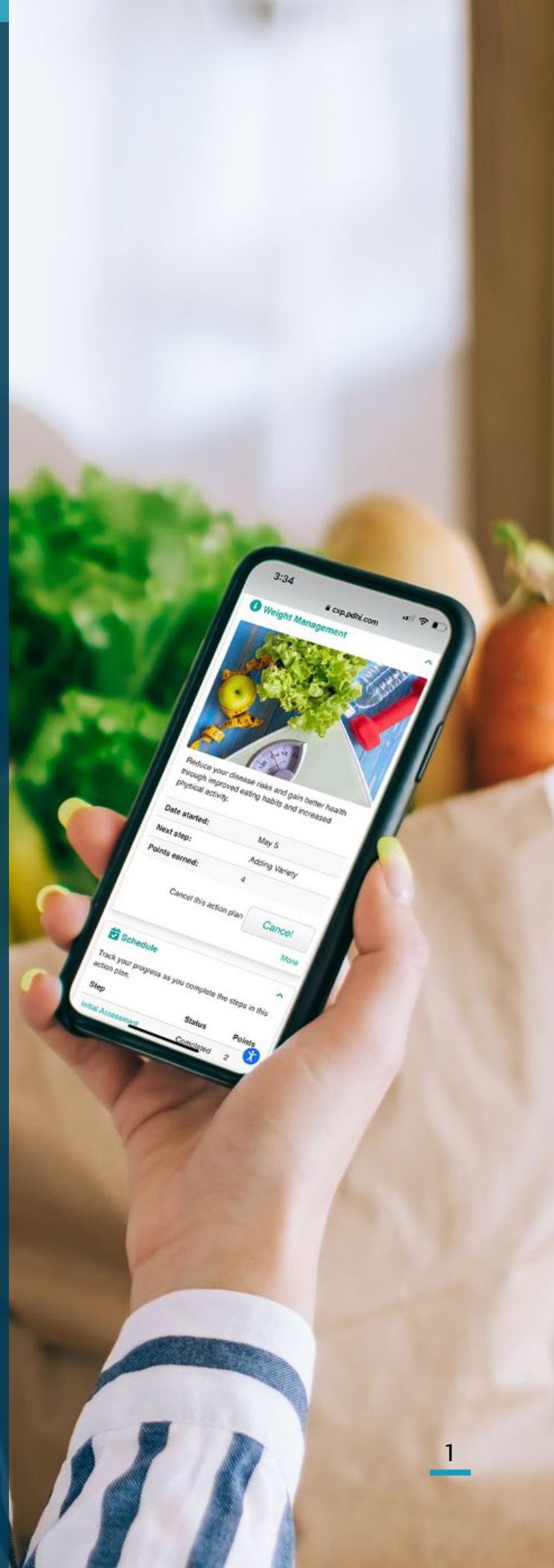
A flexible option can help you create sustainable solutions that will easily adapt as your business evolves over time.

3 Security

A strong platform should have safeguards that protect user data and enforce privacy protocols for secure data transmission.

4 Support

A leading technology partner should demonstrate experience in successful implementations, a dedication to customer service and be proactive about maintenance.



KEY COMPONENTS

With so many options to consider, selecting the right wellness platform is essential for a successful program. Capability, flexibility, security, and support are all critical factors to consider when choosing the best solution. Let's take a look at what you should consider in order to make an informed decision.

CAPABILITY

Begin by assessing your business requirements and the interests and needs of your population. Then select a platform that provides not only the capabilities that meet your needs today, but that has the flexibility to adapt as your program evolves over time. Components may include:

- ✓ A health assessment to measure health risks and lifestyle factors.
- ✓ Wellness screenings to collect biometrics.
- ✓ Health coaching to connect your coaches to eligible participants.
- ✓ Self-management programs for goal setting and behavior modification.
- ✓ Educational materials to inform health decisions.
- ✓ Social activities such as challenges, webinars, and company events.
- ✓ Incentives to promote participation, reward healthy behaviors, and compliance with preventive screenings.



The platform should reinforce your brand.

Branding

Research shows that people are more willing to engage with a solution provided by a company they know and trust. Maintaining your brand with your users creates consistency, builds brand awareness, establishes trust, and avoids confusion. At a minimum, we suggest the ability to change:

- ✓ Layout
- ✓ Themes and styles
- ✓ Logos
- ✓ Colors
- ✓ Imagery
- ✓ Fonts
- ✓ Program name and information

Interested in finding out all the benefits of a branded solution?

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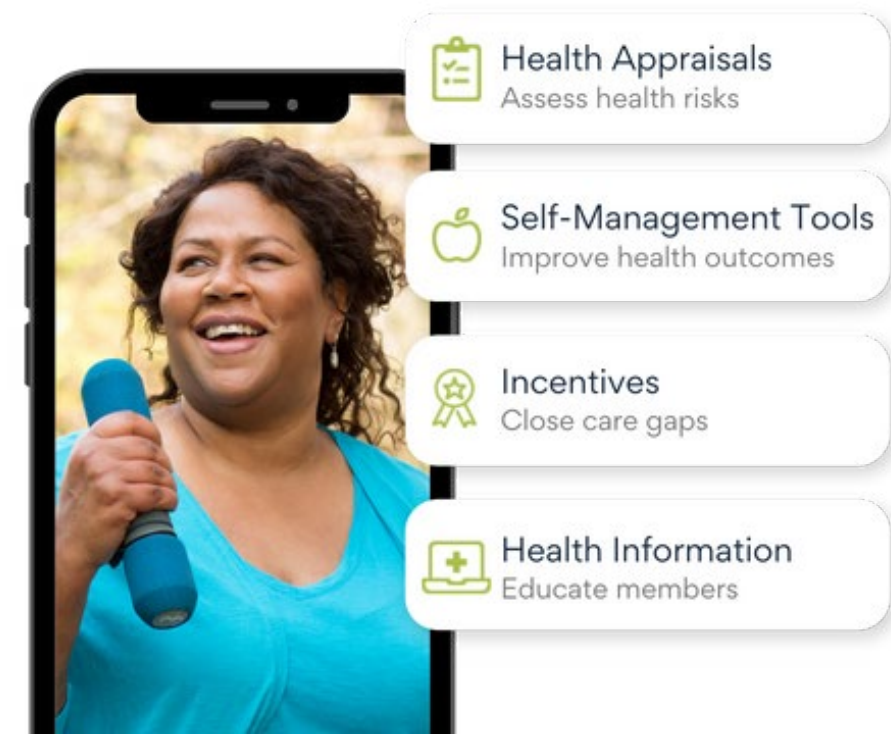


User Experience

Participant engagement is an important factor in any health improvement program. Engagement and program satisfaction will be optimized if it is easy to access the wellness portal from any PC, tablet, or smartphone.

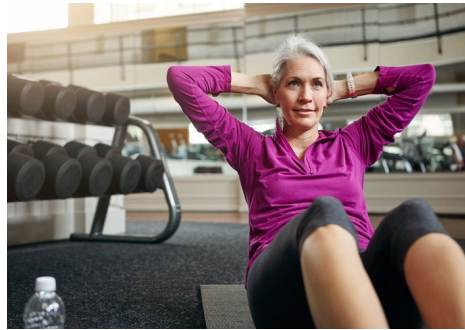
The user interface should be intuitive, navigating participants through the steps of the program by presenting the right tools at the right time. The platform should further enhance the user experience by personalizing the participant's journey through the program based on their health status, interests, and readiness to change.

<p>Single Sign-on (SSO)</p>	<p>Mobile Friendly</p>
<p>Real-time Data</p>	<p>Omni-channel Communication</p>
<p>Gamification</p>	<p>Incentive Fulfillment</p>



Well-being Topics

The platform should offer something for everyone, meeting the participant where they are on their health journey by covering a wide range of activities.



Physical

- ✓ Healthy eating
- ✓ Physical activity
- ✓ Sleep
- ✓ Drinking
- ✓ Smoking
- ✓ Condition management
- ✓ Check-ups
- ✓ Vaccinations
- ✓ Screenings



Emotional

- ✓ Stress
- ✓ Mental Health
- ✓ Depression
- ✓ Mindfulness
- ✓ Resilience
- ✓ Coping



Intellectual

- ✓ Education
- ✓ Cognitive learning
- ✓ Creativity
- ✓ Mental stimulation



Financial

- ✓ Retirement planning
- ✓ Saving
- ✓ Budgeting
- ✓ Debt management



Social

- ✓ Social support
- ✓ Community involvement
- ✓ Volunteering



Spiritual

- ✓ Meditation
- ✓ Prayer
- ✓ Reflection
- ✓ Nature
- ✓ Volunteering



Environmental

- ✓ Cleanliness
- ✓ Organization
- ✓ Recycling
- ✓ Pollution reduction
- ✓ Energy conservation



Occupational

- ✓ Productivity
- ✓ Work-life balance
- ✓ Career fulfillment
- ✓ Burnout

FLEXIBILITY

Investing in a wellness platform is no small decision for an organization. It requires a considerable amount of time and resources to implement.

It's important to choose a white-labeled platform that supports your current needs and has the flexibility to add new program components as your program matures or as you expand your partner network. Taking the time to research now will provide long-term benefits as you work towards building sustainable workplace health initiatives.

Localization

The right platform will allow you to tailor the solution to include tools, content, and partners that meet the needs of your population. As a best practice, the platform should support tailored programs by location, user type, and employer group. For example, incentive requirements and fulfillment should be specific to the population.

Example Employee Program

Complete a health assessment, attend a screening, and participate in one challenge to qualify for a premium reduction.

Example Spouse Program

Complete a health assessment and earn an additional 100 points to redeem a gift card in the rewards center.

Integration

A robust platform not only requires a comprehensive set of modules but has the ability to connect easily with partners and third-party point solutions. Inbound and outbound single sign-on (SSO) is essential for a seamless user experience that minimizes barriers to engagement. Robust data exchange using API or batch transfer facilitates effective collaboration with partners, such as coaching and disease management.

Examples of popular integrations include connectivity with:

- ✓ Your portal or intranet
- ✓ Benefits providers (health plan, health savings account)
- ✓ Health management services (disease management, EAP, telehealth)
- ✓ Program management applications (event scheduling, surveys).

Pro Tip:

For the most cost-effective solution, look for a platform provider that offers a fee model based on the components of the program you want to use. This allows you to tailor programs according to your requirements and be charged accordingly, rather than paying for features that may not be relevant to your population.

Additionally, consider other associated fees such as setup and ongoing support costs, which may be charged on an hourly basis or at a flat rate.

SECURITY

A security assessment is essential to confirm that the platform meets the necessary standards and regulations for privacy, security, and usability. Policies and procedures should be in place covering these topics at a minimum:

- ✓ User access and password policies
- ✓ Network security
- ✓ Business continuity and disaster recovery
- ✓ Auditing and logging
- ✓ Encryption of data at rest and in transit
- ✓ Security incident management
- ✓ Penetration testing and vulnerability scanning
- ✓ Personnel security and training

And be sure to inquire about any past security breaches and how they were handled, including remediation, communication with clients, and additional security measures implemented.

Pro Tip:



Look for the HITRUST seal of approval! HITRUST CSF certification is the industry gold standard for verification of security controls. The framework harmonizes the requirements of existing federal and state regulations including HIPAA, HITECH, PCI, and COBIT.

SUPPORT

Ensuring success for any wellness program means delivering top-notch support to all users. To make this happen, the platform should be fully equipped with tools that enable your administrators to provide fast, effective assistance and to monitor and manage the program throughout the year. Administrative functionalities should include:

- ✓ Eligibility management
- ✓ Real-time reporting
- ✓ Data import and export capabilities
- ✓ Appointment scheduling
- ✓ System user management
- ✓ Communication tools

Reporting metrics should allow administrators to track aggregate and individual:

- ✓ Program engagement, participation by program and by component.
- ✓ Changes in health risk status over time, such as wellness scores or lifestyle choices.
- ✓ Completion of incentives earned and redeemed.

Pro Tip:

Check that the contract allows you to own and have access to all the program data. All program data should be available in the form of reports or an export file.

Dedicated Client Support

Having access to a responsive and qualified client support team is paramount to sustainable operations. Resumes for key individuals assigned to the implementation of the solution should be provided as part of the project plan. The platform provider should demonstrate experience with implementation and integration, program configuration, and troubleshooting issues. The support levels, such as the ability to call a support line and speak to a live agent, should be based on client preference and package level.

Product Maintenance

For wellness providers to be competitive, the platform must be continuously updated to meet the new technologies, trends, and approaches. Find out how the vendor keeps its platform current and how frequently the latest updates are deployed. For example, health assessments should keep up with newly published guidelines and recommendations for screenings at least annually.

Choose the Right Wellness Platform

PDHI has worked with thousands of organizations managing their health, wellness, and well-being programs with millions of participants over the last 25 years. Our turn-key wellness platform empowers health plans, health systems, and wellness providers to assess their population's health risks, engage participants, and support their health improvement.

Discover how the ConXus Platform can help your organization streamline your wellness program by contacting us at info@pdhi.com today!