

# Why Does the URAC Comprehensive Wellness Accreditation Matter to Me?

US Corporate Wellness is well-known for being one of the first (and currently one of only seven total) national firms to earn Full Accreditation as a Comprehensive Wellness Provider through URAC. Who cares? Does URAC really matter to us as an organization when selecting a wellness program partner?

Wellness programs sound simple – help employees make healthier long-term decisions and create positive outcomes for both the organization and employees. But in reality, wellness programs incorporate multiple regulations, the sharing (and protection of) private information and critical ongoing relationships with your employees that will, for better or worse, impact your organizational culture. Are you ready to make a decision based on a flashy website, a nice sales person and a couple of references?



When purchasing a car, most prudent buyers seek out a detailed review panel such as Consumer Reports to provide insight around the various aspects of the car that require far more information and understanding than a typical buyer would have available. URAC is very similar in reference to wellness. The URAC Comprehensive Wellness Accreditation is not simply a membership emblem that is purchased annually. Instead, it is an **extensive** review process that requires a very significant investment just to apply. The application is then followed up by both an extensive desktop and on-site review by URAC every 18 months to pull back the curtain on everything (and we do mean everything).

This comprehensive review process is not a simple interview or cursory tour. It involves:

- Analysis of ongoing Quality Improvement projects
- Development of dozens of new, very specific (and valuable) policies and procedures
- Personal interviews with Wellness Coaches about approach, potential issues, etc
- Review of the complaint log for consistency of response time
- Confirmation of ongoing Board of Director, Program Evaluation and Quality Management meetings (and documentation of topics covered to insure these meet the standards provided)
- Website security and confidentiality of information
- Clarity of job descriptions (and review of performance review process) at all levels
- Emergency data back-up plan
- Evidence-based results
- And much, much, much more

The provider you select as your strategic wellness program partner should not be taken lightly. Insure the strategy matches your organization's long-term wellness vision... meet the team with whom you'll be working... and obviously check references. But before you sign on the dotted line, consider linking up with an organization that has made a commitment to excellence in every possible manner. Look for the URAC Comprehensive Wellness Accreditation symbol of excellence. Be certain.

