

Wellness strategy worksheet

Consider these questions as you develop your wellness strategy, and consult with your Aetna representative for additional ideas and resources.

STEP 1: GATHER AND ANALYZE INFORMATION

Understand your corporate and benefits strategies.

- What are your company's business goals this year?
- What is your corporate benefit strategy?
- What benefits do you currently offer?
- What wellness and disease management programs do you currently offer?
- Do you currently offer any incentives or disincentives?
- What is your employee turnover and does it affect how much you will invest in your employees' health?

Evaluate claims data, segmentation reports, absentee rates, etc., to understand where to focus your wellness offerings.

- What health conditions are the most common and generate the highest medical and pharmacy costs?
- What are the greatest health risks for your employees and their families?
- What are your health assessment results?
- What are your absenteeism and presenteeism rates?
- What are your current wellness program utilization rates and outcomes?

Assess your workplace culture.

- Are there any unique characteristics of your business (e.g., multiple locations, variety of job classes)?
- What is your company's management style?
- Has there been a lot of change recently (e.g., organizational restructuring, mergers)?
- Is your company formal or informal?
- Is exercise and fitness part of your culture? Do you have an onsite exercise facility?
- What is your smoking policy? Do you have a smoke-free campus?
- Do you offer healthy options in your vending machines and cafeteria?
- What programs have been the most/least successful in the past and why?

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STEP 4: DEVELOP AN IMPLEMENTATION PLAN

- What resources do you need to support your wellness strategy?
- Should you test the plan as a pilot or with employee focus groups?
- What can you do to ensure that the programs are well received?
- How will you ensure and reinforce employee privacy?
- What is the best method of communication for your employees (e-mail, print, etc.)?
- How will you announce and reinforce the program throughout the year?
- How will you use management to communicate or implement your program?
- How can you tie in existing events within the company or community?

STEP 5: EVALUATE OUTCOMES AND REFINE YOUR STRATEGY

- How will you measure and communicate the success of your wellness strategy?
- How often will you evaluate progress toward outcomes?
- What information do you need to evaluate your success and how will you get it?
- What changes can you make to help you reach your target goals?
- How can your outcomes drive the evolution of your wellness strategy and help you establish future goals and objectives?
- Can you survey your employees or add questions to an existing survey program/process?

You have a plan, now you're ready to put that plan into action. Remember, we have a variety of tools, materials and information to help your wellness strategy succeed.

