

Strategic support to enhance engagement in wellness benefits



Population health management is complex. It requires time, commitment and oversight to improve employee well-being.

A Program Manager can help.

Operating as wellness engagement strategists, Program Managers align all wellness offerings and develop strategies to drive positive results across the employee population.

65%

of employers noted that their health and well-being strategy plays an “integral role in workforce strategy,” up from 42% in prior years.

2024 Large Employers' Health Care Strategy & Plan Design Survey, Business Group on Health.

Empower your workforce with engaging wellness programs

In today's fast-paced work environment, organizations are recognizing the importance of workplace health promotion and wellness programs. Engaging employees in these programs is crucial for fostering healthy behaviors, which in turn lead to lower health risks, reduced healthcare costs and a thriving culture of health.

Our approach focuses on raising awareness of all available wellness offerings, ensuring that employees are well-informed about the resources at their disposal and guided toward the right ones. With a Program Manager on your team to collaborate with leadership, human resources and wellness vendors, you will arrive at a comprehensive population health strategy to expand campaign reach and gather analytics on employee engagement.

Program Manager

Helping employers build a culture of health with a dedicated wellness strategy



Utilize data to identify opportunities and analyze population health initiatives



Develop and deliver data-driven health and well-being strategies



Drive alignment and collaboration across all wellness and health providers



Organize population health resources to create referral pathways and integration



Provide best practice guidance on well-being, clinical, mental health and industry insights and trends



Available as a US-based or international resource to support global health strategies

Proven results

A technology company was honored with the Best Employer Award by the Business Group on Health, recognizing their outstanding commitment to employee health and well-being. This award requires many steps to achieve, and the company benefited from their Program Manager taking the lead in managing this initiative.

Working closely with the company's HR and wellness teams, the Project Manager developed a plan to manage the enrollment process and ensure that all necessary documentation and information were accurately submitted.

The recognition highlighted the company's dedication to its employees' health, enhancing its reputation as a top employer in the industry.



Our solutions are tailored to create a supportive environment that encourages employees to embrace wellness, leading to a healthier, more productive workforce. Let us help you transform your workplace into a hub of health and well-being.

Ready for a balanced approach to workplace well-being?

[Schedule a discovery call.](#)



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Creating a culture of health in the workplace



Even the most robust wellness programs are ineffective if employees don't use them.

A Health Promotion Specialist can help.

With a deep understanding of the wellness services available to employees, a Health Promotion Specialist drives awareness of benefit offerings to improve employee engagement and create a healthy workplace.

Employers who have a resource for benefits programming realized

61%

increase in employee retention.

2020 Optum Book of Business



Eases navigation of well-being benefits by connecting employees with personalized and relevant resources



Coordinates engagement strategies to promote well-being behaviors and improve health literacy



Leads and empowers peer ambassadors of health promotion programs



Provides interactive well-being activities from a library of evidence-based content and engagement tools



Drives well-being through an expansive health network, best-in-class resources and data-driven strategies



Available as a US-based or international resource to support global health strategies

Health Promotion Specialist

Increase health engagement across your organization

At the heart of every successful wellness program is the ability to inspire, engage and support healthy behaviors. Our specialists create engaging health awareness initiatives designed to represent your workplace culture and address the unique needs of the workforce.

Our approach is comprehensive, yet uncomplicated

Assessment. We start by evaluating your existing wellness initiatives to understand their impact and effectiveness.

Customization. Based on our assessment, we tailor our health promotion activities to address the specific needs of your workforce.

Engagement. Our specialists implement engaging activities that encourage participation in all available wellness offerings, while also providing education on healthy behavior changes.

Support. We provide ongoing support and resources to ensure the sustainability of healthy habits within the workplace.

We manage the details, so you can focus on your business

From interactive workshops to exciting events, we deliver a diverse range of programs designed to captivate employees and foster a vibrant culture of wellness.

With a Health Promotion Specialist driving wellness engagement in your organization, you'll immediately see results, such as:

Improved employee health. Our focus on physical and mental well-being leads to a healthier, happier workforce.

Positive workplace culture. A commitment to wellness fosters a supportive and positive workplace environment.

Reduced healthcare costs. Promoting healthy behaviors helps lower health risks and reduce healthcare expenses.

Proven results

Through the dynamic leadership of their Health Promotion Specialist, an insurance company significantly increased participation in health assessments, biometric screenings and personal health actions. The key to this success was the implementation of an engaging vendor sweepstakes that sparked excitement and motivated employees to take active steps to improve their health. As a result, the company realized a significant boost in employee engagement with their health initiative.

92% of employees completed a health risk assessment

44% of employees completed 100% of the activities and earned a wellness incentive



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Health Promotion Consultant

Even the most robust wellness programs are ineffective if employees don't use them.

Designed for companies with fewer than 5,000 employees, Health Promotion Consultants build awareness and drive engagement into wellness benefit offerings.

52%

of U.S. companies offer wellness programs, and 76% are investing more in stress management and resilience resources as of 2023.

Business Group on Health.

Customized offerings based on evidence-based wellness strategies, scaled to meet your needs.



Leadership education

Best practices in population health management



Wellness Champions

Empowering peer ambassadors for health promotion



Wellness resources

Library of evidence-based content and engagement tools



Preventive health

Engagement strategies to improve health literacy



Health challenges

On-site and remote fitness and wellness engagement



Meaningful moments

10-minute well-being breaks delivered anywhere



Digital solution management

Enrollment in virtual health solutions and programs



Award programs

Submission of employer recognition programs

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Building resilience in the workplace with mental health awareness



Reducing stigma and building inclusivity within the workplace is essential to organizational success.

A Mental Well-being Specialist can help.

With a deep understanding of mental health in the workplace, our specialists deliver Mental Health First Aid training and emotional well-being outreach campaigns designed to build awareness and engage employees. Their work helps reduce stigma, promote inclusivity and build resilience across the workforce.

\$1tn

Globally, an estimated 12 billion working days are lost every year to depression and anxiety at a cost of \$ 1 trillion U.S. dollars per year in lost productivity.

World Health Organization

Prioritizing mental health in the workplace

Many employers are adjusting their corporate philosophies and environments to emphasize diversity, inclusion and mental health programs. An Optum Mental Well-being Specialist serves as an invaluable resource in this mission, acting as both an employee health educator and a mental health strategist. Embedded within the employee population, they embrace the health goals of the organization and work closely with EAP, behavioral and wellness vendors to simplify referrals and integrate promotional engagement activities.

Fully trained and certified by the National Council for Mental Well-being, these specialists are equipped to connect with employees, advocate for mental health and lead with care. They provide essential support and help navigate available wellness offerings for those experiencing mental health challenges.

Mental Well-being Specialist

Helping employers build a resilient, inclusive workforce through mental health initiatives



Mental Health First Aid training with business units and leadership teams



Engagement strategies focused on emotional health, inclusion, diversity and Social Determinants of Health



Develop and empower a mental well-being peer network to extend reach across the organization



Attend and host activities and new employee orientations to promote the company's commitment to health



Coordinate with behavioral health and wellness vendors to drive utilization of solutions



Participate in strategy and vendor collaboration meetings

Proven results

A financial services company identified employee mental health as a core objective in their wellness strategy. Their Mental Well-being Specialist took the lead to organize the initiative and planned an annual calendar of training sessions.

In just 11 months, 250 employees were certified in Mental Health First Aid.

82% of attendees stated the course provided adequate opportunity to practice the skills they learned and **100%** found the training course helpful and informative.



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Empowering your workforce to support mental health across the organization



Mental Health First Aid (MHFA) is an education program proven to be effective in teaching adults how to recognize and respond to signs and symptoms of mental health challenges.

In the Mental Health First Aid course, participants learn risk factors and warning signs of mental health and substance use concerns, strategies for how to help during crisis situations and where to turn for help. Training is based on the foundation of recovery and resilience – the belief that individuals experiencing mental health challenges can use their strengths to stay well.



Supporting employees in their mental health is the new expected standard in the workplace.

SHRM, Supporting Mental Health in the Post-Pandemic Workplace
May 2021



Insight

Information on depression, anxiety, trauma, psychosis and substance use



Resources

How to access evidence-based professional, peer and self-help resources



Actions

A five-step action plan to help someone who is developing a mental health problem or is in crisis

MHFA training in action

Optum MHFA instructors teach curriculum from the National Council for Mental Wellbeing. They tailor discussions based on participants and the workplace culture, and use verified mental health resources to guide the course.

Training is led virtually and is accessible for hybrid and remote employees

- Participants complete two hours of self-paced pre-work prior to the session
- The virtual session is a full day

Instruction includes

- Common signs and symptoms of mental health and substance use challenges
- How to interact with a person in crisis
- How to connect a person with help
- Expanded content on trauma, substance use and self-care

Attendees learn

- Risk factors and warning signs of mental health problems
- Information on depression, anxiety, trauma, psychosis and addiction disorders
- A five-step action plan to help assist someone in crisis
- Where to get professional and self-help resources for people with a mental health or substance use challenge

Individuals trained in MHFA can

- Grow their knowledge of signs, symptoms and risk factors of mental illnesses and addictions
- Increase their confidence in helping a person in distress
- Build awareness of mental health conditions and behaviours
- Reduce stigma about mental health

MHFA does not

- Teach participants to diagnose or treat mental health problems
- License participants as mental health professionals
- Prevent suicide

Mental Health First Aiders are not

- Diagnosticians
- Treatment providers
- Trained interventionists
- Long-term care providers

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