The power of *communication*

Maximizing employee engagement in your workplace wellbeing program



An effective communication strategy is essential to the success of your workplace wellbeing program. Use these tips to maximize employee engagement and ensure the success of your program.

- **Keep your message simple.** Focus on what employees need to know.
- **Be creative.** Make it fun. What's in it for your employees?
- **Keep it short.** The average person spends only 2.7 seconds scanning a message to decide if they want to read the rest of it or not.
- **Use reminders.** On average, people need seven different reminders and three different modes of communication before they act.
- **Build a brand.** Use your wellness program name, tagline and logo on every wellbeing program communication.
- Most importantly, **consider your audience.** Make sure your messaging appeals to the different segments of your employee population. Think about what interests them, what modes of communication are most likely to reach them, and when you should communicate. If you don't know, ask! Communication goes both ways.

If you want help developing a communication strategy to support your workplace wellbeing program, **contact your Excellus BlueCross BlueShield Wellbeing Engagement Consultant or Account Manager.**

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