

2010 Wellness Trends



Corporate Wellness has been in the news a lot lately – from the health care debate in Congress to the press surrounding Safeway’s and other’s wellness programs there’s a bevy of information out there. Preventure’s seen it all. With 20 years of experience we stay ahead of the curve on effective wellness trends and tried-and-true ROI producing wellness practices.

Here’s some of the wellness trends we see for 2010 and beyond.

- **Comprehensive Strategy – not stand alone programs.**
 - Wellness is not a one-day event – it’s a choice individuals must make every day. Leading-edge wellness programs are year-long initiatives with cohesive branding, seamless integration for employees and comprehensive reports.
- **Tracking ROI. *Really.***
 - Historically many companies looked to participation and satisfaction to determine if their wellness programs were successful but that’s just a small piece of the picture. Preventure is leading this area with a first of its kind Wellness Data Warehouse that synchronized data from all elements of the wellness program along with health care and pharmaceutical costs to provide client-specific ROI.
- **Social Networking.**
 - Leveraging social networking techniques and technologies to gain high participation, and recruit individuals who have historically passed on participation, is the wave of the future in wellness. Preventure incorporates this into team-based challenges, Wellness Buddies support feature and more.
- **Multi-Media Accessibility.**
 - Every person we touch wants a wellness program that’s personal. A big part of our success is convenience. Simply said, we make it easy for people to participate. This includes access points that are on-line, phone-based, in-person, print-based and now include SMS texting, on-demand videos and more.
- **Outcomes Based Incentives.**
 - Preventure manages dozens of different incentive strategies. In the past 5-years we’ve seen Wellness Points programs lead our clients to the highest levels of engagement and ROI. Beginning in 2007 we started managing Outcomes Based Incentives, rewards based on healthy biometric values or improved biometrics. In 2010 the number of clients with outcome based incentives tripled over 2009 and we see this trend continuing.

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