

A Framework to Define and Measure Engagement Metrics





STEP 1

Define the measurable outcomes you want to achieve with your program.





Refer to your program vision statement and the data you reviewed in your initial program planning (e.g., claims data, health condition data, employee survey data, absenteeism data, etc.).

The review of this data will reveal the gaps between where you are and where you want to be (as captured by your vision statement).



Consider your “where you want to be” as your desired outcomes.

List the top outcomes you want to achieve with your program over the next program year.



Here are some sample outcomes to help
spark some of your own ideas.





- In one year, at least 65% of our employees have registered on the program portal.
- In one year, the percentage of employees in the high-risk category for hypertension has declined by at least 2%.
- In one year, the number of employees achieving at least 3 or more days per week of recommended physical activity has increased at least 10%.
- In one year, at least 75% of registered and incentive-eligible employees have achieved at least one item in the incentive program.
- In one year, at least 50% of registered employees have completed one or more personal well-being education programs through the program portal.



STEP 2

Identify the actions you will take to motivate the engagement necessary to achieve the desired outcomes.





Here are some sample actions to help spark
some of your own ideas.





Improve General Program Awareness

- We will have our well-being vendor partner create a comprehensive, program-launch communication and marketing plan and design fully custom communication resources to drive awareness and excitement about the program and associated resources.
- We will activate our well-being champions with tools and resources to raise awareness and compete with one another in a fun competition to see who can generate the most registrations.
- We will create initiatives to make senior leadership support visible, we will launch a group competition requiring all members of each group to register to participate; we will generate incentive program communication, and announce a gift-card raffle (20 \$50 gift cards selected from pool of those registered).



Implement Monthly Themes

- Design five monthly themes for the program year important to reducing the risk of hypertension: February: Heart Health; March: Healthy Eating; May: Stress Management; July: Physical Fitness; September: Sleep Health.
- Each theme will be set up on the program portal to feature topic-specific education including personal, self-paced education modules, videos, podcasts, assessments, competitions and social-engagement initiatives.
- We will have our well-being vendor partner create a communication and marketing plan and design fully custom communication resources to drive awareness and excitement about each of these themes.



Make Physical Activity a Core Incentive Component

- Each month, we will feature on the portal different physical fitness content (e.g., videos, podcasts, individual, team and group competitions, multi-media education programs, etc.).
- We will create a healthy selfie section on the portal for employees to upload images/videos of them completing healthy physical activity to inspire colleagues.
- We will set up a success-stories feed for employees to submit their own successes and read about colleague successes.



Make Physical Activity a Core Incentive Component

- We will set up a corrective-exercise and injury-prevention section on the portal; we will set up interest groups related to physical activity (running group, biking group, walking group, swimming group, yoga group, etc.) for employees to connect with and be inspired by like-minded colleagues. Through an online and offline communication campaign, we will encourage employees to create private individual and team competitions around physical activity.



Make Physical Activity a Core Incentive Component

- We will have our well-being vendor partner create a communication and marketing plan to raise awareness to and showcase the monthly physical activity features and events and design fully custom communication resources to drive awareness and excitement about each of these themes as well as promote the creation of private competitions.
- We will have our well-being vendor partner create a fully customized competition based on our company, brand and culture and will have them design an engaging leaderboard to drive interest in joining colleagues to participate.



Boost Incentive Program Awareness

- At program launch, we will use all available and relevant communication channels to create awareness about the incentive program.
- We will have our well-being vendor partner create a communication and marketing plan and design fully customized communication resources to raise awareness to the incentive program and establish a “fear of missing out.”
- During the incentive enrollment period, we will utilize our portal’s on-demand reporting to identify employees who have yet to enroll in the incentive program and, using the on-demand communication tools in the admin panel, we will generate custom targeted reminder messaging.



Boost Incentive Program Awareness

- Messaging will use key motivation language such as “Eighty percent of your department’s colleagues have already enrolled; don’t miss out!”



Build Educational Resource Utilization

- We will work with our well-being vendor partner to create a communication campaign around personal-program value and effectiveness. We will create awareness communication (online, offline, well-being champions, etc.), and social proof messaging (e.g., success stories in print and video on the portal), make personal well-being education programs elements of the incentive program and include personal well-being programs as elements of at least one competition.



STEP 3

Define how you will measure whether the desired behaviors that will motivate the outcomes have taken place.





Here are some sample measurements to help spark some of your own ideas.





- We will use the real-time on-demand registration reporting that is available through the admin panel of our program portal to measure registration rate. Our starting registration is 0% and our goal is 65%.
- We will compare our biometric screening data from our most current screening to the biometric screening data after one year of the program being in place. The most current available aggregate data indicates 27% of our population is considered high-risk for hypertension. Our goal is to see our high-risk hypertensive group reduced to 25% or less of our total population after one year of our program.



- We have not previously measured the number of employees achieving 3 or more days of the recommended physical activity. Upon launching the program, we will have the employee population complete the Well-being Assessment which will provide a baseline for number of days of recommended physical activity. After one year of our program, we will have employees complete the Well-being Assessment again and will compare the aggregate reporting for each period. Our goal is to see at least a 10% increase in the number of employees indicating they achieve at least 3 or more days per week of recommended physical activity.



- We will use the real-time on-demand registration reporting available through the admin panel of our program portal to measure incentive participation rates. Our goal is to have at least 75% of registered and incentive-eligible employees achieve at least one incentive item.
- We will use the real-time on-demand program-completion reporting to determine the percentage of registered employees that have completed at least one of the personal well-being programs. Our goal is to have at least 50% of registered employees complete at least one of the programs.



STEP 4

At least once a month, evaluate your goals and your progress.





- It should be a routine to step back from the day-to-day program management to evaluate progress against your goals. Remember, your program has been planned with a purpose.
- It is easy to find yourself busy with running the program and forget to revisit the outcome goals the program is designed to achieve. When you periodically look toward results, you can see if program is on track or perhaps needs some modifications to ensure you stay on course to achieve your objectives.



Final Notes





- If your program offers little flexibility or control (for example, a vendor's program that offers only basic templated programming), your program could end up well off course early in the program year with no hope of achieving your outcomes objectives. But if you have a well-designed and very flexible program, adjustments can be easily made that will continue to enhance the program and accelerate your organization toward achieving your outcomes as you progress through the year. You should expect adjustments and embrace them; organizational changes happen, and every program evolves.
- You just want to make sure you have the tools, resources and team to recognize the need for adjustments/enhancements and the flexibility to make them.