

# WORK FROM HOME WELLNESS PROGRAMS:

HOW TO BUILD A HEALTHY AND ENGAGED REMOTE WORKFORCE



# INTRODUCTION

## The State of Remote Work

We've entered the age of the remote workforce. Advances in technology, the increased cost of doing business in urban areas, and competition for recruiting and retaining top talent has led to a paradigm shift: according to *FlexJobs*, between 2005 to 2017, there was a 159% increase in remote work.

More recently, concerns around global health issues concerning COVID-19 (Coronavirus) have led to many companies implementing flexible and remote work, both temporarily and permanently.

Fear not! This shift from the traditional office environment to a global remote workforce does not spell disaster for the wellness and engagement of your employees. In fact, by structuring a clear plan, utilizing technology, and incentivizing behaviors, your workforce can become healthier and more productive than ever before!

In this eBook, we outline the steps your organization can take to build a thriving, remote corporate wellness program.





# Evaluate Your Population & Define Organizational Goals

As with any new business initiative, it's important to understand your objectives when implementing a remote corporate wellness program. To define wellness and engagement goals, you need a clear understanding of your population. Data and analysis are key!



## Qualitative Data Collection

Execute a survey among your employee population to see what types of programming they are interested in, how active they are, and to get a baseline understanding of their wellness goals and how engaged they feel from a work perspective.



## Quantitative Data Collection

Offer biometric screenings to get a clear picture of where your population measures on key health indicators. Use primary care physician (PCP) or LabCorp forms to encourage employees to get biometric screenings to gather this data.



## Analysis and Goal Setting

Is your workforce active or sedentary? Are there differences in engagement among departments or teams? Do you have a large concentration of employees with high-risk health conditions? Take a deep dive into your data to see what you want to target and where you think you can make the biggest changes.

# Build a Framework for Wellness That Focuses on the Whole Person.



## **SCHEDULE**

Help employees understand the importance of a set schedule. For remote employees, it's easy to create an unhealthy work-life balance by mixing professional activities with personal ones. Create sample "day-in-the-life" work routines to help employees create and stick to schedules that create healthy boundaries.



## **WORK ENVIRONMENT + PROPER ERGONOMICS**

Encourage employees to create a designated office space and educate them on proper ergonomics. If possible, offer home office equipment to create a healthy workspace including chairs, standing desks, and monitors. Help your workforce by creating a productive environment just as you would in a physical office.



## **PREVENTATIVE CARE**

Share information and encourage regular screenings and care including: annual physicals, dental cleanings, eye exams, and preventative screenings including mammograms and colonoscopies.



## **NUTRITION**

Help employees get a baseline understanding of nutrition by providing educational resources, recipes, and coaching. Working from home makes it easy to graze on quick, unhealthy snacks and delivery food. Encourage healthy, pre-planned meals and snacking including lots of fruit, vegetables, and whole foods.



## **EXERCISE**

Encourage regular exercise and breaks to keep your remote workforce up and moving. Working from home can inadvertently lend itself to an even more sedentary lifestyle than an office environment. Make movement a corporate priority!



## **MENTAL HEALTH**

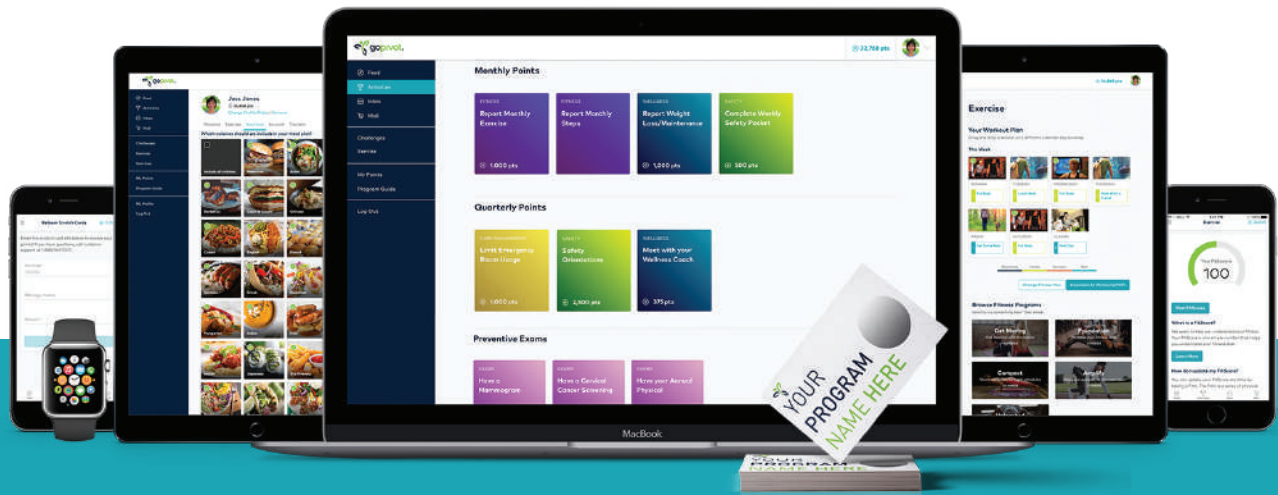
Provide resources to support mental health for your employees. Encourage mindfulness practices and set time for meditation. Create safe spaces where employees can share concerns.

# Utilize a Dynamic Wellness Platform.

It's important to have a central hub to host wellness content and drive engagement among your remote workforce.

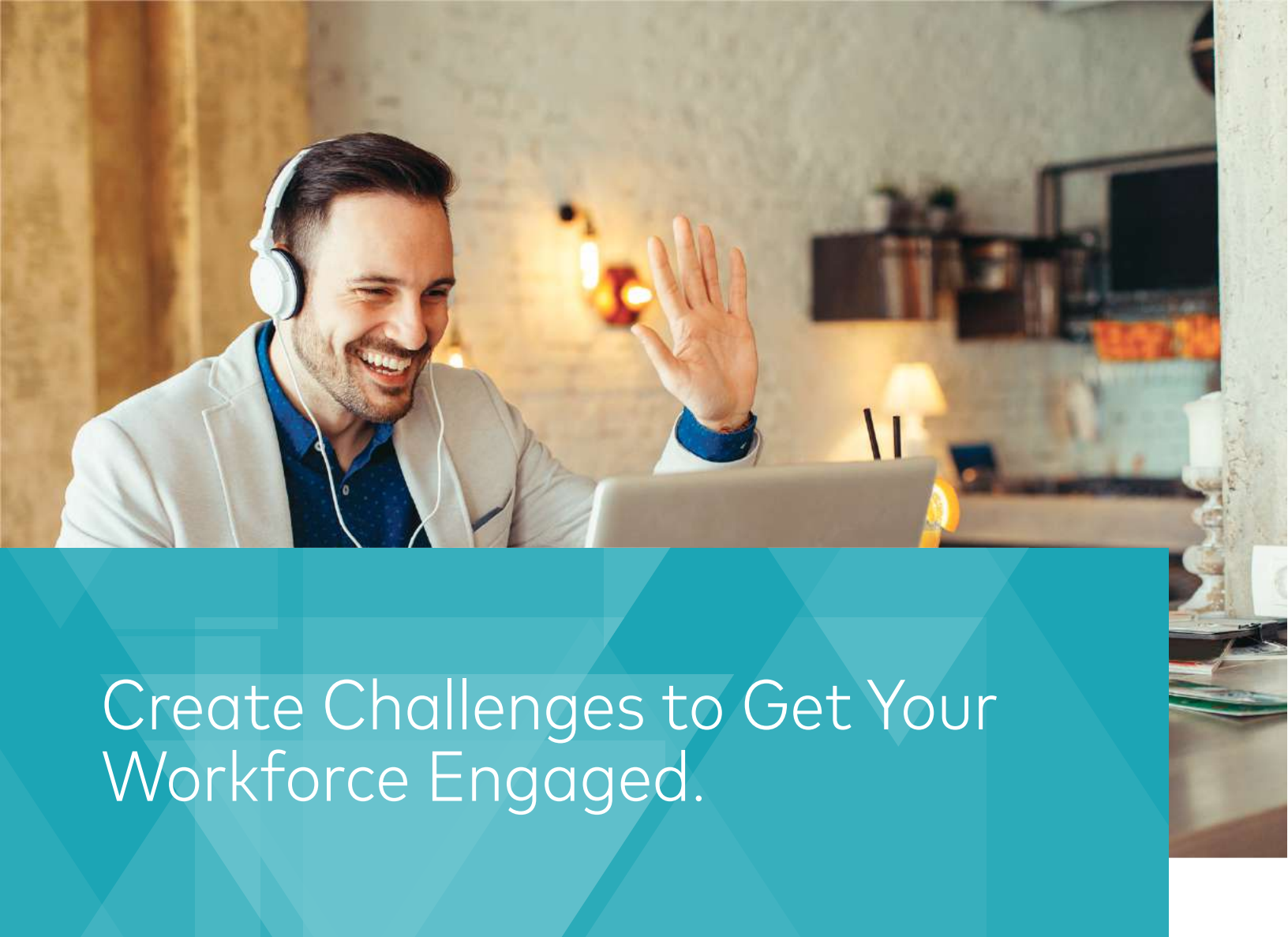
Things to look for when choosing a platform:

- Make sure the platform is mobile friendly - added bonus if it's mobile-first!
- Look for platforms that integrate with a variety of fitness trackers (Apple Health, FitBit®, Garmin, etc.) to help drive exercise, movement, and sleep initiatives
- Ensure that the platform includes HIPAA compliant third-party vendor file feeds to track health screenings and preventative care
- Find a platform that includes nutrition and recipe content to help users meal plan and meet goals
- Be sure the platform has exercise content and videos that your workforce can use from home
- Make sure your platform provides challenges and incentives to motivate your employees
- Look for a platform that makes it easy for you to post internal content and features RSS feed integration
- Partner with a platform that provides full-service program management with wellness and engagement experts who will ensure your program's success.



GoPivot's mobile-first platform is the only end-to-end solution for your remote corporate wellness and engagement initiatives. Want to learn more? Schedule a customized platform demo.

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# Create Challenges to Get Your Workforce Engaged.

One major barrier to remote workforce wellness programs is feeling engaged and part of a community. In order to overcome this hurdle, and simultaneously meet the goals you've set out to reach with your program, it's crucial to create challenges that groups or individuals can take part in and easily track in your platform.

For a challenge to be successful, you must promote it in advance, clearly communicate the rules and criteria for participation, and track standings in real time. Be sure to use your platform's leaderboard and integrate into your organizations adopted chat channel (Teams, Slack, etc.) to promote communication, information sharing, and healthy competition.

Run seasonally relevant challenges and change them up throughout the year to keep the competition fresh and motivate your employees to participate.

# Incentivize Healthy Activities & Program Engagement.

Incentives are a proven technique to create lasting behavior change among individuals. But, it's important to understand that different individuals are motivated by different incentives. After decades of successful program design, we've outlined our five categories of Motivational Incentives and how they can be applied in your program



Usually, a combination of these motivators (Rewards + Gamification) is the most successful way to engage your employees, especially when they are in a remote setting. For many, Rewards are the most effective incentives because they are tangible. Having employees choose their own rewards (gift cards, travel, or physical items) also gives them a sense of agency. Be sure to partner with a corporate wellness partner who offers a robust rewards mall in order to fully incentivize your population to participate in challenges and programs.

## Check-In With Company-Wide "Wellness Pep Rally".

To further drive camaraderie and a community of involvement, host company-wide wellness celebrations quarterly to recognize challenge winners, announce new initiatives, and inform employees of benefits available to them.

To make the message more meaningful identify program advocates/evangelists to drive initiatives, provide accountability and inspire your workforce.

# Target High Risk Populations & Behaviors with Customized Programming.

Work with your corporate wellness solution provider to build out customized programs around high risk/high cost behaviors and populations. Be sure to include programming on diabetes prevention and management and smoking cessation.





Want to learn how GoPivot can help your organization drive meaningful change?

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