

**Creating a Multi-Channel, Multi-Media Wellness
Communication Strategy That Motivates and Engages
Employees and Health Plan Members**

ANNOUNCER: Hello. Welcome to HealthSounds, conversations with healthcare innovators brought to you by the Healthcare Intelligence Network.

PATRICIA DONOVAN: This is Patricia Donovan for the Healthcare Intelligence Network. Today I am speaking with Donna Shenoha, vice president and senior consultant of Health and Welfare at Wachovia Corporation. Donna is presenting at HIN's webinar on "Creating a Multi-Channel, Multi-Media Wellness Communication Strategy That Motivates and Engages Employees and Health Plan Members." Welcome and thank you for speaking with me today Donna.

DONNA SHENOHA, VICE PRESIDENT AND SENIOR CONSULTANT OF HEALTH AND WELFARE AT WACHOVIA CORPORATION: You're welcome Patricia.

PATRICIA DONOVAN: To begin with, Wachovia's wellness culture has been in place for about four years now. How have you addressed health literacy during that time and have your efforts had a measurable effect on health literacy levels among employees?

DONNA SHENOHA: Well we actually, we currently have 120,000 employees and those employees are a combination of mergers and acquisitions, as well as some internal growth that goes along with that. And so we tend to bring together some very different cultures almost like blended step-families if you will. And so we do have some additional challenges in that everyone is coming

to the table with a little bit different perspective of what health and wellness or well-being means to them. That said, we have employed what I would call more of a drip theory. It's an ongoing communication strategy, we integrate the messaging, the whole health literacy issue with other benefits. We try and get it out in front of employees at all times. It started with recognizing the brand name of the program, which is Wachovia Healthy Connections, but then continues on to our health risk assessment and to some of our health management resources that we use on an ongoing basis. We've not done a tremendous job as far as measurement. What we have seen though is significantly time over time increased participation in the programs, which means to me that we our getting the message out there.

PATRICIA DONOVAN: I see, thank you Donna. Please talk a little bit about the desktop videos that support Wachovia's wellness program. Do you encourage employees to watch these videos and perform other wellness related activities on company time, and if you do this how do you get this permission conveyed to employees?

DONNA SHENOHA: Well our desktop video network, if you will, actually pushes out a 5 minutes of Wachovia news program every business day. And for those of us who actually have PCs, which is the majority of the company, it automatically will pop up when you log-in in the morning. So to answer your question does the company encourage it, absolutely. In fact there are times when I think people would like to delete it off the laptop, but you can't. So you basically you come in in the morning you log-in you turn your computer on, log-in and the first thing that pops up is your desktop video. And we have a slot once a week that we can basically roll out wellness initiatives; it's a 55

second slot out of 5 minutes of Wachovia news. For those who don't have access to the desktop video themselves, we actually in our financial centers, throughout various breakrooms, in common areas we do have those videos playing on televisions during scheduled times during the day. So people can go in there and go in to get a cup of coffee and you might see something that's playing that might catch your attention. But this is actually a very core part of our culture and what our culture is all about. And I think that not only has it encouraged, but Wachovia views this as each employee's responsibility because it does keep you up on what's happening within Wachovia.

PATRICIA DONOVAN: I see. If I could just clarify the amount of time you said you have 55 seconds out of the total 25 minutes per week of news?

DONNA SHENOHA: That's correct that is set in time, okay. There are throughout the year as there are new initiatives launched or as an issue may come up like when we get into the flu season and we get into some of the pandemic planning and those types of things, there could be additional viewings as well. On top of that desktop video that is pushed out we also have done several extended, we call them Vnets, for the video network. We've done them on health coaching programs, we've done them on our depression and well-being program, on our medical disease management program and on our healthy weight program. And so again we usually push those out via that 55 second time slot and then the employees can go out and find out exactly when they're being broadcast, where they can find a broadcast location, they can order them on video or on DVD if they'd like. So there are several different ways that they can actually get the information.

PATRICIA DONOVAN: I see thank you and that kind of leads into our next question because you're using some Web 2.0 technology there. Are you using social networking or blogs or podcasts to also communicate this health message?

DONNA SHENOHA: We are just starting we've just actually migrated to a new Internet platform that has the ability to have social networking on it. And we in fact we just rolled over this week, so that is in the future we have not had the ability to do that as of yet. But definitely we are looking at social networking we are looking at podcasting and potentially blogs at some point in the future.

PATRICIA DONOVAN: Well thank you Donna. Those are all the questions I have for you today. I want to thank you for being with us and we're looking forward to hearing more details on Wachovia's initiatives in this area during the webinar. This is Patricia Donovan for HealthSounds.

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