

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

ANNOUNCER: 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 Heath Shackelford, senior director of marketing and communications for Healthways. Heath is presenting at HIN's webinar on "Creating a Multi-Channel, Multi-Media Wellness Communications Strategy that Motivates and Engages Employees and Health Plan Members." Welcome and thank you for speaking with me today Heath.

HEATH SHACKLEFORD, SENIOR DIRECTOR OF MARKETING AND COMMUNICATIONS FOR HEALTHWAYS: Thanks Patricia.

PATRICIA DONOVAN: To begin with, Healthways recently made available to its own employees all of the health and wellness programs you offer to customers. How did your CEO and senior leadership assist you in getting this new wellness message out to your employees?

HEATH SHACKLEFORD: We were in a very fortunate position to have a senior leadership team that bought in to the program from the very start. And one thing that we see that's a big challenge for a lot of our customers is getting that type of buy in from the CEO down. And our CEO has been a champion from day one. He's arranged a marathon team of over 175 colleagues that just ran

this past weekend in the music city marathon here in Nashville. And he's just been a conduit for the communication chain and really helped drive participation in the programs and generate excitement from colleagues. And his senior leadership team has been right there with him. So sometimes customers see that they have to do a lot of education to the senior leadership and really get them to buy in and get them to help promote the program. And we sort of were able to fast forward all of those steps and just get into actual communication because we had an able and willing CEO right out of the gate.

PATRICIA DONOVAN: Can I follow up on that? Were they already planning to participate in the marathon or did this idea come out of this plan to offer the programs to your employees?

HEATH SHACKLEFORD: The marathon participation was planned, but nowhere near the scale of the 175 colleagues. They just took this as one of several rallying positions to get everyone in the company more excited about health and wellness. And the CEO talked very candidly about his health scores from our screenings the year before and how he wanted to improve those. And he challenged the rest of the organization to do the same and to take action on healthcare behaviors, and very much so laid it out as a priority for the organization.

PATRICIA DONOVAN: Wow that's great. Thank you Heath. How did Healthways internal communication team step up to the challenge of publicizing this new wellness initiative amidst a lot of other major corporate events that were going on, such as your move to a new headquarters?

HEATH SHACKLEFORD: Well we had an exceptional challenge in that we are a company that has a lot of change. We've gone through several acquisitions in the last few years. As you mentioned we were about to move into a new headquarters. And by the way kicking off the new wellness program, and we met with our internal communications team very early on and set out a strategy to compliment the multi-channel marketing plan that we were going to put into play. And we actually used things like the move to the new headquarters as central messaging opportunities for the health improvement program. So instead of just having to compete with other agenda items that the internal communications team had, we were able to piggyback on those and actually drive the messaging home even further.

So we had ways of incorporating into the messages about the move to health program that we were launching as well. And the biggest challenge was just working out logistics of posters and other marketing materials, knowing which building to put them in as colleagues were moving from one place to another. But we've had a very tight hand-in-hand relationship with the internal communications team over the last few months really to implement and incorporate the wellness messaging into our daily internet site updates or our weekly communications. So our colleagues, town hall meetings, where the CEO is speaking, all of the move to the new headquarters communications vehicles that were out there. And what they've been able to do is take the marketing message that we had from our other collateral and campaign and really just ratchet up the intake on that 2 or 300 percent just by echoing the messaging that we had in plan.

PATRICIA DONOVAN: Thank you Heath. And finally did any communications issues arise when Healthways began to tailor its

externally focused health and wellness programs to its own population?

HEATH SHACKLEFORD: There were definitely things that we learned. The first thing that we were able to do is actually even improve the user experience for our external customers. There were things that we learned when we were implementing this with our own employees that gave us an even better window into things that we could improve externally. So just from a product development standpoint, this has been a valuable experience. Specifically, when we were rolling out these programs to our own employees, there were also some things that we had to keep in mind and that became specific challenges because it was Healthways providing Healthways programs. And probably the main thing was privacy. For everyone in the health improvement space, for every employer or health plan that introduces a program like this, privacy probably is one of the main things that they have to think about in messaging and getting that across. For us it was by far number one because it kind of hits close to home when your own company is providing the health improvement programming for it's own employees. And so we took the messaging around privacy and amplified it greatly even more so than we would do for customers just because it was very important for us to make our colleagues understand that we were going to hold their privacy at the utmost regard and that wasn't going to be an issue for them to perform and to participate in the program.

There were many other things that we did. We tried to tie the messaging a little more closely to our mission since we had the luxury of a mission that says that we're going to create a healthier world one person at a time. And so we took the messaging and drove home the point of what the company is all

about, and used it as a way to get people more excited and see clearly why participating in this program is actually something for their personal good, as well as the corporate good. And to see the value in many different levels versus just as a way to get themselves healthier.

PATRICIA DONOVAN: Thank you Heath. Those are all the questions I have for you today. Thank you for being with us and we're looking forward to hearing more details on Healthways efforts during the webinar. This is Patricia Donovan for HealthSounds.

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