

SOHOKD

Incentives That Work:

CREATING BETTER
WELLNESS PROGRAMS



Gentle Vinyasa Yoga
Class



Energy Management
Webinar



Social Anxiety



Sheet Pan Cooking Demo



Bringing Mindful Meditation
to your Workday



Increase Your Joy



Queen Bey Dance Fusion



Family Friendly Meal
Planning



Sleep: An

Wellness Is No Longer Optional

WHERE WE ARE TODAY

87%

of companies in 2025 now
have a formal wellness
program in place—**up from
61% in 2020.**

RECRUITERSLINEUP.COM

- ✓ Wellness is an **expectation**—not a perk.
- ✓ Programs must go **beyond the basics**—engaging, rewarding, and holistic.
- ✓ **Unused** benefits are **wasted** benefits.
- ✓ Wellness drives **retention, culture,** and **satisfaction.**

Today's Wellness Market



Too Many
Vendors

Too Much
Complexity

Low
Engagement

Extra HR
Effort



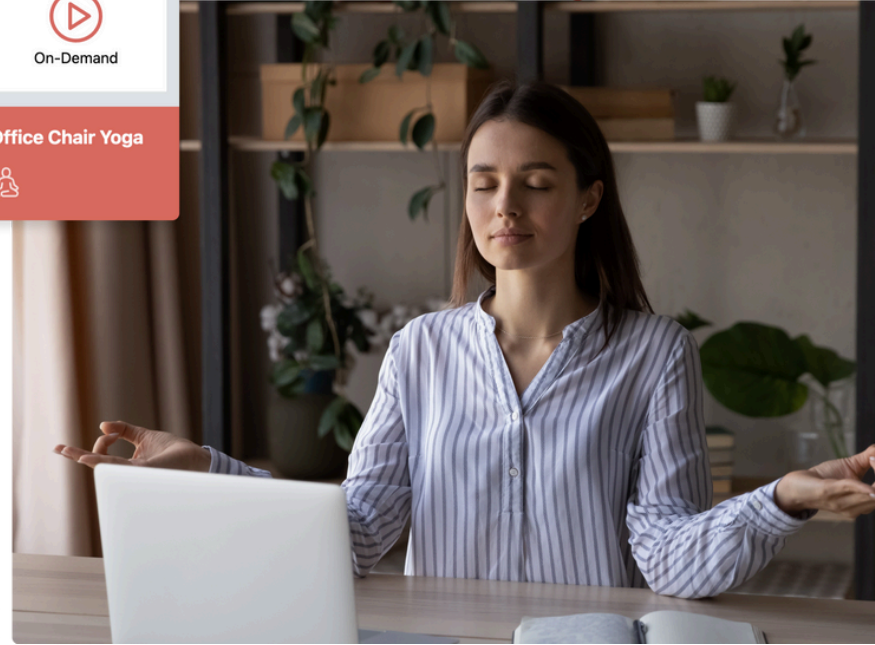
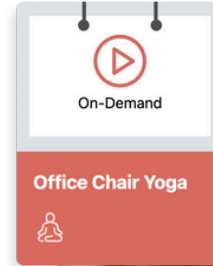
64% of employers are enhancing
their wellness offerings to attract
and retain talent.

[FORBES.COM](https://www.forbes.com)

Employee Wellness Priorities

EMPLOYEES WANT PROGRAMS THAT FEEL PERSONALIZED AND EASY TO USE—NOT GENERIC AND CONFUSING.

- ✓ **Connection** – Meaningful programs
- ✓ **Valuable Rewards** – Real benefits
- ✓ **Simplicity** – Intuitive design
- ✓ **Personalization** – Custom options for each population
- ✓ **Transparency** – Clear, straightforward benefits





HOW TO GET STARTED →



**TAKE ONE SMALL STEP TO
SUPPORT WELL-BEING**



**ASK YOUR BROKER OR
HEALTH PLAN FOR VETTED
OPTIONS**



**PARTNER WITH A PROVIDER
THAT COVERS ALL AREAS OF
WELLNESS**

Why Traditional Wellness Programs Fall Short

- ✓ **ONE-SIZE-FITS-ALL APPROACH**
- ✓ **TRANSACTIONAL INCENTIVES**
- ✓ **TOO MUCH COMPLEXITY**
- ✓ **ADMINISTRATIVE BURDEN**



Research indicates that offering rewards and incentives can boost participation rates in wellness programs **by 20–30%.**

[KFF.ORG](https://www.kff.org)

The Power of Incentives



Psychological
Impact

Social
Currency

Personalized
Motivation

Lasting
Impressions



Turnkey Solution Framework



Easy Setup

Minimal IT requirements



Simple Management

Self-running with limited oversight



User-Friendly Design

Minimal training needed



Clear Results

Automated, visual reports



TACTICS TO → KEEP IT SIMPLE & HIGH-IMPACT



**START ANYTIME—DON'T
WAIT FOR JANUARY 1**



**WORK WITH A PROVIDER
WHO TAILORS SOLUTIONS
TO YOUR NEEDS**



**USE WELLNESS-FOCUSED
INCENTIVES TO BOOST
ENGAGEMENT**

What Brokers Need From a Wellness Platform

SUPPORT THAT MAKES SELLING SIMPLER.

- ✓ **SIMPLE TO MANAGE**
- ✓ **COLLABORATIVE BY DESIGN**
- ✓ **PROVEN AND RELIABLE**
- ✓ **STREAMLINED IMPLEMENTATION**
- ✓ **SALES-ALIGNED SUPPORT**



Evaluating Wellness Vendors

What to look for when choosing a partner:



IMPLEMENTATION

Setup time, compatibility, support



USER EXPERIENCE

Usability, mobile access, testimonials



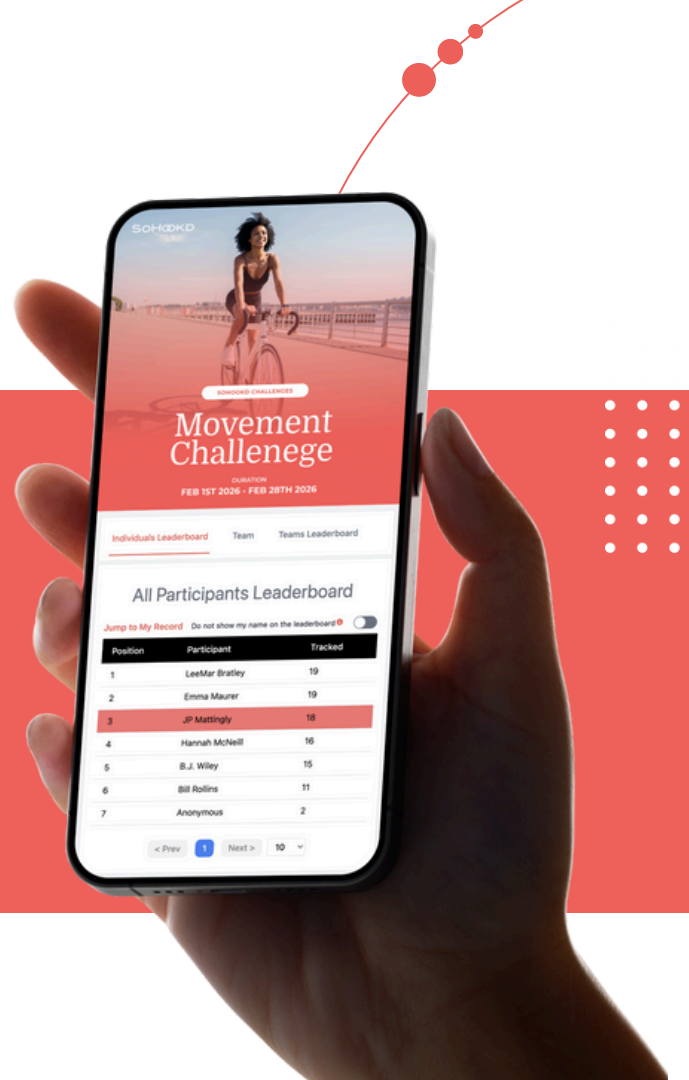
ENGAGEMENT METRICS

Participation trends, retention strategies



Making the Case for Better Wellness Programs

- ✓ **Find Problems** – Participation and admin issues
- ✓ **Add Up Costs** – Time and hidden expenses
- ✓ **Show Benefits** – Engagement, satisfaction, efficiency
- ✓ **Offer a Solution** – Simpler platforms with better rewards



A black and white photograph of a man and a woman in an office. The man, on the left, has curly hair and is smiling broadly. The woman, on the right, has curly hair, wears glasses, and is also smiling. They are both looking towards the right side of the frame. The background shows office furniture and a plant.

BROKER STRATEGY: SIMPLE, TURNKEY & HIGH-IMPACT



**PARTNER WITH TRUSTED,
RESPONSIVE PROVIDERS**



**CHOOSE SOLUTIONS
ALIGNED WITH CARRIER
WELLNESS FUNDS**



**BUILD A GO-TO LIST BY
CLIENT TYPE:**

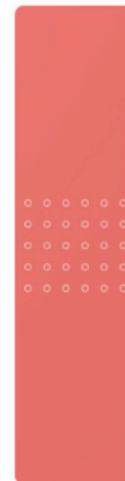
- ✓ TURNKEY & HOLISTIC SOLUTIONS
INCENTIVE-DRIVEN OPTIONS
- ✓ CLINICAL SOLUTIONS FOR
LARGE ORGS
- ✓ SCALABLE PROGRAMS FOR
MID-SIZED CLIENTS

Wellness and Beyond

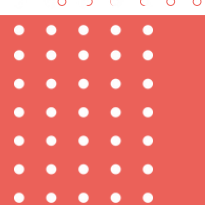


WHEN INCENTIVES EXTEND BEYOND WELLNESS, THEY BECOME A CULTURAL ASSET —NOT JUST A PERK.

- ✓ **MORE THAN WELLNESS**
- ✓ **DRIVE PARTICIPATION EVERYWHERE**
- ✓ **UNIFY THE EXPERIENCE**
- ✓ **REINFORCE CULTURE**



Next Steps: Streamline Your Wellness Plan



Audit Current Programs

Evaluate usage, burden, satisfaction

Explore Options

Look for platforms with fast setup and high-impact experience-based rewards that employees want.

Gather Employee Feedback

Understand what's working.

Implement Solution

Choose a program that's both engaging and simple to manage



1

Audit Current Programs

Evaluate usage,
burden, satisfaction

2

Explore Options

Look for platforms with fast
setup and high-impact rewards
that employees want





3

Gather Employee Feedback

Understand what's
working

4

Implement a Solution

Choose a program that's both engaging and simple to manage



SCAN TO DOWNLOAD YOUR FREE WELLNESS PROGRAM AUDIT CHECKLIST



B.J. Wiley Williams
FOUNDER & CEO