

Partner Ecosystem

Getting the most from your partners

Partners deliver the most value when they're intentionally aligned, actively promoted, and meaningfully embedded into everyday life.

Use this worksheet to assess whether your partners are driving real engagement, or simply existing in the background.

1. Strategic alignment

Right partners. Clear purpose.

- Each partner supports specific priorities
- Partner roles don't overlap or compete
- We can explain why each partner exists in your program

If not, what needs to change?

2. Activation & visibility

Availability isn't engagement.

- Partners are promoted beyond launch
- We activate partners at relevant moments across the year
- Employees know when and why to use them

One activation we could add this quarter:

3. Embedded experience

Easy to access. Easy to act.

- Partners are embedded in the wellbeing strategy with rewardable activities
- Minimal friction between insight and action
- Partners feel connected—not siloed

Biggest friction point today:

4. Employee value & relevance

Clear value drives action.

- Partner benefits are explained in plain language
- Messaging focuses on real-life outcomes
- Employees can self-select what's right for them

Where clarity is missing:

5. Measurement & optimization

Use data to evolve your strategy.

- We regularly review partner engagement and outcomes
- Underperforming partners are optimized or repositioned
- Insights inform future strategy decisions

One metric we should act on next:

6. Culture & leadership reinforcement

What leaders support gets used.

- Leaders understand what each partner offers
- Managers can confidently signpost support
- Partners are reinforced in broader conversations

One way leaders could reinforce partners:

Final reflection

What's working well today?

What needs the most attention next?

One action we'll take in the next 90 days:



Interested in learning more about our partner ecosystem?

Check out our Partner Marketplace! marketplace.personifyhealth.com