



The 6 principles of modern engagement

The key drivers of long-term engagement

If you want employees to stay engaged in their health journey, you need to design for it. These six levers give you a blueprint to create wellbeing programs that feel personal, connected, and built to last. Activate each one to drive consistent participation and long-term impact.

1



Personalization

Use data and behavioral insights to tailor the experience. Deliver AI-driven content, dynamic recommendations, and flexible program paths that adapt to each person's needs, preferences, and goals.

2



Navigation

Make health decisions easier with clear, confident guidance. Help members find the right care, avoid costly missteps, and stay engaged through the moments that matter most.

3



Gamification

Turn healthy actions into habits by making them fun and rewarding. Use points, levels, and challenges to motivate participation. Offer meaningful rewards to reinforce behavior and keep users coming back each week.

4



Communication

Keep wellbeing top of mind with timely nudges and multi-channel outreach. Send reminders, track progress, and celebrate milestones. Repetition builds habit and habit builds engagement.

5



Human + Digital

Combine the power of technology with the trust of human connection. Integrate clinical experts and health coaches to deliver personalized support that drives real outcomes.

6



Leadership
& Culture

Get leaders involved visibly and consistently. Encourage them to model the behavior, show up on leaderboards, and recognize team wins. When leadership leads, the culture follows.

It's time to activate change

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