

Tip sheet

5 tips to boost - and sustain - Personify Health platform engagement



Strategy series

01

Find your 'Why'

Connect *why* you invest in health & wellbeing, to the business outcomes leaders care about.

Do today:

- ✔ Align wellbeing goals to at least one **workforce outcome** that matters most this year (e.g. employee retention, productivity, health costs) and make that the anchor for your strategy

Proof it's complete:

- ✔ You can clearly explain in one sentence *how your wellbeing program supports a business priority*, not just employee participation.



02

Let data drive decisions

Insight only matters when it leads to action.

Do today:

- ✔ Review your latest wellbeing engagement or enrollment data and identify one population or behavior that needs focus next quarter

Proof it's complete:

- ✔ You have a documented decision that says: *"Because we saw X in the data, we will do Y next."*



03

Personalize with precision

Relevance drives participation with purpose.

Do today:

- ✔ Choose **one employee group** (e.g. new hires, managers, high-stress roles) and tailor wellbeing messaging or journeys specifically for them, based on their health data.

Proof it's complete:

- ✔ The chosen group receives **different messaging or support** than the general population — even if it's just one targeted campaign.



04

Show leadership in action

When leaders visibly engage in wellbeing, employees feel permission to engage too.

Do today:

- ✔ Identify one simple way leaders can visibly engage (joining a challenge, sharing a wellbeing story, or recognizing teams.)

Proof it's complete:

- ✔ Employees can see or hear leaders participating in wellbeing, not just endorsing it.



05

Refresh onboarding activation

Early experiences shape long-term engagement

Do today:

- ✔ Review enrollment and benefits materials for new starters or non-active employees. Update one item to reduce barriers (like clearer steps or a direct link).

Proof it's complete:

- ✔ Confirm the onboarding step was updated and show that account activation now requires a single, straightforward process.



Need help turning any of these into action?

Your account team can support you every step of the way.

[Learn more →](#)

(Password: Personify!)