

10 reasons your employees aren't engaging with your health & wellbeing solution



1

They don't know it exists

Unused benefits still cost you money. If employees can't find your wellbeing program, you're paying for a solution that's quietly sitting on the shelf. Fix the visibility problem before you touch anything else.

2

The vision is fuzzy

Ask five employees what your wellbeing program is actually for. If you get five different answers, that's the problem. No clear goal means no clear reason to participate.

3

It's underfunded and it shows

A wellbeing program running on leftover budget and borrowed time looks exactly like what it is: not a priority. Employees can tell the difference between investment and lip service.

4

One size fails all

A single program can't serve a new parent, a marathoner, and someone managing a chronic condition equally well. Misaligned programs don't get ignored gently, they get ignored completely.

5

Feedback goes nowhere

If the only communication channel is a poster in the break room, you're not communicating well. Employees who don't feel heard stop bothering to engage.

6

Leadership is a no-show

If your executives aren't visibly using the program, why would anyone else? Employees take their cues from the top. Invisible leadership reads as low priority.

7

Nobody wants an audience

Group fitness challenges and public leaderboards work for some employees and actively repel others. Mandatory visibility kills participation just as fast as mandatory anything else.

8

Hardest to reach, most to gain

Employees already managing a chronic condition, or heading toward one, have the most to gain from your wellbeing program. Too often, they're also the hardest to engage: limited by time, energy, or a program that wasn't designed with their reality in mind. Inaccessibility is a design flaw.

9

There's no motivation to start

Employees don't engage with abstractions. If nobody's shown them what the program actually does for their day-to-day, they have no reason to start.

10

Effort goes unnoticed

No recognition means no momentum. Engagement that isn't reinforced fades, and the data backs it up: sustained engagement requires more than a single sign-up.

About Personify Health

By bringing industry-leading third-party administration, holistic wellbeing, and navigation solutions together, all in one place, we have created the industry's first and only personalized health platform.

With decades of experience and global operations, we empower diverse and unique businesses – and diverse and unique people – to engage more deeply in health at a lower cost. Through our proprietary combination of data-driven personalization, science-backed methodology, and concierge-level clinical expertise, our end-to-end platform makes it easier to proactively address people's needs across their lives.

With a personalized, holistic, and powerfully simple experience, we are redefining industry expectations and what it means to manage health.

Let's talk →

Because health is personal™

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