

GUIDE

Reach the unreachable

How to engage your hard-to-reach workforce
with a personalized health & wellbeing
platform

Get in touch



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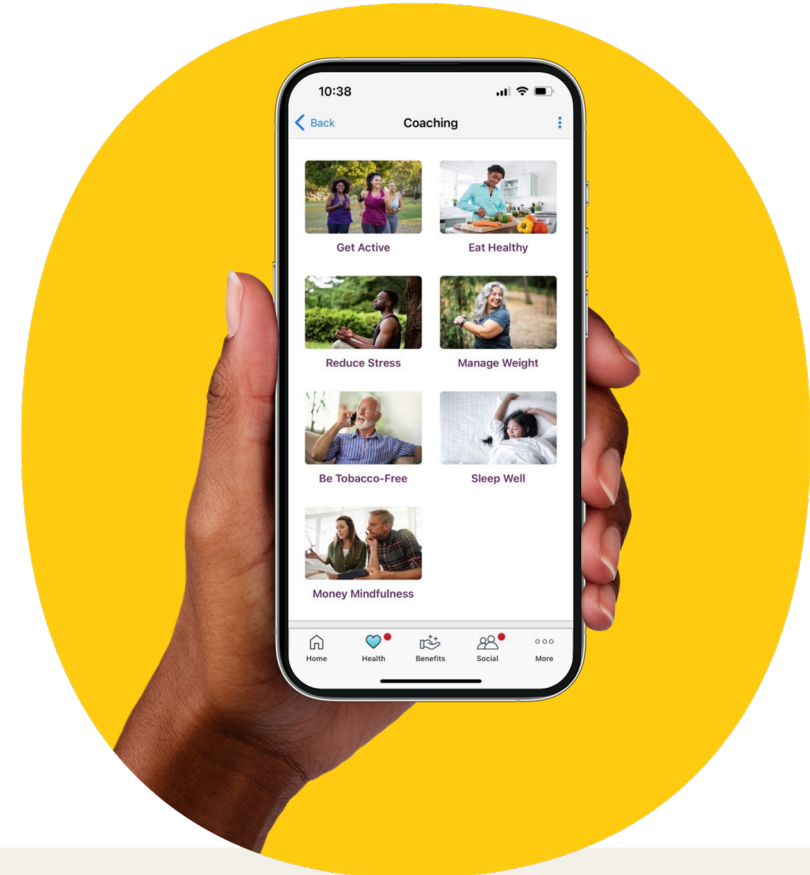
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Identify

Who are your hard-to-reach employees?



With more diverse and dispersed workforces, all organizations are challenged to engage hard-to-reach populations

Employees can be difficult to reach for various reasons. Some employees work outside the office, including remote workers, traveling salespeople, and truck drivers. These types of employees can be difficult to connect with through traditional channels.

Other roles that may also be challenging to reach include retail workers, employees in manufacturing and distribution, and restaurant and hospitality employees. Engaging with them can be challenging because they do not work at a computer, and their schedules are not always flexible.

Certain employees may also feel like their needs are not being met, such as marginalized populations, working mothers, and members of the LGBTQ+ community.

These employees may not feel that the benefits are tailored to their needs. Other employees with unique working arrangements, such as interns, seasonal workers, and gig workers, may not have strong connections to the company or their work.

Lastly, some employees work in high-stress environments, such as lawyers, bankers, healthcare workers, and managers. These employees may experience burnout, exhaustion, and lack the time or energy to engage



Get curious about your hard-to-reach employees

Use the checklist to analyze your hard-to-reach employees. This will help you build a foundation of a wellbeing strategy that will engage the unreachable.



- 1 Which employees need support the most?
- 2 What is unique about those employees?
- 3 What challenges do they face that make engagement difficult?
- 4 How can they be reached in a way that meets them where they are?
- 5 What beliefs do you have about why they aren't engaging that you can learn more about?
- 6 What other teams in the organization are already working with this population? (Health & safety, compliance, etc.)

Who, what, where?

What is the impact

Who you should involve

How to use your space effectively

What is the impact on employees?

There is a moral obligation to engage all employees in their health and wellbeing, but those who are difficult to reach often require the most support.

They may feel isolated and lonely, lacking connections with their colleagues and the company. The lack of peer support can have personal and professional consequences for them. It has been observed that hard-to-reach employees often claim that they don't have the time or energy to engage due to their workload or personal lives.

They may feel marginalized or disconnected due to their identity and the absence of tailored support. Given all these factors, it is essential to make an additional effort to engage these employees.

What is the impact on organizations?

Hard-to-reach employees often handle the most important work. These employees may interact directly with customers, deal with critical work priorities, or manage teams. Engaging with these employees is essential to ensure they feel valued and motivated.

On the other hand, employees who feel disengaged from their work are more likely to quit their jobs. According to Gallup, over half of voluntarily exiting employees believe that their manager or organization could have done something to prevent them from leaving.

Moreover, replacing an employee can be as much as twice their annual salary, leading to significant financial losses for organizations.



Furthermore, employees who do not receive adequate support may experience burnout, negatively impacting their productivity and wellbeing.

3 Strategies to Reach All Employees:

- 1.** Increase employee understanding of wellbeing needs and offerings by involving multiple groups as champions
- 2.** Reduce wellbeing stigma and apathy
- 3.** Reduce the time and effort needed to participate in wellbeing programs



Who you should involve

Communication with hard-to-reach populations requires a different, more tailored approach. Here are the teams we recommend involving

Leadership

Get team leaders and line managers to promote the platform and invite their departments to participate.

The top-down approach from leaders within those populations will likely grab the hard-to-reach staff's attention.

Champions

Build a culture of health by having a network of champions. We recommend two per site whose role it is to promote wellbeing initiatives. They can be the site's go-to gurus for wellbeing.

Safety Teams

Work with internal safety teams to promote and integrate the platform by attending safety meetings and introducing rewards vouchers to develop healthy (and safe) habits.

Established Teams

Bring wellbeing into already established teams and processes to easily keep it in mind. For example, manufacturers can make it a part of the TPM approach, and healthcare can leverage CRM and Team STEPPS.



Provide the why

Ensure your management and leaders understand why the program is worth promoting and how it will help the managers and the team.

How to use your space effectively



Notification zones

Create physical zones or leverage Personify Health events & daily cards to create continuous awareness of your organization's commitment to wellbeing, including upcoming events, areas of interest, employee stories, and tips.

Recognition

Create a culture of recognition for your wider workforce to stimulate excitement and keep the workforce engaged. Personify Health members use Shoutouts to recognize peers and earn points!

Team huddles

Provide supervisors, team leaders, and managers each month with notes to promote upcoming programs, events, and topics of interest available on the platform.

How to use your space effectively



Kitchen or Break Spaces

Kitchens and cafeterias are great places to promote your wellbeing initiatives. With so many people taking breaks, eating lunch, and making hot drinks there, you're guaranteed to grab peoples' attention.

Team briefings

Most organizations will have daily, weekly, or monthly briefings. These can be the perfect way to communicate what's happening with the health and wellbeing platform and your plans.

Wellness Spaces

Find visible rooms or spaces within your workplace for members to seek wellbeing opportunities. You could create space for meditation, zen zones, nutrition hubs, worship spaces, yoga or exercise classes, and webinar viewing zones.



What matters to members

What our data shows

How you can support wellbeing at work



What are hard-to-reach employees interested in learning more about?

Using Personify Health member data, this is what hard-to-reach members are focusing on:



Sleep Quality



Hydration



Joint Health



Blood Pressure



Physical Wellbeing



Mental Health/ Stress



Healthy Eating



Mindfulness



Work Readiness



Being Productive



How you can support wellbeing at work



Leveraging the top areas of interest for hard-to-reach employees, we created ideas for you to leverage starting today.

Sleep Quality

Create sleep challenges

Sleep is crucial for mental health and a productive workforce. Employers can promote healthy habits with workplace challenges, tips, and insights. Personify Health offers multiple challenges, daily cards, and digital coaching journeys for the ultimate workplace challenge and healthy habit-building.

Switch to blue-enriched white lighting

There is a simple way to help employees stay alert during the day. Research has shown that cognition-enhancing blue light during the day improves sleep at night.

Mental Health / Stress

Raise awareness

Do your employees know about the benefits and policies you have for mental health? Health advocacy can help.

Increase access

Providing on-site counseling sessions, coaching, and digital mental health resources helps to meet employees where they are. Openly talking about mental health across managers and wellbeing champions, along with providing access, can help remove the stigma of getting help.

Blood Pressure

On-site clinics

Periodic blood pressure screenings, health risk assessments, and health fairs or clinics can provide blood pressure information to employees and give them a point of reference to support ongoing support.

Prevention & condition care

Education and lifestyle counseling designed to teach and counsel participants on how to make healthy choices, such as exercise, diet, and tobacco cessation, are popular to increase health outcomes and lower healthcare costs. Learn more about Transform for blood pressure to see how they work



Recognition

Competitions

Scorecards

Let's Celebrate

Encouraging healthy competition among already acquainted sites/business units is highly effective, even without monetary rewards.



Physical



Trophies

Members love having physical trophies and medals to reward their hard work. It is a physical representation of their hard work to improve their wellbeing.



Rewards

Think about other ways you can reward your members off the platform. Here are some ideas: extra PTO, free lunch, gift vouchers, a food hamper, and more.

Measure



Leaderboards

All staff will want bragging rights, but this is even more powerful when site by site. Shout out about their great wellbeing work across the organization.



Score Cards

How will different sites measure the effectiveness of their health and wellbeing platform? You set the rules. This could include employee satisfaction, reduced sick leave, fewer accidents etc.





Leveraging Wellbeing to Engage Hard-to-Reach Employees

Client Success Stories

Lessons from a Global Manufacturing Leader

When Owens Corning moved beyond action-based wellness (HRA & biometrics to receive an incentive), they knew that meant the organization could no longer rely on HR to deliver all messaging and education.

Owens Corning built a wellbeing governance structure to support this change to bring together VPs, HR directors, health and safety directors, plant managers, and occupational nurses to create a cohesive approach with everyone focused on the same health, wellbeing, and safety goals and actions.



1 Make wellbeing part of already-established strategies and processes

At Owens Corning, they integrated wellbeing into their Total Productive Maintenance (TPM) approach to maintaining and improving manufacturing machinery. Bringing wellbeing into this established process ensures it is top of mind and easily measured, tracked, and reported on vs. being a separate, nice-to-have initiative

2 Listen, empower, and act

After hearing from wellbeing champions that fatigue was a major issue in plants, the integrated teams developed training on fatigue risk management for supervisors and leaders—helping the organization achieve goals by listening and actioning.

3 Use offline to bring people online

Last year, Owens Corning had 78% of employees adopting Personify Health. Their success with blue-collar employees adopting online wellbeing came from building offline programming that led to online results. The lesson? Go at your population's speed and take steps to bring together multiple initiatives for a well-rounded program.

4 Global expansion

Language barriers and time zones can make communication difficult, but there isn't any reason to leave anyone out. Partner with a company that can support multiple languages and depth and breadth of content to support global populations.

Lessons from a Global Technology Leader

With more than 60% of emails going unread, Hewlett Packard Enterprise knew they needed to take action to get individuals across the organization involved to make their well-being programs successful.

Built on volunteers, Hewlett Packard Enterprise developed a recipe for success by harnessing ambassadors across the organization. The result? The current challenge has 29% greater participation than last year's high-water mark!



Recipe for building a successful wellness ambassador program:

Discover the why

- Recruit employees with a passion
- Add “why” questions to the wellness ambassador application

Keep them in the loop

- Share what reporting you have
- Meet quarterly
- Create a chat channel

Recognition

- Caught in the Act program
- Use internal recognition – including leadership town halls to continue to show commitment to wellbeing

Give them a voice

- Vote on challenge themes or campaigns
- Write goals for performance



Onboarding

How to get the best out of your platform

Boosting sign ups



How to motivate hard-to-reach employees to participate in wellbeing programs

With nearly 20 years of experience, Personify Health understands how to motivate employees to participate in wellbeing programs in simple ways.

Offer incentives without overemphasizing monetary rewards. Give employees a little something from the start to make the first step to registering for wellbeing initiatives easier, not just when they achieve program goals. It's important to ask employees what motivates them, as relevant wellbeing incentives vary from person to person.

Give employees a choice of activities they want to participate in. This makes the program more relevant and interesting to them. Science shows that people feel more motivated to complete tasks when they have a choice.

Make the wellbeing program relevant. Employees won't want to repeat the same workout routine or attend a lunch-and-learn on irrelevant topics. Keep employees interested by regularly switching up challenges. Ask employees what programs and activities interest them and what they hope to achieve.

Keep employees connected. Effective wellness programs must become part of employees' lifestyles to sustain long-term participation in the program. Use multiple touchpoints to communicate with employees in their preferred methods and allow them to check and update their progress, see which initiatives they're participating in and stay involved outside of work.

Prioritize wellbeing by creating an environment that supports wellness initiatives. Leaders should set aside time for wellbeing activities like stress relief breaks and lunch-and-learn events.

Boosting sign-ups

Leverage these ideas to start employees off strong



Create social groups

Create a social group and get them to join as a way to start using the platform for a social aspect



Create social groups

Have a leader, champion, union rep, or team of managers invite their department to a personal challenge to start everyone off strong!



Use the events calendar

The events calendar is a great way to promote upcoming onsite events, webinars, challenges, initiatives – you name it.





Personify Health removes the uncertainty around rising costs, culture, and retaining talent through our personalized behavioral change solutions that support belonging, community, and health outcomes. Engage your entire population, including the hard-to-reach, with Personify Health.

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