

WELCOA[★] PREMIER PROVIDER NETWORK

Media Kit



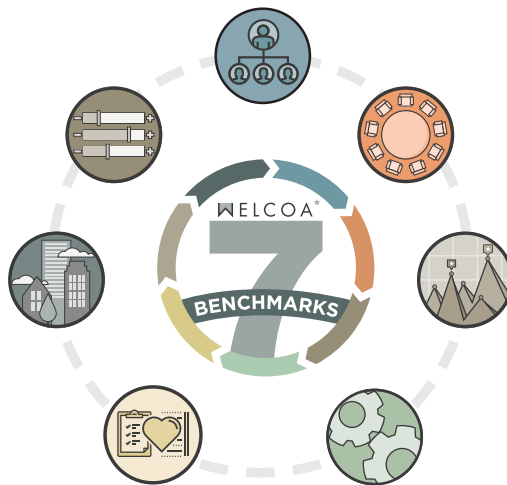
WELCOA's Subscribers are Your Best Customers. Here's Why.








THE CHALLENGE FOR WORKPLACE WELLNESS PROFESSIONALS

Organizations struggle to conceptualize the roadmap to creating a company where employees can thrive. From leadership buy-in, to data collection and operations, the barriers to creating real organizational change are steep for both workplace wellness professionals and *the vendors they hire*.

THE WELL WORKPLACE PROCESS: WELCOA'S 7 BENCHMARKS

WELCOA provides the **pathway** for workplace wellness professionals to design, implement, and sustain effective employee wellness initiatives.



-  **BENCHMARK 1:** Committed & Aligned Leadership
-  **BENCHMARK 2:** Collaboration in Support of Wellness
-  **BENCHMARK 3:** Collecting Meaningful Data to Evolve a Wellness Strategy
-  **BENCHMARK 4:** Crafting an Operating Plan
-  **BENCHMARK 5:** Choosing Initiatives that Support the Whole Employee
-  **BENCHMARK 6:** Cultivate Supportive Health Promoting Environments, Policies, & Practices
-  **BENCHMARK 7:** Conduct Evaluation, Communicate, Celebrate & Iterate

THE WORKPLACE WELLNESS PROFESSIONAL

1. Takes 150-item Organization-facing WELCOA Checklist
2. Receives dynamic reporting that identifies opportunities and strengths, and delivers resource recommendations at the sub-score level
3. Can activate annual Subscription to receive access to exclusive toolkits and resources to improve WELCOA Checklist score year over year

The Platform: WELCOA Optimizes Workplaces to Deliver Well-Being

PREMIER PROVIDERS ARE AN INTEGRAL PART OF WELCOA'S MISSION



Live Events

Virtual events that bring together the industry's best experts, deliver timely and relevant research, and elevate the voice of exceptional companies and their professionals.



Well Workplace Process™ & Awards

WELCOA's 7 Benchmarks™ provide proven methodology for building an effective corporate wellness strategy. Receive national recognition of your organization's commitment to success using WELCOA's 7 Benchmarks.



Well Workplace Checklist

This highly analytical tool measures an organization's alignment with WELCOA's 7 Benchmarks™. The assessment provides dynamic reporting, trend analysis, with relevant scoring based on your industry, region, and size.



WELCOA Institute

On-demand certifications and training with more than 40 courses, many approved for continuing education units for SHRM, HRCI, and NCEC.



WELCOA Community

A monthly, virtual group to network with wellness and HR professionals across the industry to amplify your professional development.



WELCOA Select & the Premier Provider Network

The first and only vendor selection tool that leverages insights from WELCOA analytics and its community. Premier Providers reach 4X more shoppers and are positioned as industry leaders.



Resources & Toolkits

Grab and go guidance to keep you moving forward. Explore over 400 tools including on-demand surveys, expert interviews, case studies, subscriber spotlights, and quick guides.



Expert On Demand

Leveraging the Legal Help Desk, you can access the expertise of corporate wellness attorney, Barbara Zabawa. More experts coming soon!

WELCOA is the World's Most Active Community of Workplace Wellness Professionals

Chief HR Officers, Benefits Advisors, Consultants, Brokers, and more, rely on WELCOA's Premier Provider Network as a vetted marketplace to find the right solutions for their workplace.

13MM+

Employees Impacted

15K+

Monthly Unique
Website Visits

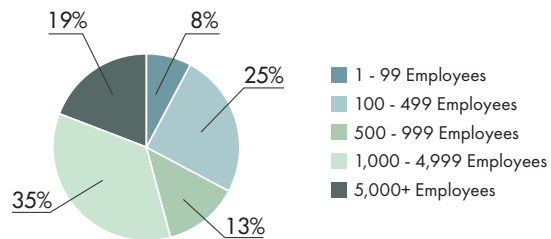
31K+

Email Database

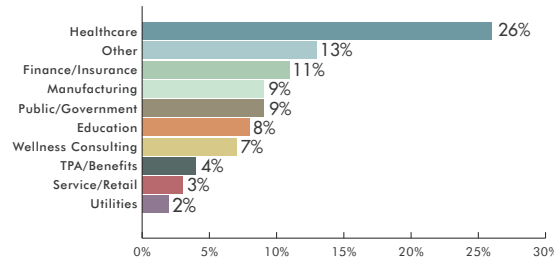
20K+

Social Media
Followers

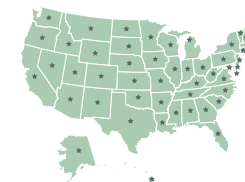
ORGANIZATION SIZE



PRIMARY INDUSTRY



GROWING REACH THROUGHOUT THE NATION AND THE WORLD

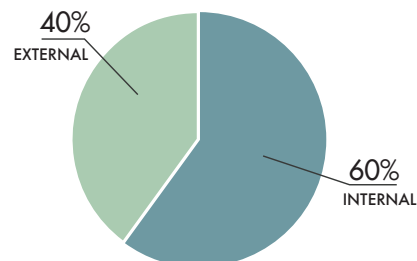


50 STATES

&

12 COUNTRIES

INTERNAL/HR VS. CLIENT-FACING



ONE-TO-ONE

Internal - I work directly with one primary employer and focus on my efforts on one employee population.

- Work with 33 different industries, including: education, healthcare, manufacturing, government and insurance
- 54% have more than 1,000 employees
- 67% have multiple shifts
- 89% have multiple locations

ONE-TO-MANY

External - I work with multiple organizations and focus on improving the health of multiple populations.

- Work with 23 different industries including: benefits/brokerage firms, insurance, government, and healthcare.

Ready to Connect with 30,000+ Pre-Qualified Leads?

BECOME A PREMIER PROVIDER

WELCOA's Premier Provider Network is where **your best clients** go to hire vetted, cutting-edge well-being solutions for the employees they serve. Becoming an annual WELCOA Premier Provider unlocks exclusive access to our audience of 31,000+ well-being tech and service buyers to help you achieve your marketing goals.



WELCOA PREMIER PROVIDERS ARE LEADERS IN THE WELL-BEING INDUSTRY



Professional Training

DEVELOP THE EMPLOYEE



Consulting

DEVELOP THE BUSINESS



Wellness

SUPPORT EMPLOYEE NEEDS

Our Vision for Supporting Your Company

WHEN AN EMPLOYER IS FULLY OPTIMIZED, WELL-BEING TECH AND SERVICE COMPANIES LIKE YOURS CAN DO THEIR BEST WORK

WELCOA's Well Workplace Process provides the framework for employers to prioritize leadership alignment, key stakeholder involvement, data collection, and strategic business planning, and become fully optimized. WELCOA's Premier Provider Network provides direct and strategic outreach to who are sure to be your best customers in ways that are more than brand awareness alone. WELCOA is seeking Premier Providers who are working to disrupt the industry, have demonstrated impact, and have unmatched subject matter expertise.



95%+

WELCOA's Premier Provider Network
has a 95%+ annual renewal rate

WHAT OUR PREMIER PROVIDERS ARE SAYING

“

WELCOA's Hi-Vis email marketing is the only email marketing we reserve in advance because of how consistently it drives leads.

”

“

We are working through at least 8 strong leads we received from our recent sponsorship. We are also still nurturing referral leads from WELCOA from a few months ago, including one 'big fish' we hope to finally close this year.

”

“

We are rebranding and adjusting our messaging based on the feedback we are receiving from our WELCOA marketing.

”

“

We receive a 25-50% conversion rate on resource download call to action depending on the resource. Traffic to our site from WELCOA's emails are always on the higher end of that average.

”

“

I can tell our email went out this morning, we are getting great clicks to our site from it.

”

“

Two great clients have already reached out to us, mentioning WELCOA as the reference, and we had very productive introductory calls with each. Thanks so much for partnering with us on the upcoming event!”

”

Get Started with the Base Package Plus

The Base Package Plus grants your organization Premier Provider status and ensures your brand is promoted as a WELCOA Premier Provider for 12 rolling months.



\$9,950

- » Custom Vendor Micro-Site on WELCOA Select
- » Use of Official Premier Provider Seal
- » Use of social media partnership image
- » (1) Social media announcement of Premier Provider status on all WELCOA channels
- » Standard Email Marketing
 - LIST SIZE: Approx. 31,000+ wellness professionals
 - Receive a consumer insights **lead list of high-intent shoppers** who clicked on your ad (name, email, company, title)
- » (1) Social media post promoting vendor same week as Well-Informed email marketing ad
- » Company logo and recognition on Premier Provider Network promotional slide during live virtual events
- » Exclusive opportunities to enhance your partnership such as sponsoring a co-hosted event as an expert in your field and reaching the WELCOA audience via email marketing
- » 20% Off all WELCOA Summit sponsorship packages
- » 20% Discount on High-Vis Email Marketing with Consumer Insights Lead List

Premier Provider Base Package option available for \$6,000 does not include Consumer Insights Lead List or High-Vis Discount.

Premier Provider Starter Package option available for \$2,500 does not include Standard Email Marketing, Social Media Post, or Consumer Insights Lead List or High-Vis Discount..

Get Started with the Base Package Plus — More Detail

The Base Package Plus grants your organization Premier Provider status and ensures your brand is promoted as a WELCOA Premier Provider for 12 rolling months.

» Custom Vendor Micro-Site on WELCOA Select

More than 15,000 wellness professionals visit WELCOA.org daily looking for resources and support for their wellness initiatives. Browseable by industry and services offered, your Vendor Profile can include products, services, demos, video and testimonial content along with direct contact information.

» Use of Official Premier Provider Seal

This seal is the symbol of credibility and trustworthiness across the WELCOA market. This badge may be used online (websites, e-newsletters, email signatures, etc.) and on print materials (business cards, stationary, direct mail pieces, flyers, and other business documents) to communicate your organization's affiliation.

» Use of social media partnership image

We'll provide you with a promotional image announcing your partnership as a Premier Provider. Share on your social media channels or include it in various digital communication channels to share the exciting news with your network.

» (1) Social media announcement of Premier Provider status on all WELCOA channels

On the same day that your vendor profile goes live on WELCOA Select, WELCOA will post an announcement of your new partnership as a Premier Provider. Content will include a direct link to your custom vendor micro-site on WELCOA Select. WELCOA's social channels include LinkedIn, Facebook, Instagram and Twitter.

Wellness Coaches

Wellness Coaches delivers affordable healthcare services that combine the power of human interaction with technology and data analytics solutions to deliver exceptional results.

Rating: ★★★★★ (0.0)

0 Reviews

| | | | |
|--|---|--|--------------------------------|
| Years in Business 20 | Primary Category Wellness | Features Biometric Screenings Coaching COVID 19 Services | Premier Provider Yes |
| Company Size Served 50-99 100-249 250-499 500-999 1000-4999 5000+ | Subcategories Nutrition Integrated Health Platform Population Health Management | Functions HIPAA Compliant GDPR Compliant Reporting | Service Type Both |

[VIEW PROFILE](#)

The Right Care, by the Right Providers, at the Right Time

- Unique combination of our in-house providers and services covering clinical, physical, nutritional, and emotional needs.
- Easy to access, all solutions are delivered to the individual onsite and virtually.
- Digital technology that aggregates a variety of data inputs to deliver robust analytics and valuable insights for individuals and organizations.

Powerful Reach, Meaningful Outcomes

- 20 years' experience deploying nationwide
- 80% participant engagement
- 4X return on investment
- 90% client retention

Our Comprehensive Solution Leads to Proven Health Risk Reduction

Based on millions of provider interactions with our clients, we have delivered:

- BODY MASS INDEX**: 17% Reduction in High-Risk Population for BMI
- BLOOD PRESSURE**: 75% Reduction in High-Risk Population for BP
- EXERCISE**: 55% Reduction in High-Risk Population for Exercise
- STRESS**: 45% Reduction in High-Risk Population for Stress

Get Started with the Base Package Plus — More Detail

» Standard Email Marketing

LIST SIZE: Approx. 31,000+ wellness professionals

Your interactive ad will have prime placement as the 2nd lead spot in our weekly e-newsletter, Well-Informed, which features the newest resources, upcoming events and certification opportunities to keep our subscribers up-to-date on the latest trends and industry news in worksite wellness. It will be repeated in our monthly Well-Being Industry Innovators email. Placement in the Well-Being Industry Innovators email is first-come first serve. Buy-up options are available.

» (1) Social media post promoting vendor same week as Well-Informed email marketing ad

On the same day that your Well-Informed ad runs, WELCOA will post a corresponding message highlighting your company and promoted content to match the ad. Content will also include a direct link to your custom vendor micro-site on WELCOA Select. WELCOA's social channels include LinkedIn, Facebook, Instagram and Twitter.

» Company logo and recognition on Premier Provider Network promotional slide during live WELCOA events

WELCOA promotes the Premier Provider Network as the “first place to shop” when looking for a vendor. Your logo will proudly be displayed and highlighted as a partner of the network for the duration of your participation.

WELL-INFORMED

YOUR WEEKLY WELCOA UPDATE

Member Portal Resources Institute Products

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER

questis

Help your team succeed with Financial Empowerment. Read the Report

Reduce Turnover by 33% with Financial Empowerment

Retention is more critical than ever. One in four employees is looking for a new job. Do you know what turnover really costs? And what makes employees choose to remain? Discover how to calculate the true cost of turnover and how to keep your best performers.

READ THE REPORT

week's blog.

SEE THE WINNERS

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READ THE REPORT

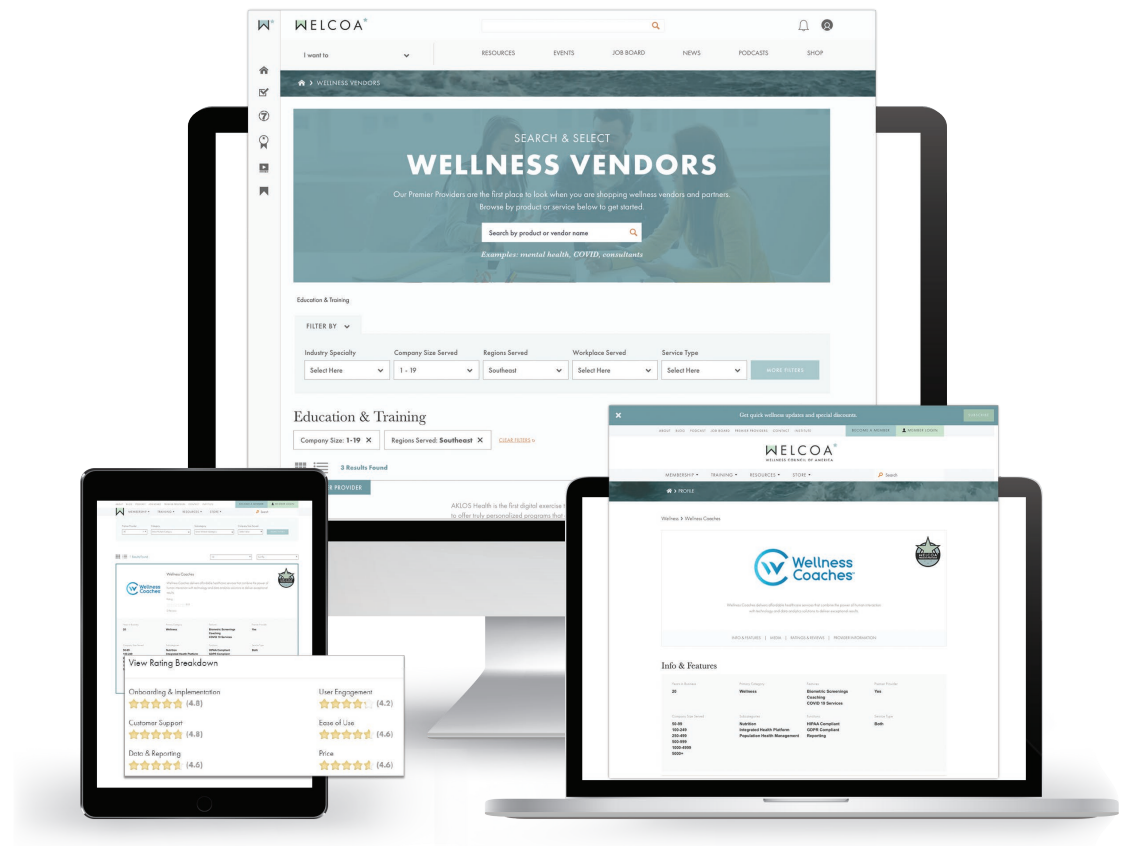
MARK YOUR CALENDAR

Introducing WELCOA[★] SELECT

The **first** and **only** vendor selection tool that leverages insights from WELCOA and its community.

WELCOA Select allows shoppers to search and filter vendors based on category, features and more. Your best customers can view your comprehensive profile with specs, testimonials and media.

- » Premier Provider listings are **fully accessible by 4X MORE shoppers** than standard vendors
- » **Only WELCOA Subscribers** can view standard vendor preview data
- » **Only WELCOA Subscribers** can submit ratings. Premier Providers can capitalize on knowledge from the WELCOA subscriber community through a 6-point vendor rating scale.



BEYOND THE BASE PACKAGE



Beyond the Base Package

Only Premier Providers can engage with our audience beyond the base package: as a thought-leader during live events, as a partner on co-branded research projects, and by utilizing our email and social media marketing solutions.

- ✓ Grow Brand Awareness
- ✓ Drive Demand with National & Global Speaking Opportunities
- ✓ Gain Rich Customer Data and Insights
- ✓ Nurture Warm Lead Lists

Top of Mind Marketing

Drum-beat schedule of engaging marketing messages direct to our Subscribers' inboxes and social feeds

- » Standard email marketing
- » High-Vis email marketing
- » Brand recognition during regularly scheduled WELCOA events
- » Social media marketing

Thought Leadership & Demand Generation

Educate and engage a captive audience by hosting an event and/or publishing timely content

- » Content marketing - blog, video, podcast, social, customer impact stories
- » 2023 WELCOA Summit conference sponsorship
- » Event Sponsorship
- » Research Partnership

CONTACT US TODAY FOR A PERSONALIZED STRATEGY CONSULTATION!

Rachel Broering, Director of Industry Insights

rbroering@welcoa.org | (402) 827-3658

Standard Email Marketing



- » **Well-Informed** is a weekly e-newsletter sent exclusively to WELCOA's Subscribers that promotes the latest resources, events, and industry news.
- » **Well-Being Industry Innovators** is a monthly e-newsletter sent to the full WELCOA contact list designed to explicitly feature new tech and services in wellness. This communication offers placement options: Content Lead or Standard Placement.

\$3,500 per Email without Consumer Insights Lead List

\$7,450 per Email with Consumer Insights Lead List

(total reach of 31,000+ contacts)

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER

It's Time to Reimagine your Workplace Wellness Approach

And we're here to help you do just that! Wellness Coaches delivers affordable, customizable healthcare solutions with the right mix of impactful providers, smart technology and proven services, bringing a modern wellbeing approach to your organization. [Customize Your Wellness Program Today.](#)

LEARN MORE

Only 52 per year!

WELL-INFORMED
YOUR WEEKLY WELCOA UPDATE

Elective Panel Resources Webinars Podcasts

Your WELCOA Member ID expires on 08/01/23

EARLY BIRD PERKS FOR WELCOA SUMMIT!
When you attend in WELCOA, we invest in YOU! Register for WELCOA Summit by June 30 to get your early bird perks. All attendees get access to an exclusive 3-month virtual self-development workshop, three attendees will win lunch with WELCOA members at Summit, and one attendee will get registration and hotel rooms for up to 3 people at the 2023 WELCOA Summit! [Get Connected at Summit](#) • [Save Your Spot & Pay Later](#) •



LEGAL UPDATES
The Significance of "Voluntary" in Workplace Wellness Programs

Does having a "voluntary" workplace wellness program that "requires" employees to complete an HRA, visit to the doctor, or biometric screening sound familiar? It's not all that uncommon in outcomes-based programs, but it can be a problem. To learn more about what it really means to have a "voluntary" workplace wellness program, check out this week's blog.

READ MORE IN THE BLOG

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER




It's Time to Reimagine your Workplace Wellness Approach

And we're here to help you do just that! Wellness Coaches delivers affordable, customizable healthcare solutions with the right mix of impactful providers, smart technology and proven services, bringing a modern wellbeing approach to your organization. [Customize Your Wellness Program Today.](#)

LEARN MORE

MARK YOUR CALENDAR

JUNE 15

New Strategies for Effective, Scalable Wellness Consulting
Presented by: [Keith Nelson](#) - CEO, WELCOA, and [Maggie Gough](#) - CEO, WELCOA

WELCOA FACULTY
WELCOA Members Have Earned Status Than Ever Before!
WELCOA provides recognition for members who demonstrate dedication to pursuing excellence in workplace wellness. To address higher-level challenges in their workplace, 54 members earn Faculty Status! More than ever.

HOW TO OBTAIN FACULTY STATUS

WELLNESS JOBS

| System Well-being Manager | Onsite Employee Wellness Coordinator Sr |
|---|---|
| University System of Georgia Atlanta, GA | BlueCross and BlueShield of Minnesota Columbia, MN |
| VIEW JOB | VIEW JOB |

[Browse All Jobs](#)

Looking to hire a wellness professional? It's free to [post a job](#) on our website.

WELL-BEING TRANSLATED AWARDS APPLICATION DEADLINE EXTENDED
We're all about making life and work better for you. We have a lot of great health and wellness content! We want to recognize exciting leaders for wellness building and employee experience. Apply or nominate a winner through June 30. [Learn More](#)

WELCOA

17002 Henry Street, Suite 100
Omaha, NE 68131
402.877.3330
customers@welcoa.org

About Us
WELCOA (The Wellness Council of America) is one of the nation's most respected resources for building high performing, healthy workplaces.

Average Open Rate: 27.08%

Average Click Rate: 6.64%

High-Vis Email Marketing

- » A fully designed HTML email push to our full subscriber list specializing in the worksite wellness space.
- » Ability to include multiple content components including copy, images, videos, call-to-actions and direct contact information.
- » Option to only send to segmented list reaching only your most qualified prospects.
- » Option to receive a consumer insights **lead list of high-intent shoppers** who clicked on your ad (name, email, company, title)

\$8,400 per Email without Consumer Insights Lead List

*\$15,900 per Email with Consumer Insights Lead List**

**Base Package Plus Providers receive 20% discount.
Limit 9 per year and 1 per month per Premier Provider)*



2020 PPN DEDICATED HIGH-VIS EMAILS

Average open rate: **25% (Highest was 30.2%)**

Average click through rate: **6.11% (Highest was 13.4%)**

“


“WELCOA is the only email partner we book with in advance each year. We book the maximum quantity they will allow us to because it is consistently at the top of our lead source tracking.”

-2021 WELCOA PPN Partner

”

Only 24
per year!

A MESSAGE FROM A
WELCOA* Premier Provider




A CONVERSATION GUIDE FOR THE WORKPLACE
Employee wellbeing action plan

Prevent employee burnout
Work-related stress is estimated to cost US employers more than \$300 billion each year.


At Koa Health, we believe in the power of putting people (and their mental health) first. So we've created this [interactive resource](#) to help employees and their managers develop an action plan to build a culture of mental health in the workplace.

This [interactive guide](#) will help employees and leaders to:

- Have an open and honest dialogue about workplace stress, wellbeing and mental health
- Learn how to identify signs of stress and burnout
- Demonstrate your commitment to supporting employee wellbeing




Further Reading



5 key considerations for supporting your employees

Address employee mental health by investing in a digital mental health solution that meets the needs of your workforce.



Four weeks to better mental wellness

A randomized control trial found that Koa Health's flagship product, Koa Foundations, can improve mental wellbeing in just 4 weeks.

Ready to build a culture of mental health?

[Let's talk](#)

High-Vis Email Marketing Calendar

(CONTACT US FOR AVAILABLE DATES)

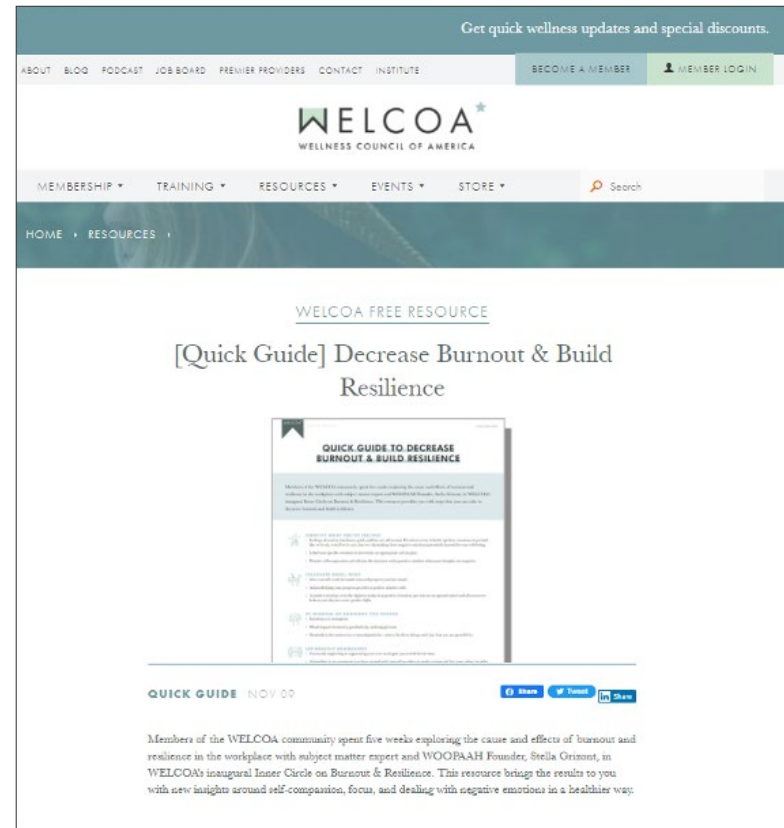
| DATE OF HIGH-VIS | CREATIVE ASSETS & PAYMENT DUE | RATE | RATE WITH CLICK LEADS * |
|------------------|-------------------------------|---------|-------------------------|
| 1/10/2023 | 12/1/2022 | \$8,400 | \$15,900 |
| 1/31/2023 | 12/22/2022 | \$8,400 | \$15,900 |
| 2/14/2023 | 1/5/2023 | \$8,400 | \$15,900 |
| 2/28/2023 | 1/19/2023 | \$8,400 | \$15,900 |
| 3/14/2023 | 2/2/2023 | \$8,400 | \$15,900 |
| 3/28/2023 | 2/16/2023 | \$8,400 | \$15,900 |
| 4/11/2023 | 3/2/2023 | \$8,400 | \$15,900 |
| 4/25/2023 | 3/16/2023 | \$8,400 | \$15,900 |
| 5/9/2023 | 3/30/2023 | \$8,400 | \$15,900 |
| 5/23/2023 | 4/13/2023 | \$8,400 | \$15,900 |
| 6/6/2023 | 4/27/2023 | \$8,400 | \$8,400* |
| 6/20/2023 | 5/11/2023 | \$8,400 | \$8,400* |
| 7/11/2023 | 6/1/2023 | \$8,400 | \$8,400* |
| 7/25/2023 | 6/15/2023 | \$8,400 | \$8,400* |
| 8/8/2023 | 6/29/2023 | \$8,400 | \$15,900 |
| 8/22/2023 | 7/13/2023 | \$8,400 | \$15,900 |
| 9/5/2023 | 7/27/2023 | \$8,400 | \$15,900 |
| 9/19/2023 | 8/10/2023 | \$8,400 | \$15,900 |
| 10/3/2023 | 8/24/2023 | \$8,400 | \$15,900 |
| 10/17/2023 | 9/7/2023 | \$8,400 | \$15,900 |
| 11/7/2023 | 9/28/2023 | \$8,400 | \$15,900 |
| 11/16/2023 | 10/7/2023 | \$8,400 | \$8,400* |
| 12/5/2023 | 10/26/2023 | \$8,400 | \$15,900 |
| 12/14/2023 | 11/4/2023 | \$8,400 | \$8,400* |

*Select dates include consumer insights click lead list at no additional charge and are not eligible for the 20% Base Package Plus Discount.

Content Marketing

- » Be seen as a thought leader by sharing your expertise with a customer impact story, case study, expert interview, or subject matter expert 15-minute video.
- » Sponsored content appears in the WELCOA resource library.
- » Content may also be pushed to the WELCOA community through our Well-Informed e-Newsletter and social media channels including LinkedIn, Facebook, Instagram, and Twitter.

\$5,000 per Content Piece



2023 WELCOA SPECIAL EVENTS



2023 WELCOA Special Events

WELCOA is the nation's most respected source for workplace well-being strategy guidance. WELCOA is seeking Premier Providers who are working to disrupt the industry, have demonstrated impact, and have unmatched subject matter expertise to align their brand with our content and support our audience as they create the future of work.



- » 2023 WELCOA Special Events are scheduled on the 3rd Wednesday of the month from 1-2pm CST
- » Each phase of the Special Event sponsorship generates substantial brand awareness and generates demand for your services as a WELCOA Premier Provider.
- » All Special Event Sponsorships include brand awareness, thought-leadership, and lead generation opportunities. Format and sponsor deliverables vary. See content calendar for more information specific to each event.
- » Special Research Events include a robust research project that culminates in the publication and post-event promotion of a co-branded resource such as a white paper & infographic.

Calendar of Events

- JAN 18:** Wellness Gets a Glow Up
Deadline to Sponsor: December 31, 2022
- FEB 15:** Ten-Year Comparative Study: WELCOA National Wellness Compensation Report
Deadline to Sponsor: December 31, 2022
- MAR 15:** Wellness: What is it Now?
Deadline to Sponsor: December 31, 2022
- APR 13:** Making Your Move
Deadline to Sponsor: January 31, 2023
- JUN 21:** Efficacy of Mental Health Solutions in Corporate Wellness: What Actually Works?
Deadline to Sponsor: January 31, 2023
- JUL 19:** Friendship Factor: Healthy Relationships for Modern Work
Deadline to Sponsor: April 30, 2023
- AUG 16:** Amplify Your Impact: Leverage Your Champions
Deadline to Sponsor: May 31, 2023
- OCT 18:** Corporate Wellness: The Link to Employee Retention
Deadline to Sponsor: May 31, 2023
- NOV 15:** Workplace Wellness Trends in 2024
Deadline to Sponsor: August 31, 2023

NOT SURE WHICH EVENT IS BEST FOR YOUR COMPANY? INTERESTED IN A CUSTOM TOPIC? CONTACT US!

Rachel Broering, Director of Industry Insights

rbroering@welcoa.org | (402) 827-3658

JANUARY 18, 2023

WELLNESS GETS A GLOW UP

The evolution of the corporate wellness industry has elevated the importance of the work and the leadership of those who deliver this work. With elevated leadership, industry experts need a broader set of skills to navigate common organizational challenges. Join us for this skill-building event where we'll help you leverage your influence, confront conflict, and amplify your leadership.

WITH A FOCUS ON WELL-BEING TECH PRESENTED BY

YOUR LOGO HERE

ABOUT THE SPONSOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ligula nulla, consectetur ac mi eu, fringilla faucibus quam. Aenean imperdiet elit vel euismod elementum. Duis ut efficitur tellus. Sed dignissim risus quis fringilla rhoncus. Etiam iaculis ultrices aliquet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.



Speaker Name

Title • Company



Speaker Name

Title • Company

2023 WELCOA Special Events



JANUARY 18, 2023

Wellness Gets a Glow Up

Sponsorship Includes:

- » **Sponsor recognition** in pre- and post-event promotion for 60+ days reaching 50,000+ buyers across email, website, and social media.
- » Sponsor social channels **tagged** in select posts.
- » Live mention and high-impact logo during opening remarks.
- » **10-minute Product Demonstration** after opening remarks.
- » Option to interact with audience via polls and chat/Q&A. Poll data and relevant chat/Q&A interactions are shared with the sponsor post-event.
- » Sponsor contact info provided live in chat.
- » **Product Demonstration Video** professionally edited, shared across WELCOA social media, and video file provided for sponsor's use in marketing as desired.
- » Event recording is published on [WELCOA.org](https://www.welcoa.org) as a downloadable and searchable resource indefinitely.
- » **Attendee list** (first and last name, email, title, company) provided to sponsor within 24 hours of the event. Option to add **1-2 custom Zoom registration questions**.
- » **Post-event email advertisement** to all registrants.
- » Sponsor's logo and company description included in post-event blog post on [WELCOA.org](https://www.welcoa.org)
- » Option to add **1-2 custom post-event survey questions**.

COST TO SPONSOR EVENT: \$9,950

Deadline to Sponsor: October 31, 2022

FEBRUARY 15, 2023

TEN-YEAR COMPARATIVE STUDY: WELCOA NATIONAL COMPENSATION REPORT

WELCOA's National Wellness Compensation Survey (NWCS) conducted in 2012 is believed to be the first-ever compensation survey conducted on a cross-section of worksite wellness and affiliated health management personnel. Since then, the field of worksite well-being, and the professional roles and responsibilities of the career track, have changed *dramatically*.

WELCOA's National Wellness Compensation Survey shines a light on the key demographic, occupational, financial, worksite health management, professional development, and quality of life insights reported by survey respondents. The report includes a 10-year comparative analysis of the 2012 survey results, as well as implications and applications of the insights.

In February 2023, WELCOA will host a live, virtual webinar to unpack the findings from the survey **as well as consider the opportunity wellness professionals have to lead financial literacy and pay equity efforts** as an imperative of employee wellness strategies in the future of work.

THANK YOU TO OUR SPONSOR

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**Speaker Name**

Title • Company

**Speaker Name**

Title • Company

**Sponsor Expert Name**

Title • Company

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2023 WELCOA Special Events



FEBRUARY 15, 2023

Ten-Year Comparative Study: WELCOA National Wellness Compensation Report

Phase 1: Research Design & Response Collection

- » Research design, timeline, and promotional assets created
- » Landing Page design and launch
- » Targeted audiences selected (if applicable)
- » Research participants confirmed (if applicable)
- » Promotional schedule in e-newsletters and across social media to combined audience of up to 50,000+
- » Sponsor social channels tagged in select posts
- » Hi-Vis Email blast to full list of 31,000+ contacts
- » WELCOA analyzes and compiles visualizations of the data story
- » Co-branded resource is drafted and sent to design
- » Resource is professionally designed and queued for publication

2023 WELCOA Special Events



FEBRUARY 15, 2023

Ten-Year Comparative Study: WELCOA National Wellness Compensation Report

Phase 2: Live Event

- » Landing Page and Zoom registration page with custom registration questions
- » Promotional schedule in e-newsletters and across social media to combined audience of 50,000+
- » Sponsor social channels can be tagged in posts
- » Hi-Vis Email blast to full list of 31,000+ contacts
- » Sponsor receives live mention and high-impact logo during opening remarks
- » Sponsor is thoughtfully included during the agenda
- » Options available to interact with the audience via polls, chat, and Q&A
- » Recording is published on [WELCOA.org](https://www.welcoa.org) as a downloadable and searchable resource indefinitely.
All registrants are emailed a link to the recording

2023 WELCOA Special Events



FEBRUARY 15, 2023

Ten-Year Comparative Study: WELCOA National Wellness Compensation Report

Phase 3: Co-Branded Resource Promotion

- » Sponsor receives attendee list (first and last name, email, title, company) within 24 hours of the event
- » Recording is published on [WELCOA.org](https://www.welcoa.org) as a downloadable and searchable resource indefinitely
- » Co-branded Resource is featured in e-newsletters and across social media to combined audience of 50,000+

COST TO SPONSOR EVENT: \$39,950

Deadline to Sponsor: October 31, 2022

MARCH 15, 2023

WHAT IS WELLNESS NOW?

The corporate wellness industry has had many philosophical iterations, from focusing on reducing medical costs, to including multi-dimensional aspects of well-being, to employee engagement and organizational development. While, in many ways, we have returned to our roots, this rapid change has created a complex environment for industry experts to navigate. This event will give you a clear direction to deliver in today's cluttered wellness climate. Join us as we outline what wellness is now and how you can succeed. You won't want to miss this! Let us help you make your move.

THANK YOU TO OUR SPONSOR

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**Laurie Ruettimann**

Author, Speaker,
Podcaster, Badass
Punk Rock HR

**Amanda Cruz, MBA, ACSW**

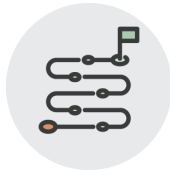
Subscriber Liaison
WELCOA

**Sponsor Expert Name**

Title • Company

YOUR LOGO HERE

2023 WELCOA Special Events



MARCH 15, 2023

What is Wellness Now?

Sponsorship Includes:

- » **Sponsor recognition** in pre- and post-event promotion for 60+ days reaching 50,000+ buyers across email, website, and social media.
- » Sponsor social channels **tagged** in select posts.
- » Live mention and high-impact logo during opening remarks.
- » Your choice of **20-minute Keynote, fire-side style interview, or panel discussion.**
- » Option to interact with audience via polls and chat/Q&A. Poll data and relevant chat/Q&A interactions are shared with the sponsor post-event.
- » Sponsor contact info provided live in chat.
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- » **Post-event email advertisement** to all registrants.
- » Sponsor's logo and company description included in post-event blog post on [WELCOA.org](https://www.welcoa.org).
- » Option to add **1-2 custom post-event survey questions.**

COST TO SPONSOR EVENT: \$19,950

Deadline to Sponsor: December 31, 2022

APRIL 13, 2023

MAKING YOUR MOVE

Corporate wellness has long been situated in the benefits department within the context of health programming. Not only has this not delivered the outcomes to their fullest potential, but it is no longer sufficient to meet the demands of employee well-being. We are designing work for well-being. Our work cannot be limited to offering health programs to solve for poorly designed work. It's time to make your move up and out of the benefits shop. Let us help you make your move.

WITH A FOCUS ON WELL-BEING TECH PRESENTED BY

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ABOUT THE SPONSOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ligula nulla, consectetur ac mi eu, fringilla faucibus quam. Aenean imperdiet elit vel euismod elementum. Duis ut efficitur tellus. Sed dignissim risus quis fringilla rhoncus. Etiam iaculis ultrices aliquet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.



Speaker Name

Title • Company



Speaker Name

Title • Company

2023 WELCOA Special Events



APRIL 13, 2023

Making Your Move

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- » Live mention and high-impact logo during opening remarks.
- » **10-minute Product Demonstration** after opening remarks.
- » Option to interact with audience via polls and chat/Q&A. Poll data and relevant chat/Q&A interactions are shared with the sponsor post-event.
- » Sponsor contact info provided live in chat.
- » **Product Demonstration Video** professionally edited, shared across WELCOA social media, and video file provided for sponsor's use in marketing as desired.
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- » Option to add **1-2 custom post-event survey questions**.

COST TO SPONSOR EVENT: \$9,950

Deadline to Sponsor: January 31, 2023

JUNE 21, 2023



EFFICACY OF MENTAL HEALTH SOLUTIONS IN CORPORATE WELLNESS: WHAT ACTUALLY WORKS?

More information coming soon...

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Speaker Name

Title • Company



Speaker Name

Title • Company



Sponsor Expert Name

Title • Company

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2023 WELCOA Special Events



JUNE 21, 2023

Efficacy of Mental Health Solutions in Corporate Wellness: What Actually Works?

Phase 1: Research Design & Response Collection

- » Research design, timeline, and promotional assets created
- » Landing Page design and launch
- » Targeted audiences selected (if applicable)
- » Research participants confirmed (if applicable)
- » Promotional schedule in e-newsletters and across social media to combined audience of up to 50,000+
- » Sponsor social channels tagged in select posts
- » Hi-Vis Email blast to full list of 31,000+ contacts
- » WELCOA analyzes and compiles visualizations of the data story
- » Co-branded resource is drafted and sent to design
- » Resource is professionally designed and queued for publication

2023 WELCOA Special Events



JUNE 21, 2023

Efficacy of Mental Health Solutions in Corporate Wellness: What Actually Works?

Phase 2: Live Event

- » Landing Page and Zoom registration page with custom registration questions
- » Promotional schedule in e-newsletters and across social media to combined audience of 50,000+
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- » Sponsor is thoughtfully included during the agenda
- » Options available to interact with the audience via polls, chat, and Q&A
- » Recording is published on [WELCOA.org](https://www.welcoa.org) as a downloadable and searchable resource indefinitely. All registrants are emailed a link to the recording

2023 WELCOA Special Events



JUNE 21, 2023

Efficacy of Mental Health Solutions in Corporate Wellness: What Actually Works?

Phase 3: Co-Branded Resource Promotion

- » Sponsor receives attendee list (first and last name, email, title, company) within 24 hours of the event
- » Recording is published on [WELCOA.org](https://www.welcoa.org) as a downloadable and searchable resource indefinitely
- » Co-branded Resource is featured in e-newsletters and across social media to combined audience of 50,000+

COST TO SPONSOR EVENT: \$39,950

Deadline to Sponsor: January 31, 2023

JULY 19, 2023

FRIENDSHIP FACTOR: HEALTHY RELATIONSHIPS FOR MODERN WORK

Over the past three years, our work experiences have required immersive learning and constant adjustment to develop healthy employee relationships, community, and culture. As we settle into these new dynamics, we experience unforeseen challenges and moments of great relief when the employee experience design sustained our workforce. Join us for a conversation about employee engagement and the importance of healthy relationships at work.

THANK YOU TO OUR SPONSOR

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**Speaker Name**

Title • Company

**Speaker Name**

Title • Company

**Sponsor Expert Name**

Title • Company

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2023 WELCOA Special Events



JULY 19, 2023

Friendship Factor: Healthy Relationships for Modern Work

Sponsorship Includes:

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- » Option to add **1-2 custom post-event survey questions.**

COST TO SPONSOR EVENT: \$19,950

Deadline to Sponsor: April 30, 2023

AUGUST 16, 2023

AMPLIFY YOUR IMPACT: LEVERAGE YOUR CHAMPIONS

The most effective way to design work for employee well-being is to cultivate and leverage cross-functional champions. Everyone desires an organization that cares deeply for people and supports their well-being. Learn methods to identify and leverage your champions. Learn new skills to amplify your impact by weaving employee wellness into the fiber of work.

WITH A FOCUS ON WELL-BEING TECH PRESENTED BY

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ABOUT THE SPONSOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ligula nulla, consectetur ac mi eu, fringilla faucibus quam. Aenean imperdiet elit vel euismod elementum. Duis ut efficitur tellus. Sed dignissim risus quis fringilla rhoncus. Etiam iaculis ultrices aliquet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.



**Rita Patel, CPA,
MPH, CWWPM**

Health Strategist
Hylant



Jen Arnold

Owner
Redesigning Wellness

2023 WELCOA Special Events



AUGUST 16, 2023

Amplify Your Impact: Leverage Your Champions

Sponsorship Includes:

- » **Sponsor recognition** in pre- and post-event promotion for 60+ days reaching 50,000+ buyers across email, website, and social media.
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COST TO SPONSOR EVENT: \$9,950

Deadline to Sponsor: May 31, 2023

OCTOBER 18, 2023

CORPORATE WELLNESS: THE LINK TO EMPLOYEE RETENTION

Everyone inherently understands that a company with a phenomenal corporate well-being program experiences higher retention among employees. What we have yet to deliver is the algorithm for this linked success. At this event, we'll explore the link between employee well-being and retention.

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**Speaker Name**

Title • Company

**Speaker Name**

Title • Company

**Sponsor Expert Name**

Title • Company

YOUR LOGO HERE

2023 WELCOA Special Events



OCTOBER 18, 2023

Corporate Wellness: The Link to Employee Retention

Phase 1: Research Design & Response Collection

- » Research design, timeline, and promotional assets created
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2023 WELCOA Special Events



OCTOBER 18, 2023

Corporate Wellness: The Link to Employee Retention

Phase 2: Live Event

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2023 WELCOA Special Events



OCTOBER 18, 2023

Corporate Wellness: The Link to Employee Retention

Phase 3: Co-Branded Resource Promotion

- » Sponsor receives attendee list (first and last name, email, title, company) within 24 hours of the event
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- » Co-branded Resource is featured in e-newsletters and across social media to combined audience of 50,000+

COST TO SPONSOR EVENT: \$39,950

Deadline to Sponsor: May 31, 2023

NOVEMBER 15, 2023



WELLNESS TRENDS FOR 2024

More information coming soon...

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Speaker Name

Title • Company



Speaker Name

Title • Company



Sponsor Expert Name

Title • Company

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2023 WELCOA Special Events



NOVEMBER 15, 2023

Wellness Trends for 2024

Sponsorship Includes:

- » **Sponsor recognition** in pre- and post-event promotion for 60+ days reaching 50,000+ buyers across email, website, and social media.
- » Sponsor social channels **tagged** in select posts.
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COST TO SPONSOR EVENT: \$19,950

Deadline to Sponsor: August 31, 2023

2023 Strategy Options

| ELEMENT | DETAILS | PRICING |
|---|--|----------------------------------|
| Base Package Plus <i>Premier Provider status is required prior to partnering in any other enhanced ways below, with the exception of Summit Sponsorship</i> | 12-month Premier Provider Status, including standard email marketing and social post, with Consumer Insights Lead List | \$9,950 PER YEAR |
| Standard Email Marketing | Ad in Well-Informed e-newsletter to full list and repeated in Well-Being Industry Innovators email to full list. Includes Consumer Insights Lead List. | \$7,450 PER EMAIL |
| High-Vis Email Marketing | Fully customized HTML email dedicated to your message and sent to full list. Includes Consumer Insights Lead List. Base Package Plus Providers receive 20% discount. | \$15,900 PER EMAIL |
| Content Marketing | Blog or expert interview published on WELCOA.org and promoted as a resource | \$5,000 PER CONTENT PIECE |
| WELCOA Special Event Sponsorships | Title sponsorship of your choice of special event for the year | STARTING AT \$9,950 |
| Summit Sponsorship <i>Premier Providers receive 20% off any Summit sponsorship package</i> | Coming Soon! | --- |

CONTACT US TODAY FOR A PERSONALIZED STRATEGY CONSULTATION

Rachel Broering, Director of Industry Insights

rbroering@welcoa.org | (402) 827-3658

Payment is due in advance of services. Projects can be separated onto separate invoices.

Examples & Deliverables

CUSTOM VENDOR PROFILE


DELIVERABLES NEEDED:

- » Logo (Accepted file formats: .AI, .EPS., JPG, .TIF, .PNG)
- » Company Overview
- » Content (1,000 word count limit):
Example content:
 - » Advertise products/services
 - » Testimonials
 - » Offer complimentary download via call-to-action/link to your website to capture additional leads
 - » Accompanying graphics and/or videos
- » Provider Contact Information (Contact Name, Address, Phone, Email, Website, Social Media Handles, etc.)
- » Vendor Category (choice of one):
 1. Professional Training
 2. Consulting
 3. Wellness
- » Choice of 1-3 Subcategories

The above specs can also be found [here](#).

CUSTOM VENDOR MICRO-SITE ON WELCOA SELECT

EXAMPLE ON MAIN WELCOA SELECT PAGE:




Wellness Coaches

Wellness Coaches delivers affordable healthcare services that combine the power of human interaction with technology and data analytics solutions to deliver exceptional results.

Rating

☆☆☆☆☆ (0.0)

0 Reviews





| | | | |
|--|--|--|------------------|
| Years in Business | Primary Category | Features | Premier Provider |
| 20 | Wellness | Biometric Screenings Coaching COVID 19 Services | Yes |
| Company Size Served | Subcategories | Functions | Service Type |
| 50-99 100-249 250-499 500-999 1000-4999 5000+ | Nutrition Integrated Health Platform Population Health Management | HIPAA Compliant GDPR Compliant Reporting | Both |

VIEW PROFILE

CUSTOM VENDOR MICRO-SITE ON WELCOA SELECT

EXAMPLE OF VENDOR MICRO-SITE:

Wellness Coaches delivers affordable healthcare services that combine the power of human interaction with technology and data analytics solutions to deliver exceptional results.

INFO & FEATURES | MEDIA | RATINGS & REVIEWS | PROVIDER INFORMATION


Info & Features

| | | | |
|---|---|--|--------------------------------|
| Years in Business 20 | Primary Category Wellness | Features Biometric Screenings Coaching COVID 19 Services | Premier Provider Yes |
| Company Size Served 50-99 100-249 250-499 500-999 1000-4999 5000+ | Subcategories Nutrition Integrated Health Platform Population Health Management | Functions HIPAA Compliant GDPR Compliant Reporting | Service Type Both |

Media

Wellness Coaches is an industry leading, nationwide provider of health and wellness services. We help people live their best lives with personalized solutions that reduce health and safety risks for organizations. We are committed to helping individuals thrive in all aspects of well-being.

For 20 years, we have delivered exceptional outcomes through our comprehensive services. All of our services are administered by impactful providers, designed with clinical rigor, and amplified through Healthy Ways®, our proprietary, next generation digital health platform.



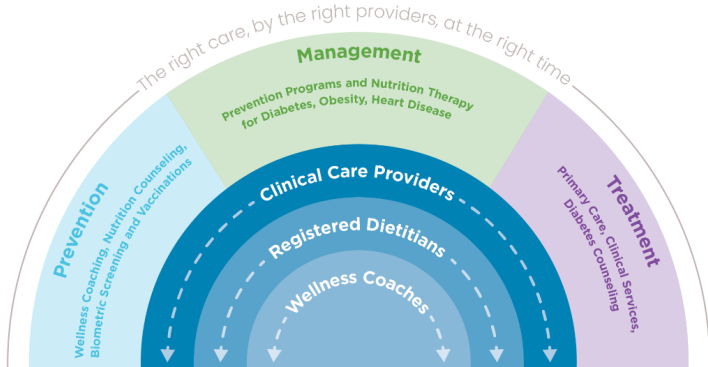
- Biometric Screenings and Immunizations
- Basic Primary Care and Care Navigation
- Pandemic Response
- Engaging Health Promotion Content

Smart Technology Healthy Ways®

- iOS/Android Mobile App
- Patented Personalization for a Unique Member Experience
- Living Health Risk Assessment
- Wearable and Bluetooth Device Integration
- Courses, Contests, and Challenges
- Real-time, Actionable Data Insights
- Provider Scheduling, Digital Messaging, and Video Conferencing
- Incentive Management and Rewards

How We Do It

We provide comprehensive care across the healthcare continuum, combining our healthcare providers with data and next generation technology to address population needs for prevention, management, and treatment of chronic diseases and conditions. Our approach ensures the right care, by the right providers, at the right time and integrates all aspects of the overall strategy to ensure individuals stay engaged in the process. The outcome is more effective population health risk improvement and cost savings for organizations.



Ratings & Reviews

OVERALL RATING

★★★★★ [0.0]

0 Reviews

Provider Information

Wellness Coaches
725 Skippack Pike, #300
Blue Bell, PA 19422 US

gmcguire@wcusa.com
<https://www.linkedin.com/company/wellness-coaches-usa>
https://twitter.com/WC_USA
<https://www.facebook.com/WellnessCoachesUSA>

Website Download More Information Request Pricing Request Demo

EMAIL & SOCIAL MEDIA MARKETING AD



The same content that you submit and approve for your Well-Informed email marketing ad will also be featured in our monthly Well-Being Industry Innovators email during the same month that your Well-Informed email ad runs.

DELIVERABLES NEEDED:

- » Company Logo
- » Headline
- » Content (50 word count limit, including headline; no bulleted or numbered lists)
- » Call-to-action and accompanying link/URL
- » Banner graphic
 - 180 pixels x 180 pixels (.jpg or .png)
 - Accompanying link/URL

EMAIL AD EXAMPLES:

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER



It's Time to Reimagine your Workplace Wellness Approach

And we're here to help you do just that! Wellness Coaches delivers affordable, customizable healthcare solutions with the right mix of impactful providers, smart technology and proven services, bringing a modern wellbeing approach to your organization. [Customize Your Wellness Program Today.](#)

LEARN MORE

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER



Wellness Programs That Put Employees in the Driver's Seat

Our personalized wellness programs give employees the tools and resources to make better lifestyle choices. We help employees show up, stay engaged and be productive at work and home. This lowers healthcare costs and boosts your bottom line.



LEARN MORE

The above specs can also be found [here](#).

EMAIL & SOCIAL MEDIA MARKETING AD

EXAMPLE OF AD PLACEMENT IN EMAIL:

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER



It's Time to Reimagine your Workplace Wellness Approach

And we're here to help you do just that! Wellness Coaches delivers affordable, customizable healthcare solutions with the right mix of impactful providers, smart technology and proven services, bringing a modern wellbeing approach to your organization. [Customize Your Wellness Program Today.](#)

LEARN MORE

WELL-INFORMED


YOUR WEEKLY WELCOA UPDATE

Member Portal | Resources | Institute | Products

Your WELCOA Membership expires on: 06/30/23

EARLY BIRD PERKS FOR WELCOA SUMMIT!

When you invest in WELCOA, we invest in YOU! Register for WELCOA Summit by June 30 to get your early bird perks. **All attendees** get access to an exclusive 3-month virtual self-development workshop; **three attendees** will win lunch with WELCOA leaders at Summit, and **one attendee** will get registration and hotel rooms for up to 3 people at the 2023 WELCOA Summit! [Get Connected at Summit](#) • [Save Your Spot & Pay Later](#) •





LEGAL UPDATES

The Significance of "Voluntary" in Workplace Wellness Programs

Does having a "voluntary" workplace wellness program that "requires" employees to complete an HRA, visit to the doctor, or biometric screening sound familiar? It's not all that uncommon in outcomes-based programs, but it can be a problem. To learn more about what it really means to have a "voluntary" workplace wellness program, check out this week's blog.

READ MORE IN THE BLOG

THE FOLLOWING ADVERTISER IS A WELCOA PREMIER PROVIDER



It's Time to Reimagine your Workplace Wellness Approach

And we're here to help you do just that! Wellness Coaches delivers affordable, customizable healthcare solutions with the right mix of impactful providers, smart technology and proven services, bringing a modern wellbeing approach to your organization. [Customize Your Wellness Program Today.](#)

LEARN MORE

MARK YOUR CALENDAR

JUNE 15
2:00 PM CT

New Strategies for Effective, Scalable Wellness Consulting
Presented by: Sara Martin - CEO, WELCOA, and Maggie Cough - COO, WELCOA
[Join us](#) to learn new methods to scale your efforts for greater revenue, gain a competitive advantage, and attract and retain new clients. [Register >](#)

JUNE 29
1:00 PM CT

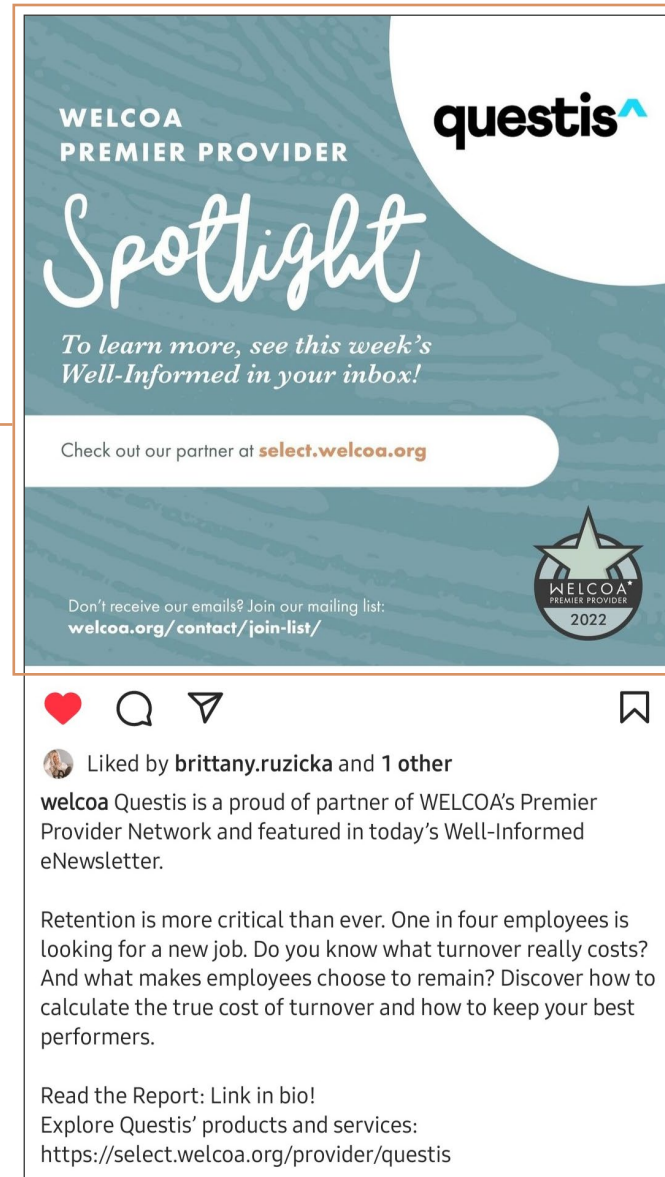
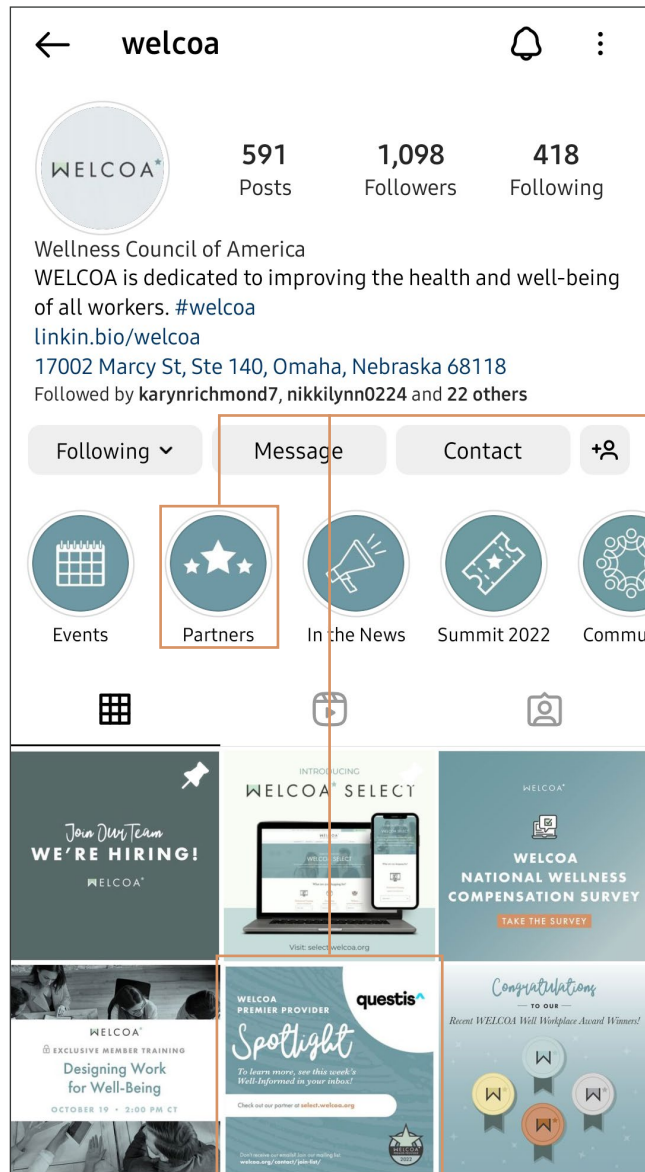
Leadership Strategies for Workplace Wellness Success
Presented by: Virginia R. Howard - Angela R. Howard Consulting, Cassie Buckeney - Columbia Sportswear Company, and Kim Lupo - Walmart
Executive leaders and well-being professionals, [join us](#) to learn what is at stake when a well-being strategy is siloed and how to amplify and enable departments who are already doing great work in this area. [Register >](#)

AUG 28

WELCOA Summit
[Onward: Breakthrough Solutions](#)

EMAIL & SOCIAL MEDIA MARKETING AD

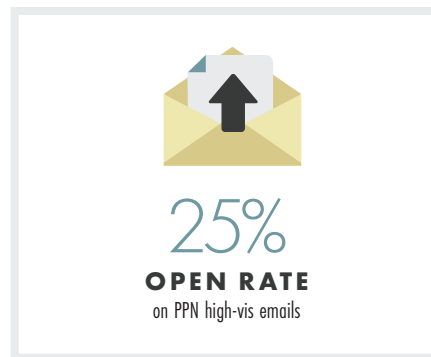
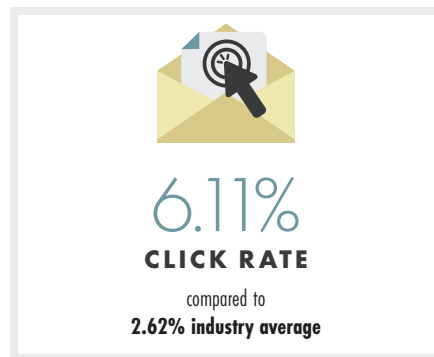
EXAMPLE OF SOCIAL MEDIA POST (INSTAGRAM):



HIGH-VISIBILITY (HIGH-VIS) EMAIL


DELIVERABLES NEEDED:

- » Subject Line
- » Banner Ad
 - 1200 pixels wide (*display size will be 600 pixels wide*)
- » Content
- » CTA and link URL
- » Any accompanying graphics/logos



EXAMPLE:

A MESSAGE FROM A
WELCOA* Premier Provider



Mental Health Guides, Tools, & Resources

May is **Mental Health Awareness Month**. Employees are struggling, and finding ways to support and improve their wellbeing has become more urgent.

Download your Mental Health Toolkit

Hi there,

The World Health Organization estimates \$1 trillion dollars per year is lost in productivity due to depression and anxiety - a global epidemic.


1 in 5 people suffer from mental health challenges. (Mental Health Foundation)

84% of health cases are stress-related. (American Psychological Association)

The above specs can also be found [here](#).

HIGH-VISIBILITY (HIGH-VIS) EMAIL EXAMPLES:

A MESSAGE FROM A
WELCOA* Premier Provider



A CONVERSATION GUIDE FOR THE WORKPLACE
Employee wellbeing action plan


Prevent employee burnout

Work-related stress is estimated to cost US employers more than \$300 billion each year.


At Koa Health, we believe in the power of putting people (and their mental health) first. So we've created this [interactive resource](#) to help employees and their managers develop an action plan to build a culture of mental health in the workplace.

This [interactive guide](#) will help employees and leaders to:

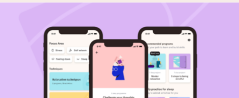
- Have an open and honest dialogue about workplace stress, wellbeing and mental health
- Learn how to identify signs of stress and burnout
- Demonstrate your commitment to supporting employee wellbeing




Further Reading



The State of Digital Mental Health in the Workplace
5 key considerations to reduce stigma.



A MESSAGE FROM A
WELCOA* Premier Provider



HEALTH AND WELLNESS MANAGEMENT
Program powered by:
UNIVERSITY OF WISCONSIN
extended campus

Discover meaningful connections with an online degree or certificate *that fits your life*. To engage today's diverse workforce, the wellness professional needs strategic planning skills plus in-depth knowledge of health and well-being.

Master of Science in Health & Wellness Management

Learn how to manage well-being programs that support employees across all dimensions of health.

- Strategic planning
- Behavior change facilitation
- Communication and marketing strategies
- Health policy and wellness law
- Program planning and evaluation
- Emerging trends in wellness

Graduate Certificate in Sustainability + Well-being

Learn how the principles of sustainability and well-being can create healthier, more equitable communities.

- Corporate social responsibility
- Sustainable community design
- Contemporary health and wellness perspectives
- Organizational behavior

"While there are numerous definitions and dimensions to wellness, in general, it is a guiding philosophy and a way of life. It is thriving each day instead of merely surviving each day."

—Penny Lyter, Academic Director,
UW Health and Wellness Management, UW-Parkside

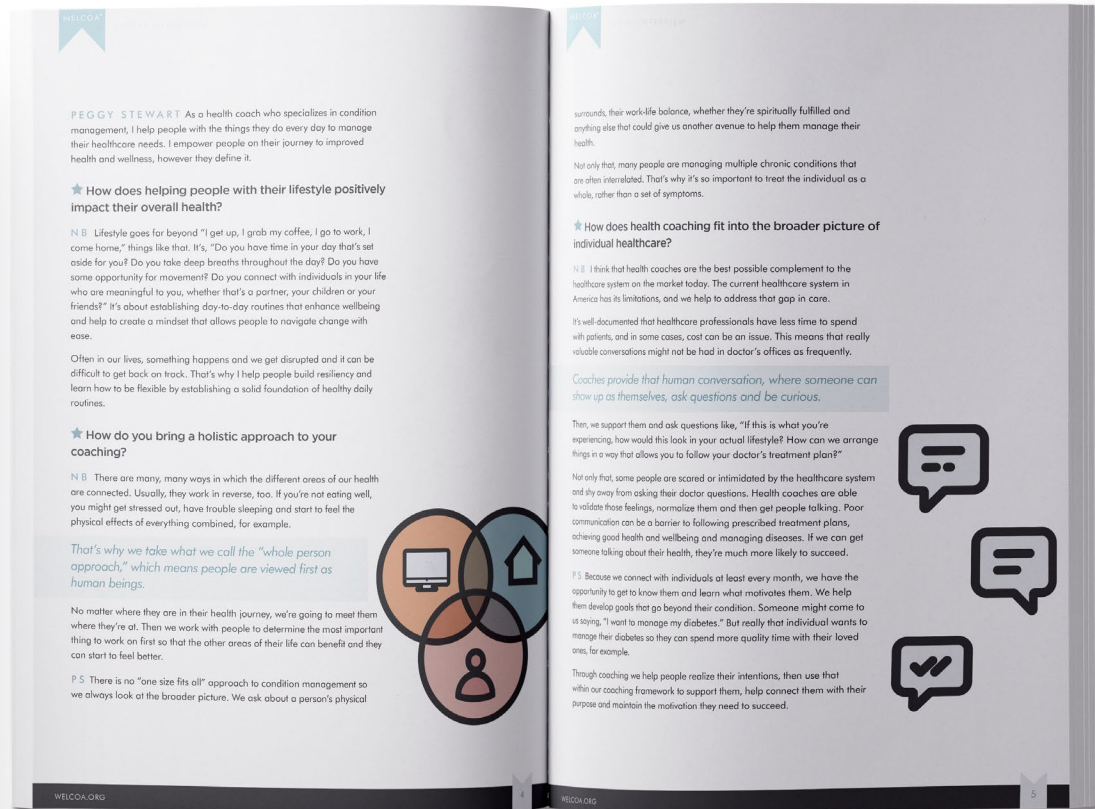
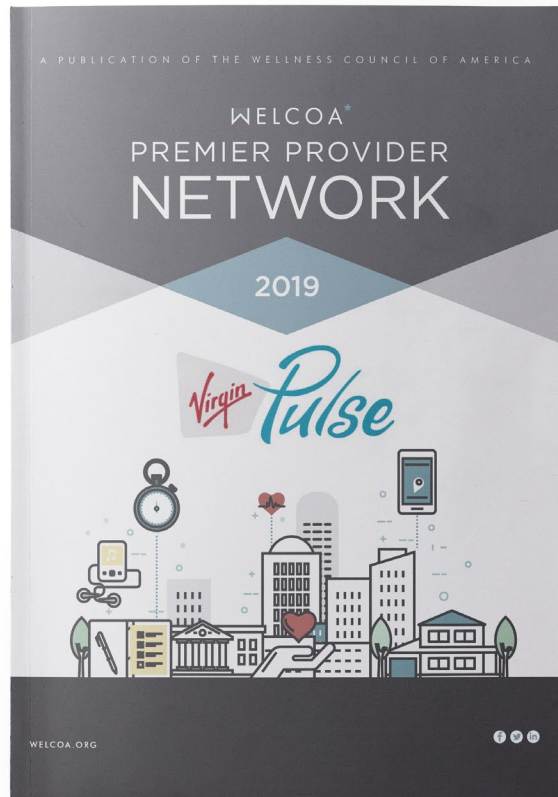
CONTENT PROVIDER

DELIVERABLES NEEDED:

- » Come up with 8-10 Questions
 - We can help you get started, if needed.
- » Write Answers to Each Question
 - Aim for a total of 2,500–3,000 words or 300 words per question.
- » Provide a 150-Word Bio of Your Company or Person Being Interviewed
- » Provide Supporting Graphics and/or Photos
 - That includes a headshot of the person being interviewed (if applicable), your logo and any graphics you'd like us to use. All graphics and/or photos should be 150-300 dpi resolution.
- » Submit Your Material
 - Material should be sent to premierprovider@welcoa.org on your designated due date. Any zip files should be sent by [dropbox.com](https://www.dropbox.com) or other file sending services.
- » Proofing and Review
 - WELCOA will provide a proof for your review. At that time, you will have an opportunity to make any necessary changes.
- » Final Approval
 - Your content must be approved at least 15 days ahead of your Well-Informed email marketing ad date.
- » Release
 - Your content piece will be released in the Well-Informed email on the same day as your Well-Informed email marketing ad.

The above specs can also be found [here](#).

CONTENT PROVIDER EXAMPLES:





**FOR MORE INFORMATION ON
WELCOA'S PREMIER PROVIDER NETWORK**

Contact Us

(402) 827-3590 | PremierProvider@welcoa.org

WELCOA★
WELLNESS WORKS HERE

welcoa.org

