



# Your Pathway to a Successful Wellness Program

Effective wellness advocacy campaigns require a strong contact center strategy

In June 2013, the American Medical Association [re-classified](#) obesity as a disease. Not long before that, the Obama administration [released rules](#) that allow U.S. businesses to adjust insurance premiums according to worker wellness. These are just two of many indications that wellness is becoming a focal point of our healthcare system and a key component of preventative care.

Making wellness programs both valuable and cost effective, however, can be a difficult task, according to a recent Associated Press [report](#). A strong, consistent communications strategy could be the difference between success and failure.

As the front line of any member outreach program, contact centers are the heart of a strong wellness campaign. Acting as your members' wellness advocates, contact center agents provide the information and tools to empower them to take charge of their well-being.

Here are three key ways that contact centers can help to bolster the wellness of your members:

- 1. Education** – Multichannel contact centers offer plan members numerous ways to access information and resources about wellness and preventative care. In turn, the contact center – particularly the outbound, telephonic channel – can preemptively educate stakeholders about plan changes and address their immediate concerns.
- 2. Proactive scheduling** – Wellness initiatives often involve regularly-scheduled appointments for preventative care services such as a colonoscopy or mammogram. Contact centers can help schedule and manage these activities, relieving pressure from wellness plan managers and participants, and helping members to stay in front of potential health issues.
- 3. Timely follow-up** – Using a contact center to conduct followup with members who have a chronic illness or were recently in the hospital may reduce the likelihood of further complications or hospital re-admission. Beyond reaching the member, it is important to be in contact with family members and providers who play a crucial role in the recovery.

A successful wellness campaign will improve the health of your members, increase overall satisfaction and retention rates, and drive higher CMS [star ratings](#). Employers can look forward to increased employee satisfaction and productivity, decreased use of sick-time and fewer instances of hospitalization.

Given the rising focus on wellness, now is the opportune moment to nourish the wellness of your stakeholders – and the contact center is a vital component for the ongoing effort.