



**A COMPLETE GUIDE TO  
EVALUATING YOUR  
WELLBEING PLATFORM**

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**#knowyourwellbeingplatform**

## ANALYSING YOUR WELLBEING PLATFORM

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There seems to be an influx of wellbeing platforms available in the marketplace. It shows a growing appetite for workplaces wanting to improve the health and wellbeing of their employees.

It is important to note, however, that not all wellbeing platforms are the same. With the increasing rate of technological development, platforms are becoming more sophisticated, easier to implement and are achieving better outcomes.

**Before signing up to your wellbeing platform technology partner, ask the following questions to help ensure you are getting a platform that is going to meet your current and future requirements.**



# FOR YOUR ORGANISATION:

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## 1. CAN THE WELLBEING PLATFORM SUPPORT YOUR OVERALL WORKPLACE GOALS?

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To achieve greater stakeholder engagement, a wellbeing platform should help your organisation to achieve its broader key strategic objectives. Look for a platform that can:

- Be customised to help promote other strategic objectives within your organisation.

*For example:*

- Mitigate business risk through having a range of resources available for employees at any time (e.g. resources to help manage stress / mental health challenges) and the ability to integrate initiatives to help directly meet specific legislative requirements
  - Provide tools and resources to assist with onboarding and embedding your organisation's culture
  - Incorporate and support your specific wellbeing, safety and/or organisational development initiatives
  - As standard, allow family participation in all aspects of the program to help promote behaviour change and enhance your employer brand within the community
- Provide metrics that can help your overall strategy.

**Wellbeing platforms  
have moved beyond  
simply promoting  
health behaviours.**

## 2. HOW RESPONSIVE WILL THE WELLBEING PLATFORM PROVIDER BE WHEN ADDING / UPDATING CONTENT?

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To engage employees, content on the wellbeing platform must be updated daily.

When wanting to integrate specific content relating to your organisation, look for a wellbeing platform where you can add content directly yourself and/or work with a provider that can make updates on your behalf quickly and efficiently.

A good provider will integrate basic content on the day it was submitted.

## 3. CAN THE WELLBEING PLATFORM BE SPECIFICALLY CUSTOMISED TO MEET YOUR NEEDS?

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Customisation now goes far beyond simply adding a colour scheme and your company logo. Look for a wellbeing platform that can:

- Integrate all of your specific wellbeing, safety and organisational development content
- Develop specific content to meet your organisation's needs, including promotional collateral
- Build challenges to focus on specific needs or specific areas of your organisation
- Create a calendar of activities that specifically addresses the key health risks within a population and meets the broader strategic needs within your organisation

## 4. CAN THE WELLBEING PLATFORM INTEGRATE ALL OF YOUR CONTENT?

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To increase the presence of your program, a range of content should be promoted on the wellbeing platform. For example, the promotion of available health insurances, EAP services and /or onsite health interventions like health checks and influenza vaccinations.

Ensure your wellbeing platform provider will not restrict what you can add to your wellbeing platform.

For example, if your wellbeing platform is being delivered by your health insurer, ensure that they are willing to incorporate offers from other competitor health insurers that may have special offers available within your organisation.

## 5. HAS THE WELLBEING PLATFORM BEEN DESIGNED TO REDUCE YOUR ADMINISTRATIVE DEMANDS AND PROVIDE REAL TIME REPORTING?

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It's essential that any wellbeing program is sustainable over time. A wellbeing platform that is designed to reduce your administrative time should provide you with:

- Easy access to updated monthly promotional material to help promote the program within your organisation
- Provide ongoing insights into how to promote the program within your organisation
- Allow you to add / update content directly on the wellbeing platform or have this added quickly and efficiently by the supplier
- Give third-party providers (e.g. EAP provider, health insurer) access to the wellbeing platform to add/update content directly onto the site

Like any initiative, it is important to be able to determine its success at any time – not just at the end of a 12-month program.

Your wellbeing platform should give you access to real time statistics that provide an insight into the success of your program. Reporting should provide insights into the health of the organisation, participation rates and insights into additional strategies to help you to achieve your overall strategic objectives.

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# FOR YOUR EMPLOYEES:

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## 1. DOES THE WELLBEING PLATFORM DELIVER RELEVANT CONTENT TO EMPLOYEES?

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To ensure the wellbeing platform remains engaging, it is important that the information delivered is uniquely relevant to each individual who accesses the program.

### **Be aware of wellbeing platforms:**

- Where all employees are presented with the same content or user experience
- That are delivered by organisations that have other primary products / services to sell

### **A great wellbeing platform should:**

- Not rely on the user to be a health expert and try to determine what information is most likely to improve their personal wellbeing
- Deliver information specific to the user's location (e.g. health specials and / or events)
- Deliver information based upon the user's health risks

## 2. DOES THE WELLBEING PLATFORM DELIVER CONSISTENT MESSAGING TO EMPLOYEES?

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Too often conflicting health information is presented to employees resulting in confusion and, therefore, compromising engagement. Rather than simply delivering the latest media release that is often designed to promote a product / service and which results in confusion, a great wellbeing platform should deliver:

- Consistent health messaging that is evidence based and supplied by professionals
- Content that provides practical tips that are realistic to implement
- Content that is delivered in a positive and encouraging way
- Content that caters to a range of learning styles, motivators and content preferences

Ensure that you ask your wellbeing platform supplier for a copy of their content guidelines to ensure that you understand the criteria for adding content to the program.

### 3. DOES THE WELLBEING PLATFORM ENABLE THE INTEGRATION OF WEARABLE DEVICES / TECHNOLOGY OR OVER RELY ON THIS TO ENGAGE EMPLOYEES?

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With the prevalence of wearable technology, choose a wellbeing platform that allows the integration of wearable devices. Be aware, however, that wearable data will only engage a portion of your employees. It is important that your wellbeing platform is designed to engage employees in a range of different ways.

This may include:

- **A rewards system for participation**
- **Programs that promote a range of values that are influencing employees behaviour**  
*e.g. competition, teamwork, achievement, recognition, fun.*

### 4. DOES THE WELLBEING PLATFORM ALLOW EMPLOYEES TO ENGAGE IN A RANGE OF INITIATIVES WHEN THEY ARE READY TO MAKE CHANGES?

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An employees' readiness for change can occur at different times throughout the year. It is essential to have a large range of initiatives for employees to engage in when they are ready to make changes – not just when the wellbeing supplier is ready to run an organisation-wide initiative.

**A great wellbeing platform will allow employees to engage in initiatives when they are ready to make changes.**

### 5. DOES THE WELLBEING PLATFORM ALLOW FAMILY MEMBER PARTICIPATION IN ALL ASPECTS OF THE PROGRAM?

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It is often easier to change a family's health related behaviours than an individual within a family. Because of this, a great wellbeing platform should allow family participation in all aspects of the program. This is also a great opportunity to promote your organisation's brand in the wider community.

**A great wellbeing platform  
will allow employees to  
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changes.**

# SUMMARY

| CRITERIA   | YES / NO |
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| <b>Support your overall workplace goals</b>  |          |
| <ul style="list-style-type: none"><li>• Incorporate your other people initiatives within your organisation (e.g. wellbeing, safety and organisational development initiatives)</li></ul> |          |
| <ul style="list-style-type: none"><li>• The ability to incorporate your brand and promote your other culture initiatives</li></ul>   |          |
| <ul style="list-style-type: none"><li>• Provide metrics to help your overall people strategy</li></ul>   |          |
| <b>Responsiveness of your wellbeing platform supplier</b>  |          |
| <ul style="list-style-type: none"><li>• Content updated daily</li></ul>  |          |
| <ul style="list-style-type: none"><li>• The ability for the organisation to add content directly to the wellbeing platform</li></ul>   |          |
| <ul style="list-style-type: none"><li>• Supplier can update your organisational content on the day that it is submitted to them</li></ul>  |          |
| <b>Customisation</b>   |          |
| <ul style="list-style-type: none"><li>• The ability to integrate all of your wellbeing, safety and organisational development content</li></ul>  |          |
| <ul style="list-style-type: none"><li>• Supplier to develop content specifically to address your needs including promotional material</li></ul>  |          |
| <ul style="list-style-type: none"><li>• Ability to build challenges to address organisational specific needs</li></ul>   |          |
| <ul style="list-style-type: none"><li>• Create a wellbeing calendar that specifically addresses key health risks and meets your organisation's broader strategic objectives</li></ul>    |          |
| <b>Integration of all content</b>  |          |
| <ul style="list-style-type: none"><li>• The ability to add content from ALL third-party suppliers without any restrictions e.g. health insurer(s), EAP, health checks</li></ul>          |          |
| <b>Low administrative demands and real time reporting</b>  |          |
| <ul style="list-style-type: none"><li>• Supply of updated monthly promotional material</li></ul>   |          |
| <ul style="list-style-type: none"><li>• Ongoing insights into how to promote the program within your organisation</li></ul>  |          |
| <ul style="list-style-type: none"><li>• The ability to add/update content directly to the wellbeing platform</li></ul>   |          |



| CRITERIA  | YES / NO           |
|---|--------------------|
| <ul style="list-style-type: none"> <li>• The ability for third-party providers to add/update content directly to the wellbeing platform</li> </ul>  |                    |
| <h3>Relevant content to employees</h3>  |                    |
| <ul style="list-style-type: none"> <li>• Delivers each employee with different content based upon their health risks, location and interests</li> </ul>   |                    |
| <ul style="list-style-type: none"> <li>• The ability to add/update content directly to the wellbeing platform</li> </ul>  |                    |
| <ul style="list-style-type: none"> <li>• The ability for third-party providers to add/update content directly to the wellbeing platform</li> </ul>  |                    |
| <h3>Relevant content to employees</h3>  |                    |
| <ul style="list-style-type: none"> <li>• Delivers each employee with different content based upon their health risks, location and interests</li> </ul>   |                    |
| <ul style="list-style-type: none"> <li>• Includes programs to promote a range of values that are influencing employees behaviour e.g. competition, teamwork, achievement, recognition, fun</li> </ul> |                    |
| <h3>Consistent messaging to employees</h3>  |                    |
| <ul style="list-style-type: none"> <li>• Delivers consistent messaging that is evidence based</li> </ul>  |                    |
| <ul style="list-style-type: none"> <li>• Provides practical advice to employees</li> </ul>  |                    |
| <ul style="list-style-type: none"> <li>• Delivers content that caters to a range of learning styles, motivators and content preferences</li> </ul>  |                    |
| <ul style="list-style-type: none"> <li>• Supplier will share their content guidelines when determining what content is added to the wellbeing platform</li> </ul>                                     |                    |
| <h3>Wearable integration</h3>   |                    |
| <ul style="list-style-type: none"> <li>• Allows the integration of wearable devices</li> </ul>  |                    |
| <h3>Employee readiness to change</h3>   |                    |
| <ul style="list-style-type: none"> <li>• Access to a range of initiatives when the employee is ready to make changes – not just when the supplier is ready to run them</li> </ul>                     |                    |
| <h3>Family Participation</h3>   |                    |
| <ul style="list-style-type: none"> <li>• Allows family access to all aspects of the program</li> </ul>  |                    |
| <p><b>TOTAL YES ANSWERS</b></p>   | <p><b>/ 27</b></p> |