

BRANDING A WELLNESS PROGRAM BUILDS IDENTITY, ENGAGEMENT AND VALUE

1 IDENTITY

The KAre wellness committee (which is made up of individuals in Human Resources, senior management, the health insurance company and health insurance broker) was formed to provide tools and resources for employees to engage in positive lifestyle behaviors at work. They've created the slogan and logo "Wellness in Your Hands" to encourage employees to take control of their health and conveys the message that their employer cares about their health and wellness.

2 ENGAGEMENT

The brand is included in the company intranet, blog and activity promotional materials so that the participants identify the benefits to them.



CLASSES CONSISTENTLY FILLED
Financial classes were consistently filled (Quarterly classes with 25 participants per class)



WELLNESS FAIR ENGAGEMENT
Wellness Fair attendance has increased every year with 2017 bringing about 210 people to the event



Wellness is in your hands.

Company: **Kodak Alaris US**

Employees: **1,100+**

Industry: **Technology**

Years in Wellness Program: **2016 - 2018**

Headquarters: **Rochester, NY**

3 VALUE

Communicated and promoted effectively, employees can easily see the value the program offers which improves engagement & program sustainability.

As a result, Kodak Alaris made several environmental changes to promote wellness including healthy vending machines, a treadmill desk, and a conference room that allows people to stand at tables.

4 START BRANDING YOUR WELLNESS PROGRAM TODAY

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The way a person or company brands themselves is crucial to capturing an audience, and providing an identity, as well as the value they provide.