



Value Realization Guide

Best practices for engaging your organization



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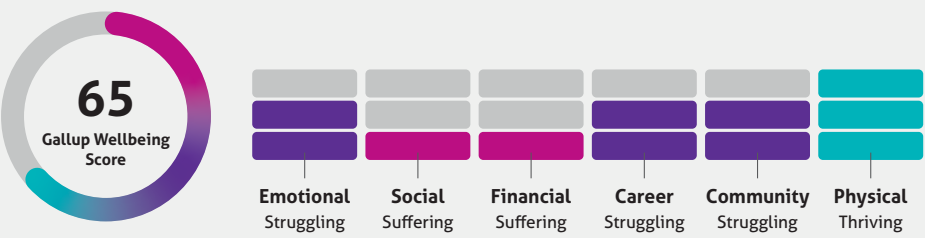
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eMbrace—a total wellbeing and organizational growth solution

Research shows that when senior leaders promote wellbeing programs and model the behavior they want to see in their organization, they create an environment where employees take responsibility for their own—and their team’s—engagement and build workplaces that are engines of productivity and profitability.

The eMbrace approach, part of The Magellan-Gallup® Wellbeing Project, is science-backed, data-driven and clinically grounded. eMbrace engages your whole organization, not just those who are suffering. It measures employee wellbeing and provides personalized plans that drive them to services and resources to improve their wellbeing.

The Gallup® Wellbeing Survey measures the six elements of wellbeing: emotional, career, social, financial, physical and community. The emotional component is proprietary to Magellan Healthcare. The other five are part of the world-renowned Gallup® research and science presented in numerous studies and published in *Wellbeing at Work*.



Survey results feature the employee’s total wellbeing score and indicate where the employee is suffering, struggling or thriving in each of the six elements of wellbeing.

Magellan’s 50+ years of high-touch behavioral health clinical excellence and Gallup’s world-leading emphasis on human behavior insights combine to optimize your business performance by improving wellbeing.

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Value Realization Guide

The Value Realization Guide (Guide) outlines the process for making wellbeing a driving purpose in your organization. It provides step-by-step instructions and turnkey communications for the leadership team, managers and individual contributors.

Requirements for implementing the Guide depend on your organization.

- Clients with Partnership Performance Guarantees (PPGs) must complete the required activities noted throughout the Guide.
- If you do not have PPGs, you benefit from these best practice recommendations to realize the value of eMbrace.

eMbrace complements and integrates with your other benefits. The six elements of wellbeing can be used as a science-based structure to align your benefits, wellness programs and other employee engagement activities. Communications can reinforce how different benefits help employees build thriving lives and reduce suffering or struggling. Employees will see how everything works together to improve their lives.

PPG requirements

We partner with your organization in a shared risk, shared reward arrangement with required communication activities.

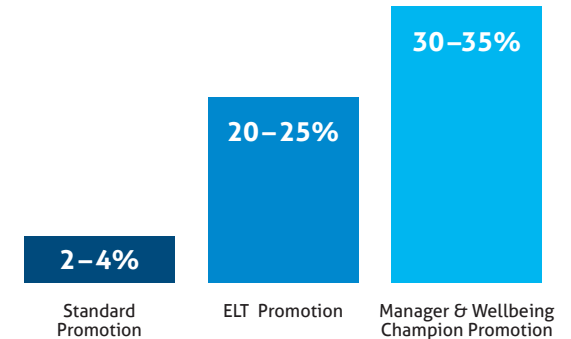
- Organizations that complete the required activities should see improvements in engagement and employee wellbeing at the end of Year 1. If you do not see improvements after a year, Magellan will return at-risk fees or apply them to Year 2 fees.
- If your organization does not implement the required activities and doesn't see improvement after a year, Magellan does not return the at-risk fees.

Terminology

- The organization's leader is referred to as the president.
- The president's direct reports are referred to as the executive leadership team (ELT).

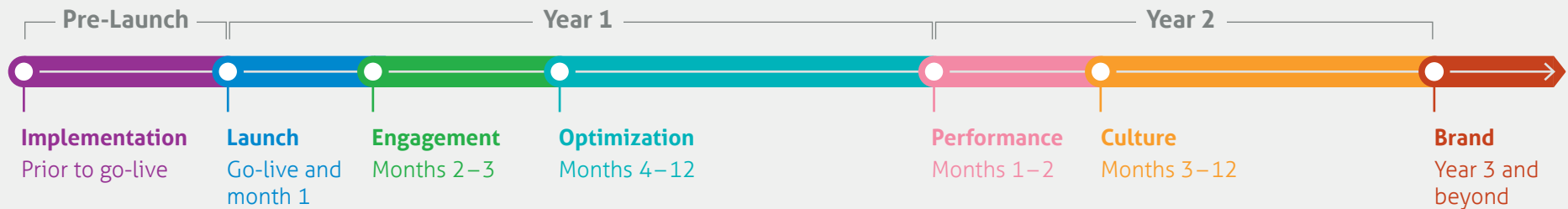
The science behind engagement

Wellbeing initiatives communicated from the president's office work best because cultural change happens based on leadership expectations and the messages they send.




Building a culture of net thriving requires leadership buy-in and modeling practices that improve employees' lives. People often adopt wellbeing practices through social contagion, where peers learn from each other, and their leaders live the expected norms.

A phased approach to engagement



The phased approach to engaging your employees includes a structured activity and communication plan. Consistently communicating the importance of wellbeing and the value of eMbrace builds participation and engagement across your organization.

Engagement phase components

- *Period*: The time range for the phase.
- *Focus*: The focus or theme of the activities.
- *Activities*: Specific tasks to complete within the phase.
 - Magellan-provided assets—These communication materials lay the groundwork for your messages. You can edit the tone and details to match your company voice and culture while keeping the material details intact. Communications and other assets are digital unless otherwise noted.
 - Employer communications—Items that need to be developed and managed by your organization have this  icon.
 - Note: Clients with PPGs must complete required activities.
- *Good ideas*: These are best practices for your consideration. They are not part of PPG requirements.

We encourage you to weave these activities into your other employee benefit and wellbeing program communications to reinforce and enhance your overall employee wellbeing program.

Let's get started!

Phase I. Implementation



PERIOD: Full implementation can take up to six months, depending on the complexity of your organization. This section focuses on the eight weeks leading up to the launch.

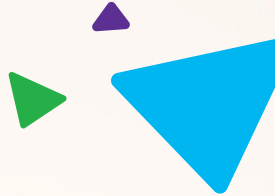


FOCUS: During this phase, the ELT and Human Resources (HR) teams work with Magellan's implementation, sales and account management teams to complete the requirements to bring eMbrace to life.

The success of eMbrace relies on the ELT taking ownership of the program and leading by example. The ELT learns about eMbrace and its role in engaging with and promoting the program. Through this, they will understand the unique journey that eMbrace will provide the organization.



ACTIVITIES: The activities focus on ELT education and engagement, and the communication plan required for a successful launch.



Pre-launch Activities

Eight weeks before go-live

ELT meets with Magellan.

The purpose of this meeting is for ELT leaders to learn about eMbrace, total population wellbeing and how it leads to organizational growth. They will review the Gallup® Wellbeing Survey, the six essential elements of wellbeing and the personalized plan. Then they will have a strategic discussion to set expectations and maximize participation in eMbrace.

Meeting agenda topics include:

- How do we define wellbeing?
- Why is wellbeing important to the organization?
- What are our opportunities for improving wellbeing in our organization?

After this meeting, ELT members will be ready to announce the program and start preparing for go-live.

ASSETS

- ELT kick-off meeting deck
- Client FAQs

Six weeks before go-live

President sends an eMbrace announcement email to the entire organization.

The announcement should be brief but informative enough to build excitement for the go-live date.

- ELT members prepared to answer general questions.
- ELT members start discussing eMbrace with their direct reports and encourage them to reinforce the president’s message.

ASSETS

- President eMbrace announcement email

Four weeks before go-live

President sends Coming soon reminder #1.

The president's email builds excitement for eMbrace and includes a coming soon flyer.

ASSETS

- President Coming soon email #1
- Coming soon flyer

HR posts Coming soon materials throughout locations.

Materials include a digital sign for monitors, TV screens and intranet portals and a poster to hang in high-traffic areas.

ASSETS

- Coming soon digital sign
- Coming soon poster

HR prepares updates to internal communications.

Such materials may include, but are not limited to:

- Benefits websites and booklets
- Materials that refer to the program being replaced by eMbrace
- Open enrollment materials

Magellan will send digital versions of launch materials in advance for you to use to complete this activity. Do not distribute launch materials before the launch date.

ASSETS

- Benefits booklet content
- Brochure with detachable wallet cards
- Overview flyer
- Member FAQs
- How to guide: Create an account on the member website
- How to guide: Sign into the member website
- How to guide: Reset your password

Two weeks before program launch

President sends Coming soon reminder #2.

The president's email builds excitement for eMbrace and introduces the Gallup® Wellbeing Survey.

ASSETS

- President Coming soon reminder email #2

One day before program launch

- **President and HR prepare and stage communications for launch day. The president's Go-live email features Member FAQs, How to guides and core materials (overview flyer, brochure, digital sign, poster and virtual background).**

Your Magellan account manager will check in with you before the go-live date to ensure your readiness for launch day.

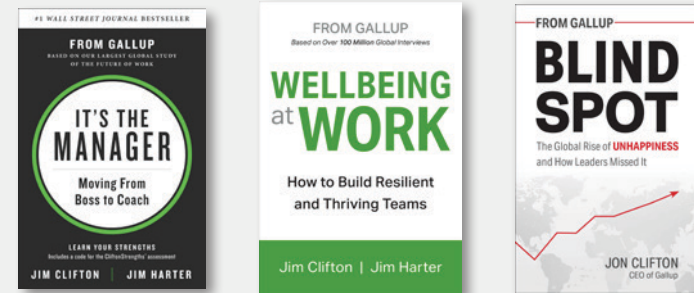
ASSETS

- President Go-live email
- Digital sign
- Poster
- Virtual background (*not required if you don't use these tools*)
- Overview flyer
- Brochure with detachable wallet cards (*delivered electronically and printed for 120% of employee population. Shipped to one location for launch.*)
- Member FAQs
- How to guide: Create an account on the member website
- How to guide: Sign into the member website
- How to guide: Reset your password

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Learn more about improving employee engagement



All ELT and HR team members should consider reading the Gallup® books:

- *It's the Manager: Moving from Boss to Coach* (or *Coaching for Leaders* highlights)
- *Wellbeing at Work*
- *The Blind Spot*

These are great resources to prime everyone to understand eMbrace, the Gallup® Wellbeing Survey and the importance of individual and organizational wellbeing.

ELT and HR should consider purchasing *Wellbeing at Work* for all employees, or at least all managers.

ELT and HR might also consider purchasing *It's the Manager: Moving from Boss to Coach*, for all managers, or share *Coaching for Leaders* highlights.

Phase II. Launch



PERIOD: Go-live date and month one

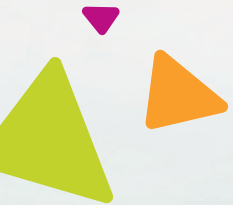


FOCUS: To build trust, employees must feel like their leaders are being transparent with them. They must also believe that their leaders and managers are committed to employee and organizational wellbeing. There are several goals for the launch month:

- Educate the organization about eMbrace and the Gallup® Wellbeing Survey.
- Ensure the ELT completes the Gallup® Wellbeing Survey.
- Conduct all-employee and manager orientations.
- Educate managers on their key role in organizational wellbeing.
- Encourage all employees to participate in eMbrace by exploring the member website and completing the Gallup® Wellbeing Survey.



ACTIVITIES: The required activities focus on the launch and what's needed during the first month of eMbrace.



Year 1, Month 1 Activities

DAY 1

□ **President sends Go-live email to the organization.**

The president should send the Go-live email early in the morning with the Overview flyer and Member FAQs as attachments or links. The email introduces the eMbrace total wellbeing solution and tells employees how to get started.

ASSETS

- President Go-live email

✍ **HR launches internal communications.**

- Digital sign
- Virtual background
- Poster

In addition, HR:

- Turns on links to the new eMbrace member website.
- Publishes internal benefit materials.
- Distributes printed or digital member brochures with wallet cards.

ASSETS

- Overview flyer
- Digital sign
- Poster
- Brochure with detachable wallet cards
- Virtual background
- Member FAQs and website guides

WEEKS 1–2

□ **ELT members complete the Gallup® Wellbeing Survey on the eMbrace member website.**

The ELT members were introduced to eMbrace and the Survey at the kickoff meeting. Now that eMbrace is live, they should lead by example and take the Survey. While they don't have to share their results, sharing their experience with the Survey, their results and their personal plans with the organization lays the groundwork to build a thriving culture. There is no better example of commitment to individual and organizational wellbeing than to walk the talk. At a minimum, the best practice is to agree on key messages that all ELT members will share in the first all-employee meeting and share with their managers and individual contributors.

ASSETS

- The Six Essential Elements of Wellbeing flyer
- About the Gallup® Wellbeing flyer
- Understanding Your Survey Results flyer

WEEKS 1–2, cont.

□ **President sends email to all managers about their role in eMbrace and organizational wellbeing.**

Managers are on the front line with your employees. For eMbrace to be successful and to realize organizational growth related to wellbeing, Managers must be as committed to the program as the ELT. The email from the president stresses the role managers play in the eMbrace program and asks them to complete the Gallup® Wellbeing Survey within the first four weeks of go-live.

ASSETS

- President email to managers
- The Six Essential Elements of Wellbeing flyer
- About the Gallup® Wellbeing Survey flyer
- Understanding Your Survey Results flyer

WEEKS 2–4

□ **Leadership introduces eMbrace in an all-employee meeting.**

The president and ELT will hold the first all-employee meeting to introduce eMbrace and wellbeing. This introduction can be part of an existing all-employee town hall or a dedicated meeting. To make it the most impactful, ELT members should share results/slides from their kick-off meeting to show employees that the ELT has thought about how this program can help everyone and the organization. ELT members should also share something personal about their experience taking the Gallup® Wellbeing Survey.

The ELT should invite questions and feedback during this meeting to help ensure employees feel valued and heard. Managers should also focus on actively listening to employees for ways to help their staff throughout their wellbeing journey. Remember to document employee input so you can address it later.

ASSETS

- Suggested all-employee meeting #1 agenda
- Slides from the ELT kick-off meeting deck

□ **President shares what was learned in first all-employee meeting.**

The president shares the minutes of the all-employee meeting. Consistently communicating about eMbrace is another way to build accountability. Employees know that leadership is listening to them and considering their feedback. The email should reinforce the benefits of eMbrace, encourage employees to learn more about themselves by taking the Gallup® Wellbeing Survey and stress the confidential nature of the Survey.

ASSETS

- President reminder email #1: All-employee meeting minutes and confidentiality statement
- The Six Essential Elements of Wellbeing flyer
- About the Gallup® Wellbeing Survey flyer
- Understanding Your Survey Results flyer

ASSETS

- All-employee meeting #1 minutes

WEEKS 2–4, cont.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials.

Magellan provides a monthly themed engagement campaign with a newsletter, live webinar, digital sign and poster. We also provide a quarterly manager newsletter and live webinar. In addition, we recognize five mental health awareness months with new campaigns each year. Sharing engagement and awareness campaign materials supports consistent communications to build momentum about eMbrace and highlights the great benefits available to employees and their household members.

As part of our continuous improvement, we occasionally send information on eMbrace program changes or significant website updates. We encourage you to share these communications with your employees to ensure they have the most up-to-date information. New features can motivate them to visit the website, take the Gallup® Wellbeing Survey and work on their personalized plan.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce campaign themes, and any significant eMbrace program or website updates.

GOOD IDEA:

Embrace eMbrace

The success of eMbrace depends on leaders taking ownership of total employee wellbeing. HR supports the initiative, but leaders drive the change.

*Managers account for 70% of the variance in team engagement.**

The ELT should meet with their direct reports, explain how employee wellbeing connects to organizational success and share their experiences with eMbrace and the Gallup® Wellbeing Survey. Knowing that the manager is the primary factor in employee engagement and performance, they should show their commitment to the program.

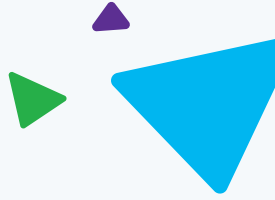
Meeting objectives can include:

- Reviewing eMbrace and the Survey
- Discussing how they can incorporate wellbeing into the employee experience
- Asking the direct report to champion eMbrace and encourage their team(s) to complete the Survey

Leading by example is the primary reason why organizational change succeeds or fails. Organizations that integrate engagement into their corporate strategy see significant gains year after year.

**Gallup®*

Phase III. Engagement



PERIOD: Months two and three after go-live



FOCUS: The second and third months after go-live are all about ELT and managers diving into wellbeing and ensuring all individual contributors complete the Gallup® Wellbeing Survey.



ACTIVITIES: The required activities focus on communications required to build initial engagement in eMbrace.



Year 1, Month 2 Activities

President sends reminder email to all employees.

The president's reminder email should reinforce ELT messages from the first all-employee meeting and encourage employees to explore eMbrace and complete the Gallup® Wellbeing Survey.

The email can provide additional education by including the Overview flyer, Member FAQs, website guides and the wellbeing/ Gallup® educational flyers.

ASSETS

- President reminder email #2

ELT and managers begin leading wellbeing discussions.

In the second month of the program, leaders should champion eMbrace by making space for wellbeing discussions in meetings. They can share their experience with eMbrace and the Survey, not necessarily their results. They can weave wellbeing into meetings by asking questions such as, "What can we do as a team so we all feel a sense of belonging and excitement at work?" and "If you could make one change for the better, what would it be?" These questions can open up interesting discussions that increase employee engagement over time.

During wellbeing discussions, consider reusing materials including the Overview flyer, Member FAQs, website guides and the wellbeing/ Gallup® educational flyers.

ASSETS

- Manager flyer: How to lead a wellbeing discussion

President sends reminder email #3 to all employees.

This email highlights the emotional wellbeing element. During the Engagement phase, the president should send a reminder about different aspects of the program. Emails should always encourage employees to explore eMbrace, complete the Gallup® Wellbeing Survey and follow their personalized plan for wellbeing.

The email can provide additional education by including previously shared materials such as the Member FAQs and the wellbeing/ Gallup® educational flyers.

ASSETS

- President reminder email #3
- Emotional wellbeing flyer

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce campaign themes, and any significant eMbrace program or website updates.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 1, Month 3 Activities

ELT and managers lead wellbeing discussions.

At this point, wellbeing discussions and/or incorporating wellbeing discussions into team meetings and one-on-ones should become more commonplace and natural for all leaders and individual contributors.

During wellbeing discussions, consider reusing materials including the Manager flyer on How to lead a wellbeing discussion, Overview flyer, Member FAQs, website guides and the wellbeing/Gallup® educational flyers.

President sends reminder email #4 to all employees.

This email highlights the career wellbeing element. Continue to send president reminder emails every couple of weeks. These reminders are critical to get maximum participation by the end of the first quarter of eMbrace and establish your organization wellbeing score. Emails should always encourage employees to explore eMbrace, complete the Gallup® Wellbeing Survey and follow their personalized plan for wellbeing.

The email can provide additional education by including Member FAQs, website instructions, and Survey and wellbeing flyers.

ASSETS

- President reminder email #4
- Career wellbeing flyer

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce monthly and annual awareness campaigns themes, and any significant eMbrace program or website updates.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Phase IV. Optimization



PERIOD: Months four through twelve after go-live



FOCUS: The Optimization phase continues to build engagement with wellbeing discussions integrated into meetings and the first quarter results review.



ACTIVITIES: The required activities help your organization build more engagement and optimize your program.



Year 1, Month 4 Activities

ELT and managers lead wellbeing discussions.

The ELT and managers should continue wellbeing discussions to sustain the program's momentum. They can encourage employees to lead these discussions as well.

President sends reminder email #5 to all employees.

This email highlights the social wellbeing element. Continue to remind employees to check out eMbrace, complete the Survey and follow their personalized plan.

ASSETS

- President reminder email #5
- Social wellbeing flyer

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

ELT and HR review Q1 results and wellbeing baseline with Magellan account manager.

Approximately one month after the quarter ends, your account manager will deliver the first set of organizational wellbeing and engagement reports. The reports will show where your organization is thriving, struggling and suffering in each of the six elements of wellbeing.

You'll review the completed activities for the first quarter, identify opportunities and develop next steps. For example, your account manager may suggest ways to focus on specific areas by using eMbrace assets to remind employees about services such as Financial Wellbeing or Wellbeing Coaching. We encourage you to review your other employee benefits and training programs to identify resources that can be cross-promoted to improve employee wellbeing.

ASSETS

- Q1 report

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 1, Month 5 Activities

ELT and managers lead wellbeing discussions.

ELT and managers should continue to weave wellbeing discussions into management and individual contributor meetings.

President sends reminder email #6 to all employees.

This email focuses on the physical wellbeing element. These reminders continue to build participation as you head to the end of Q2 with eMbrace.

ASSETS

- President reminder email #6
- Physical wellbeing flyer

ELT conducts a second all-employee meeting.

During the Optimization phase, the ELT holds the second all-employee meeting and shares eMbrace results for the first quarter. They can also incorporate this into an existing town hall meeting or send an email. Sharing organizational results is a critical step in building trust in leadership and management. This is an opportunity to reinforce the organization's commitment to employee wellbeing. The president should be transparent and talk about where the organization is suffering, struggling and thriving and encourage everyone to complete the Survey if they haven't already.

The ELT should conduct a discussion about what is going well and what they are going to do to help employees build vibrant lives, healthy minds and resilient bodies. The ELT should promote ongoing wellbeing discussions and remind employees that they take ideas for improvement seriously. Doing these things will show employees that the ELT cares about their wellbeing and motivate them to engage with eMbrace.

The structure of the meeting should be similar to the first all-employee session. Ask for questions and comments from the employees and document them in minutes.

ASSETS

- Suggested all-employee meeting agenda #2

President sends all-employee meeting #2 minutes (skip this step if you sent a Q1 results email instead).

The president's update on first quarter results and meeting minutes is important to sustain program momentum. The email should include a summary of the Q1 results (or the full report), discussion notes and next steps, if applicable. This is another accountability moment that is essential to the success of eMbrace. The email lets employees know that leadership is listening and taking action on their input.

ASSETS

- President post-all-employee meeting #2 email

ASSETS

- All-employee meeting #2 minutes

Year 1, Month 5 Activities, cont.

- **HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.**

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

- **ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.**

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Wellbeing Champions

Wellbeing Champions are passionate about their company, the eMbrace program and helping others improve their wellbeing.

As ambassadors for eMbrace, they lead by example and inspire their coworkers to build thriving lives, resilient minds and healthy bodies. As you go through the eMbrace process, natural champions emerge as they show passion for the program, share their thoughts and findings with others and regularly exhibit positivity.

We encourage you to consider formalizing a Wellbeing Champion program. We recommend one Wellbeing Champion for every 10 employees. That said, you can design your own program, depending on your company size and culture, with the ELT determining how the champions will be selected (nominations by peers, manager recommendation, etc.). Clear role definitions, guidelines and training are critical to the program's success.

Questions to consider include:

- How will champions promote eMbrace?
- Will the champions meet to develop recommendations based on employee feedback?
- Will they field employee complaints?
- What guidelines do they need to work within to ensure there is no risk to the company?
- How should they document their work?

Year 1, Month 6 Activities

ELT and managers lead wellbeing discussions.

Now that you are halfway through the first year, leaders and individual contributors should be feeling more comfortable with wellbeing discussions.

President sends reminder email #7 to employees.

This email focuses on the financial wellbeing element. Keep sending reminders about eMbrace to all employees. Encourage them to complete the Gallup® Survey, follow their personalized plan and/or retake the Gallup® Survey. In month 6, it's critical to increase participation, as it's the last month of the second quarter of the eMbrace reporting period.

ASSETS

- President reminder email #7
- Financial wellbeing flyer

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Managers establish office hours

Every employee with a direct report should establish open office hours to provide a safe space for employees to speak about anything related to wellbeing.

The frequency and timing of office hours will vary based on the manager's cadence of one-on-ones and team meetings.

In these office hours and at any time, employees should feel comfortable and empowered to share whatever they want regarding their wellbeing. It is the manager's responsibility to become a coach who can naturally bring this out of them.

Year 1, Month 7 Activities

Ongoing: ELT and managers lead wellbeing discussions.

At this point, leaders should be well versed in talking about wellbeing at team meetings and meetings with individual contributors.

President sends reminder email #8 to employees.

This email focuses on the community wellbeing element. The president should continue sending reminders to all employees to explore eMbrace, learn more about themselves by completing the Gallup® Wellbeing Survey and follow their personalized plan for wellbeing.

This is the last email for which Magellan will provide a template. By this time, HR and the president should be familiar with sending regular reminders. They should know what needs reinforcement and which areas could use more attention. We encourage you to reuse Magellan email templates if they meet your goals.

ASSETS

- President reminder email #8
- Community wellbeing flyer

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

ELT and HR review Q2 results with Magellan account manager.

Approximately one month after the end of your second quarter with eMbrace, your account manager will deliver the second set of reports on organizational wellbeing and engagement. Hopefully, you'll see an upward trend resulting from activities you implemented after the first quarter review.

Your account manager is here to support you on this journey. For example, they may suggest using Magellan assets to focus on areas with lower organizational wellbeing. That could mean providing more education on a wellbeing element or reminding employees about an eMbrace service. We encourage you to review your other employee benefits and training programs for services to help your managers and individual contributors to develop their wellbeing.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 1, Month 8 Activities

Ongoing: ELT and managers lead wellbeing discussions.

Keep the momentum going with ongoing wellbeing discussions in team and one-on-one meetings.

ELT conducts third all-employee meeting.

The ELT holds the third all-employee meeting and shares eMbrace results for the second quarter. The ELT can also incorporate this into a town hall meeting or send an email. Sharing organizational results and addressing comments from the second results meeting is important because it shows continued ELT support for and interest in employee wellbeing.

The president should talk about where the organization is thriving, struggling and suffering and encourage everyone to complete the Survey if they haven't already. The ELT should discuss what is going well, encourage employees to discuss the results with their teams and managers and work on ideas for improvement. Employees will see that leaders are paying attention and they care about their wellbeing. This will motivate employees to engage in eMbrace, complete the Survey and work their personalized plans.

The meeting structure should be like the other meetings. Ask for questions and comments from employees and document them in minutes.

ASSETS

- Suggested all-employee meeting agenda #3

President sends all-employee meeting #3 minutes (skip this step if you sent a Q2 results email instead).

The president emails the minutes of meeting #3 to all employees, which should include a summary of the Q2 results (or the full report) and any discussion notes.

ASSETS

- President post-all-employee meeting #3 email

ASSETS

- All-employee meeting #3 minutes

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 1, Month 9 Activities

ELT and managers lead wellbeing discussions.

People leaders should routinely include wellbeing discussions in team meetings and one-on-ones.

President sends reminder email to employees.

Studies show that in our digital age, it takes 20 repeated messages before a reader registers it and acts on it. So don't let up on the reminder emails from the president, particularly in month 9, as it's the end of another reporting period.

Continue to remind employees to check out eMbrace, complete the Survey and follow their personalized plan.

HR prepares, distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace program or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Bring strengths to your organization

6x more employee engagement

According to Gallup®, when employees know and use their strengths, they are more engaged, have higher performance and are much less likely to leave the company.

You can uncover untapped potential in your organization by helping employees focus on what they do best, regardless of your industry or size.

We recommend the CliftonStrengths program to augment eMbrace. Employees who know their strengths work together to form better partnerships and create stronger teams.

To get started, consider CliftonStrengths for your leaders and managers. If you don't invest in the program, you can take advantage of their free resources to help your organization build a strengths-based culture.

Year 1, Month 10 Activities

ELT and managers lead wellbeing discussions.

People leaders should keep up the good work with wellbeing discussions, and they may want to add them as an agenda item in their meetings.

President sends reminder email to all employees.

Continue to remind employees to check out eMbrace, complete the Survey and follow their personalized plan.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

ELT and HR review Q3 results with Magellan account manager.

Approximately one month after the end of your third quarter with eMbrace, your account manager will deliver your organization's wellbeing and engagement report. Your ELT and Magellan account manager will meet with the ELT to discuss the results and strategize on next steps.

ASSETS

- Q3 report

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 1, Month 11 Activities

ELT and managers lead wellbeing discussions.

People leaders should not forget to include wellbeing discussions in their meetings.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

ELT discusses organizational wellbeing goals in preparation for Year 2 of eMbrace.

The purpose of eMbrace and building organizational wellbeing is to support enterprise growth. As the ELT reviews the progress of organizational wellbeing to date, they should be able to easily identify the one or two organizational wellbeing goal(s) they want to focus on in the coming year.

For example:

- If the organization's emotional wellbeing score is low: Promote the Digital Emotional Wellbeing program every other month.
- If the organization's career wellbeing score is low: Have all people leaders read Wellbeing at Work.
- If the organization's social wellbeing score is low: Create a wellbeing buddy program.
- If the organization's financial wellbeing score is low: Offer Finance 101 training course to all employees.
- If the organization's physical wellbeing score is low: Block company/employee calendars for a 10-minute walk each day; create indoor and outdoor routes to support.
- If the organization's community wellbeing score is low: Donate to a social service non-profit in one or two organizations in employees' locations.

The organizational goal should be added to the ELT's individual performance plans, be part of the company's Year 2 business plan and be listed on every strategy or business goal document. In addition, it should be reinforced throughout the year with regular progress updates.

This exercise will prepare the organization to discuss setting individual wellbeing goals in Month 12.

ASSETS

- How to set organization wellbeing goals flyer

Year 1, Month 11 Activities, cont.

□ Leadership conducts all-employee meeting #4.

ELT holds the fourth all-employee meeting and shares eMbrace results for the third quarter. They can also incorporate this into an existing town hall meeting or send an email. Regular results meetings build employee trust by reinforcing the organization's commitment to employee wellbeing.

During this meeting, the ELT will introduce the organizational wellbeing goals for Year 2. They will also inform employees that next month they will learn about how to set an individual wellbeing goal for Year 2.

If you decide to send an email to all employees about the Q3 results and organizational and individual wellbeing goals, remind employees that they will learn more about individual goals next month.

ASSETS

- Suggested all-employee meeting agenda #4

□ President sends all-employee meeting #4 minutes (skip this step if you sent a Q3 results email instead)

The president emails the minutes of meeting #4 to all employees, which should include a summary of the third quarter results (or the full report) and any discussion notes. The discussion notes should emphasize the organizational wellbeing goal(s) for Year 2 and remind employees they'll learn more about individual wellbeing goals next month.

ASSETS

- President post-all-employee meeting #4 email

ASSETS

- All-employee meeting #4 minutes

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 1, Month 12 Activities

ELT and managers lead wellbeing discussions.

People leaders should recognize one year of wellbeing in their regular meetings.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

President sends an eMbrace reminder email to all employees, introducing the individual wellbeing goal exercise in preparation for Year 2 of eMbrace.

For organizational wellbeing to thrive, individual wellbeing needs to be a priority. By having staff set a wellbeing goal and vocalizing it to their manager and colleagues, you are reaffirming your commitment to and accountability for employee wellbeing. Inform employees that they need to plan an individual wellbeing goal for Year 2 during your organization's performance planning period. This goal should not be tied to performance evaluations, salary increases, bonuses, or any other compensation or benefit. The only purpose of including a goal on a performance plan is to keep it top of mind during Year 2 and ensure that managers continually check in on their team members' wellbeing.

Examples of personal wellbeing goals include:

- I want to use the Digital Emotional Wellbeing tool (emotional wellbeing).
- I want to take an online course (career wellbeing).
- I want to make a friend at work (social wellbeing).
- I want to create a budget (financial wellbeing).
- I want to start walking 10 minutes each day (physical wellbeing).
- I want to volunteer at my local library (community wellbeing).

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Phase V. Performance



PERIOD: First quarter of Year 2



FOCUS: The Performance phase is where you solidify wellbeing goals into individual and organizational performance plans. Consistent with your performance planning cycle, now is the time for everyone to add a wellbeing goal to their annual performance plan. You can weave this message into your standard performance planning communications.

Year 2, Month 1 Activities

ELT and managers lead wellbeing discussions.

Wellbeing discussions should be part of our culture as leaders and individual contributors continue to focus on their goals. You can continue to use eMbrace materials as needed and reinforce the importance of wellbeing goals.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

President sends reminder email to employees.

The president's reminder email should encourage employees to explore eMbrace and continue their journey by completing or retaking the Gallup® Wellbeing Survey and following their personalized plan for wellbeing. Reinforce the importance of wellbeing goals, and stress that they are not tied to performance reviews or compensation.

ASSETS

- How to set individual wellbeing goals flyer

ELT and HR review annual results with Magellan account manager.

At the end of the first month of Year 2, your account manager will review your first annual report. The annual report will show your baseline wellbeing score and how your organizational wellbeing has changed over the past year. Ideally, you will see positive changes and be able to use the findings to hone organizational wellbeing goals. The ELT and HR will prepare talking points about Year 1 and what the organization has planned for Year 2 to continue to build wellbeing.

ASSETS

- Year 1 annual report

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 2, Month 2 Activities

ELT and managers lead wellbeing discussions.

People leaders should now include discussions about building wellbeing goals into performance plans.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

Leadership conducts all-employee meeting #5 to review Year 1 report and discuss organizational and individual wellbeing goals.

The ELT holds the fifth all-employee meeting and shares the first year eMbrace results. They can also incorporate this into an existing town hall meeting or send an email. During this meeting, the ELT should review the Year 1 report and highlight the successes and improvements in organizational wellbeing, as well as plans for Year 2, using the talking points developed in the previous month. The ELT should reinforce the Year 2 organizational wellbeing goal(s), share a few of their own individual wellbeing goals and discuss what individual wellbeing goals look like.

Remind employees that individual wellbeing goals will not be tied to performance evaluations, salary increases, bonuses or any other compensation or benefit. Stress that the only purpose to including a goal on a performance plan is to keep it top of mind for employees during Year 2 and to ensure that managers continually check in on their team members' wellbeing.

As a reminder, examples of personal wellbeing goals include:

- I want to use the Digital Emotional Wellbeing tool (emotional wellbeing).
- I want to take an online course (career wellbeing).
- I want to make a friend at work (social wellbeing).
- I want to create a budget (financial wellbeing).
- I want to start walking 10 minutes each day (physical wellbeing).
- I want to volunteer at my local library (community wellbeing).

ASSETS

- Suggested all-employee meeting agenda #5

Year 2, Month 2 Activities, cont.

- **President sends all-employee meeting #5 minutes (skip this step if you sent a Year 1 results email instead).**

The president emails the minutes of meeting #5 to all employees, which should include the Year 1 report, or a summary thereof, and any key meeting discussion points.

The email and/or minutes should:

1. Celebrate improvements through Year 1.
2. Reinforce the organizational wellbeing goal(s).
3. Remind employees to include a personal wellbeing goal in their performance plans for the year.

ASSETS

- President post-all-employee meeting #5 email

ASSETS

- All-employee meeting #5 minutes

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Connect. Engage. Collaborate.

Amplify the focus on wellbeing by creating a digital space for employees to connect, engage and collaborate.

- Post current news articles and videos about wellbeing
- Allow employees to comment and share their ideas
- Encourage continuous improvement ideas
- Create an incentive for participating on the page
- Conduct polls to share employee input
- Post Magellan-provided assets

Year 2, Month 3 Activities

ELT and managers lead wellbeing discussions.

People leaders should continue discussing individual wellbeing goals in team and individual meetings. They should ensure that everyone has a wellbeing goal in their performance plan by the end of this month.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

President sends reminder email to all employees.

This email reminds employees to add their individual wellbeing goals to their Year 2 performance plans, reinforcing that these goals are not tied to performance reviews or any compensation.

Employees add individual wellbeing goals to Year 2 performance plans.

Examples of personal wellbeing goals include:

- I want to use the Digital Emotional Wellbeing tool (emotional wellbeing).
- I want to take an online course (career wellbeing).
- I want to make a friend at work (social wellbeing).
- I want to create a budget (financial wellbeing).
- I want to start walking 10 minutes each day (physical wellbeing).
- I want to volunteer at my local library (community wellbeing).

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Phase VI. Culture



PERIOD: Year 2, months four through twelve



FOCUS: The Culture phase is where your organization builds upon Year 1 of eMbrace and truly instills individual wellbeing into everyday work-life. Your leadership and managers have implemented wellbeing discussions and included wellbeing plans in individual and organizational performance plans. Keep up the good work!

Company culture is how you do what you do in the workplace. Employees define the culture, not the idea of what the organization is. You are building a professional environment that communicates the six essential elements of wellbeing daily. Your culture will represent a group of high performing individuals working on getting better every day. Creating a strong culture starts at the board/governance level and activates down to individual contributors. Your employees will say that they believe their jobs are important and meaningful.



Year 2, Month 4 Activities

ELT and managers lead wellbeing discussions.

Now that everyone has set an individual wellbeing goal, team and individual discussions should encourage sharing among managers and employees. They can talk about their goals, how they're progressing, and how eMbrace and other programs have helped them along the way.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace or website updates.

President sends reminder email to employees.

Depending on your levels of engagement, the president should send at least one reminder email a month to all employees. This email should encourage them to explore eMbrace, complete or retake the Gallup® Wellbeing Survey and follow their personalized plan for wellbeing.

ELT and HR review Year 2 Q1 results with Magellan account manager.

By now, ELT and HR are familiar with the quarterly reports and how to have productive meetings with the account manager when reviewing their latest performance.

ASSETS

- Y2 Q1 report

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Build a culture of wellbeing one step at a time

Your organization invested time and resources to bring wellbeing to the forefront of your culture. Wellbeing is part of your daily discussions, quarterly meetings, and performance plans.

The next step is to update your mission, vision, and values statements to reflect your positive culture of wellbeing.

Year 2, Month 5 Activities

ELT and managers lead wellbeing discussions.

People leaders should continue talking about individual wellbeing goals and celebrating progress in team meetings and one-on-ones.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.

ELT conducts all-employee meeting #6 to review Year 2 Q1 report.

The ELT holds the sixth all-employee meeting and shares eMbrace results for Year 2, Q1 report. They can also incorporate this into an existing town hall meeting or send an email.

During this meeting, the ELT will use the talking points developed in the previous month to review the Year 2 Q1 report, highlight the successes of the quarter and discuss progress since Year 1 ended. The ELT will reinforce the organizational wellbeing goal(s) for Year 2 and thank the employees for taking the time to set individual wellbeing goals.

If you decide to send an email to all employees about the Year 2 Q1 results, please include comments about the organizational and individual wellbeing goals and thank employees for focusing on their individual wellbeing.

ASSETS

- Suggested all-employee meeting agenda #6

President sends all-employee meeting #6 minutes (skip this step if you sent a Year 2 Q1 results email instead).

ASSETS

- President post-all-employee meeting #6 email

ASSETS

- All-employee meeting #6 minutes

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 2, Month 6 Activities

ELT and managers lead wellbeing discussions.

If they haven't already, people leaders should check in on individual wellbeing goal progress during team meetings and one-on-ones. They should encourage team members to share the wellbeing improvement tactics that have worked best for them.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace or website updates.

President sends reminder email to all employees.

Continue to remind employees to focus on their individual wellbeing goals, to use eMbrace resources and to follow their personalized plans.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Create an internship program

Develop an internship program rooted in helping students learn about wellbeing in the workplace, and how that is interrelated with various aspects of their everyday lives.

This is a great way to expand your brand while building a pipeline of energetic potential hires. Ideally, the program will lay the foundation for what a healthy work environment feels like, and students will understand the impact that overall wellbeing has on their career wellbeing.

Year 2, Month 7 Activities

- ELT and managers lead wellbeing discussions.**
- HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.**

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

- ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.**

- President sends eMbrace reminder email to all employees.**

Continue to remind employees to focus on their individual wellbeing goals, to use eMbrace resources and to follow their personalized plans.

- ELT and HR review Year 2 Q2 results with Magellan account manager.**

As you review this report, consider how the organization is progressing against the wellbeing goal(s) set at the beginning of Year 2. Prepare talking points to address that in the next all-employee meeting.

ASSETS

- Y2 Q2 report

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Attract employees with eMbrace

71% of employees use or have used, referrals from current employees to learn about job opportunities.*

By following the Guide, you are doing all the right things to ensure front-line employees understand the focus on wellbeing so they can share it with prospective employees.

The next step is to include wellbeing in your recruitment communications.

- Describe the focus on wellbeing in job postings
- Tell prospective candidates about your culture of wellbeing at job fairs
- Discuss wellbeing in interviews
- Include wellbeing as part of the "how we do things around here" discussion with potential leaders and managers

**Gallup®*

Year 2, Month 8 Activities

- ELT and managers lead wellbeing discussions.**
- HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.**

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

- ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.**
- Leadership conducts all-employee meeting #7 to review Year 2 Q2 report.**

The ELT holds the seventh all-employee meeting and shares eMbrace results for Year 2, second quarter. They can also incorporate this into an existing town hall meeting or send an email. During this meeting, the ELT will review the Year 2 Q2 report, using the talking points developed in the previous month, to discuss progress against the organizational wellbeing goal(s). ELT members should share their progress against their individual wellbeing goal(s) and encourage all employees to do so. Having this open discussion reinforces to the employees that leadership is truly committed to their wellbeing. If leadership is willing to share a few personal thoughts, then managers and individual contributors will feel more comfortable doing so.

In you decide to send an email to all employees about the Year 2 Q2 results, please include an update on how the organization is progressing toward its wellbeing goal(s) and share a few tidbits about ELT members' individual wellbeing goals.

ASSETS

- Suggested all-employee meeting agenda #7

- President sends all-employee meeting #7 minutes (skip this step if you sent a Year 2 Q2 results email instead).**

ASSETS

- President post-all-employee meeting #7 email

ASSETS

- All-employee meeting #7 minutes

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 2, Month 9 Activities

- ELT and managers lead wellbeing discussions.**
People leaders should be having regular wellbeing discussions as part of their daily routine.
- HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.**

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

- ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.**
- President sends eMbrace reminder email to all employees.**
Continue to remind employees to focus on their individual wellbeing goals, to use eMbrace resources and to follow their personalized plans.

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

GOOD IDEA:

Wellbeing mentorship program

Consider creating a new wellbeing mentorship program or building it into an existing mentorship program. Some employees may feel more comfortable talking about wellbeing with someone who isn't their manager.

Year 2, Month 10 Activities

- ELT and managers lead wellbeing discussions.**
- HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.**

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

- ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.**

- President sends eMbrace reminder email to all employees.**

Continue to remind employees to focus on their individual wellbeing goals, to use eMbrace resources and to follow their personalized plans.

- ELT and HR review Year 2 Q3 results with Magellan account manager.**

As you review this report, consider how the organization is progressing against the wellbeing goal(s) set at the beginning of Year 2. Prepare talking points to address that in the next all-employee meeting.

ASSETS

- Y2 Q3 report

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 2, Month 11 Activities

ELT and managers lead wellbeing discussions.

As Year 2 is drawing to a close, people leaders should continue to talk about the progress toward organizational and individual wellbeing goals. They can also look back at how far your organization, teams and individual contributors have come, and celebrate progress.

HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace or website updates.

ELT conducts all-employee meeting #8 to review Year 2 Q3 report.

The ELT holds the eighth all-employee meeting and shares eMbrace results for Year 2, third quarter. They can also incorporate this into an existing town hall meeting or send an email. During this meeting, the ELT will review the Year 2 Q3 report, using the talking points developed in the previous month, to discuss progress against the organizational wellbeing goal(s).

ELT members should share their progress against their individual wellbeing goal(s) and encourage all employees to do so. Having this open discussion reinforces to the employees that leadership is truly committed to wellbeing; if they are willing to share a few personal thoughts, then managers and individual contributors will feel more comfortable doing so.

If you decide to send an email to all employees about the Year 2 Q3 results, include an update on how the organization is progressing toward its wellbeing goal(s) and share a few tidbits about ELT members' individual wellbeing goals.

ASSETS

- Suggested all-employee meeting agenda #8

President sends all-employee meeting #8 minutes (skip this step if you sent a Year 2 Q3 results email instead).

ASSETS

- President post-all-employee meeting #8 email

ASSETS

- All-employee meeting #8 minutes

Reminder! See the [Resources](#) page for an overview of eMbrace materials.

Year 2, Month 12 Activities

Month 12 is the last month of your eMbrace contract and the last month of required activities. Whether or not you are renewing eMbrace, you have the experience and tools needed to continue building organizational wellbeing, and we've provided a few suggestions for Year 3 to help you build wellbeing into your brand.

- ELT and managers lead wellbeing discussions.**
- HR distributes and posts Magellan-provided monthly and annual awareness campaign materials, and any announcements about important eMbrace or website changes.**

ASSETS

- This month's monthly campaign materials
- This quarter's quarterly campaign materials, if available
- Annual awareness campaign materials, if available
- eMbrace program and/or website updates

- ELT members and managers reinforce themes of monthly and annual awareness campaigns, and any significant eMbrace program or website updates.**
- President sends eMbrace reminder email to all employees.**

This is the last month of the Year 2 reporting period. Reminder emails should encourage employees to retake the Gallup® Wellbeing Survey to see how far they have come. By now, employees should be very familiar with all of your organization's health and wellbeing benefits and are using them to continue on their journey to improve their wellbeing.

Phase VII. Brand



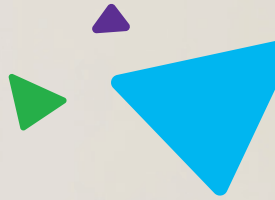
PERIOD: Year 3 after go-live



FOCUS: The Brand phase is where you take all of the internal focus on wellbeing and turn it outward, building it into your brand.

You've spent two years making wellbeing as important to your organization as the business itself. To bring this transformation full circle, the Brand phase is when you tell your story to the public. This should naturally result in customers and prospects wanting to get involved with your thriving brand.

If you have renewed eMbrace with PPGs, Year 3 activities are required. If you do not have PPGs, Year 3 activities are not required, however they are highly recommended.



Year 3 Activities

- ELT and managers lead wellbeing discussions.**
- ELT and HR review Year 2 results with Magellan account manager.**

ASSETS

- Y2 report

- ELT conducts an all-employee meeting to review Year 2 results.**

GOOD IDEA:

Brand your culture of wellbeing—update the corporate website

After two years of eMbrace, wellbeing is ingrained into your culture. Now is the time to go public with your accomplishments.

Your company culture is a big part of why your customers want to work with you and purchase your products and services. Sharing your success on your corporate website is another way to fuel organizational growth.

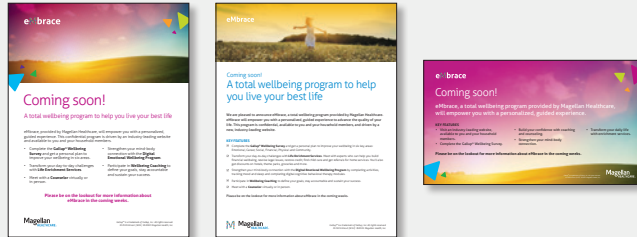
Recommendations for weaving eMbrace into your website:

- Align the website to depict the influence of wellbeing on all aspects of your business.
- Highlight wellbeing testimonials from the president, ELT, and front-line employees
- Describe the eMbrace journey on the About Us page

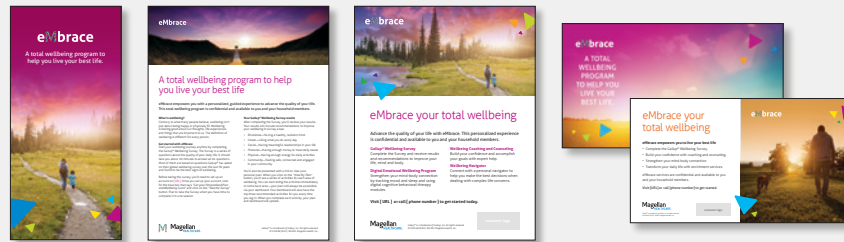
Successful organizations integrate wellbeing in all their communication channels.

Resources

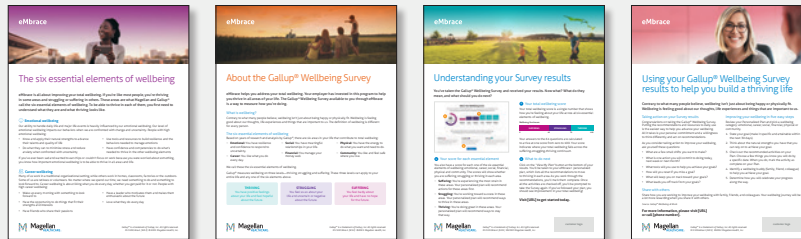
Coming Soon Materials



Core Materials



Gallup® Survey Flyers



Manager Flyers



Wellbeing Flyers



Resources

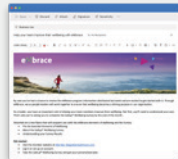
Agendas and Emails

These materials are available for download from the [Value Realization Guide Resources](#) page.



Phase I. Implementation

- President eMbrace announcement email
- President Coming soon email #1
- President Coming soon reminder email #2
- President Go-live email



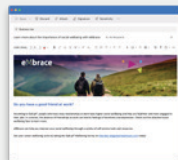
Phase II. Launch

- President email to managers
- Agenda – All employee meeting #1
- President reminder email #1: All-employee meeting minutes



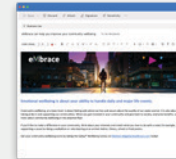
Phase III. Engagement

- President reminder email #2: Explore eMbrace, take Survey
- President reminder email #3: Emotional wellbeing
- President reminder email #4: Career wellbeing



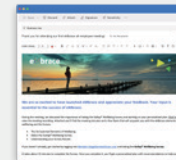
Phase IV. Optimization

- President reminder email #5: Social wellbeing
- President reminder email #6: Physical wellbeing
- Agenda – All employee meeting #2
- President reminder email: All-employee meeting #2 minutes



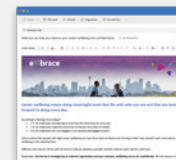
Phase IV. Optimization, continued

- President reminder email #7: Financial wellbeing
- President reminder email #8: Community wellbeing
- Agenda – All employee meeting #3
- President reminder email: All-employee meeting #3 minutes
- Agenda – All employee meeting #4
- President reminder email: All-employee meeting #4 minutes



Phase V. Performance

- Agenda – All employee meeting #5
- President reminder email: All-employee meeting #5 minutes



Phase VI. Culture

- Agenda – All employee meeting #6
- President reminder email: All-employee meeting #6 minutes
- Agenda – All employee meeting #7
- President reminder email: All-employee meeting #7 minutes
- Agenda – All employee meeting #8
- President reminder email: All-employee meeting #8 minutes

Thank you for collaborating with
Magellan Healthcare.