



WellSteps

TRUSTED AND EFFECTIVE
WELLNESS SOLUTIONS

—
Proposal Document

Kurisko & co

For additional information contact us www.kuriskoandco.com



An effective & proven wellness program.



A Successful Business Strategy

Your wellness program becomes a successful business strategy when it improves employee health and reduces health care costs. This can only happen when you use a wellness program that has both reach and impact. It must reach and help every employee adopt and maintain healthy behaviors. WellSteps uses powerful incentives, marketing, and technology to encourage every employee to engage. Health improves with participation in our [wellness campaigns](#), [challenges](#), and wellness programming. Here is a [brief description of the wellness programming](#) that makes up the WellSteps Wellness Solution.

Differentiators

- CONSULTATIVE GUIDE
- CUSTOMIZATION
- SCIENTIFIC SUPPORT
- PROVEN PROGRAM

WellSteps has been an invaluable addition to our Staff Health program. Since implementing WellSteps we have seen an increase in employee engagement each year and now have over 90% of our staff enrolled! Their understanding of holistic wellness has allowed us to offer a truly customized program to our employees.

*- Erica Perkins, MPH, CHES
Church Health Center*

Why Us as Your Wellness Partner?



Dr. Lee Kurisko



Joyce Kurisko, MBA

Kurisko & Co is founded upon the belief that the best medicine is prevention. Dr. Lee Kurisko and his wife have spent their entire careers in healthcare. They have witnessed how the healthcare system is primarily about crisis intervention and revenue generation rather than health and wellness. They are excited to partner with WellSteps to provide the most robust, research-backed wellness program committed to changing the landscape of chronic illness that plagues the U.S.

Dedicated Account Guides

Each new WellSteps employer customer is assigned a dedicated "WellSteps Guide" who serves as worksite health promotion specialists.



Educated

All WellSteps Guides have BS, MS, or MPH degrees in public health, health promotion, or a related degree.



Trained

All WellSteps Guides undergo a rigorous training and shadowing experience before they are assigned any employer customers.



Focused

The WellSteps Guide will help your worksite assess, plan, implement, and evaluate their wellness program.

The goal of **the Guide** is to provide the planning, education, training, guidance, and behavior programs to make your program successful. Guides use web conferencing and virtual meetings to effectively manage programs remotely.

The Guide works with your wellness coordinator(s) to establish a representative workplace health committee. Coordinators and the committee have local ownership of the program and assist in program planning, implementation, and management. Working together, the Guide assists the onsite coordinators and committee members to create a sustainable program plan.

In short they do all the heavy lifting and program management. They monitor the success of the program and provide consultative services on initial program design and adjustments as the program grows and evolves.

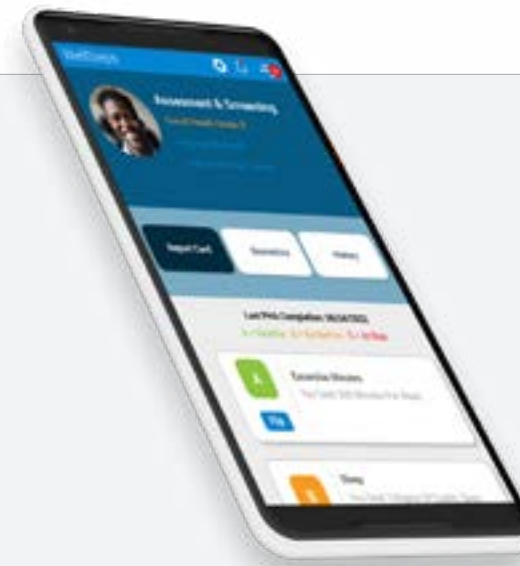
Our guides have created successful programs across all industries.

Available online
or via the
WellSteps app.



Online Program Center

After your employees have registered, they will be directed to a personal wellness program center. Every wellness program activity will be directed by the program center. Each week, employees will have the opportunity to participate in simple **behavior change tasks**. Employees can track their wellness incentives, participate in **challenges**, campaigns, social media, even health coaching. They can also view the latest health news, videos, and recipes. The program center is available online or via the WellSteps app. Everything WellSteps provides is available in English and Spanish. All program center activities are available in paper format for those without web access.



Personal Health Assessment (PHA)

Our **personal health assessment** is simple, user intuitive, and captures several different behavioral areas. Our health assessment can also be customized to include any questions you want employees to answer.

When an employee completes their assessment, they will receive immediate personalized feedback. With that feedback, they can set personal health goals or participate in behavior change activities tailored to their specific health needs. The assessment is administered annually which allows users to see their progress across time. You can even base your incentives on progress measured by the PHA. Aggregate reports are available to you 24/7.

Health Goals.

Set personal health goals or participate in behavior change activities tailored to the users specific health needs

Biometric Screening & Dashboard

Review results and track year over year progress.

WellSteps can accept file feeds and biometric information from physicians, third party vendors, and other sources. This data is then auto-integrated into the health assessment of users so they can review their results and track year over year progress. In addition to individual user tracking, WellSteps will provide an aggregated report of the results.

Once the biometric data are integrated into the WellSteps platform, the results can be used to drive program planning and encourage participation in activities that help users to improve and understand their risk factors. [Health coaching](#) can also be offered to high-risk employees.

Lifestyle Change Campaigns

Successful wellness programs improve employee health and lower health risks by helping employees adopt and maintain healthy behaviors. Employees get healthier when they participate in campaigns and mini campaigns. Campaigns are 5-8 weeks long and mini campaigns are two weeks long. Both are behavior change exercises that help employees develop healthy lifestyle habits. Each week, employees will watch behavior change videos, complete healthy behavior tasks, and use behavior change books, tools, or resources.

Campaigns are the foundation of every good wellness program. They help employees increase awareness and maintain motivation. They provide all the tools, skills and resources needed to make healthy choices. All campaigns include significant others and some are team based. With the help and support of others, all of us are more likely to adopt healthy behaviors. When each campaign concludes, employees can win incentive prizes and employers get a report of enrollment and completion numbers. Most wellness programs complete up to four campaigns and four mini campaigns each year. All WellSteps campaigns are available in paper form.

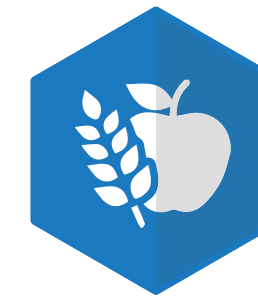
Sample Campaigns

The Six Pillars of Wellness



Physical Wellness

Maintaining a healthy quality of life allows employees to get through daily activities without undue fatigue or physical stress.



Nutritional Wellness

Affects how an employee thinks, feels, and acts. It also helps determine how employees can handle stress, relate to others, and make healthy choices.



Social Wellness

Build healthy, supportive, genuine relationships and fosters connections with peers and colleagues.



Mental & Emotional Wellness

The awareness, understanding, and acceptance of present emotions and the ability to manage them effectively in the moment while adhering to a sense of mindfulness.



Financial Wellness

Take control of personal financial health now and into the future by enhancing financial wellness in various aspects of personal finances.













Occupational Wellness

Balance work and leisure in a way that promotes health, a sense of personal satisfaction, and feelings of accomplishment at the end of the day.













Campaigns

KURISKO & CO. CORPORATE WELLNESS PROPOSAL

 <p>MOVE IT COAST TO COAST PHYSICAL WELLNESS</p>	 <p>HEART HEALTHY PHYSICAL WELLNESS</p>	 <p>TAKE 5! OCCUPATIONAL WELLNESS</p>
 <p>VEGGIE UP NUTRITIONAL WELLNESS</p>	 <p>GROCERY GUIDE NUTRITIONAL WELLNESS</p>	 <p>GOOD FAT, BAD FAT NUTRITIONAL WELLNESS</p>
 <p>RANDOM ACTS OF KINDNESS SOCIAL WELLNESS</p>	 <p>ISLAND OF HEALTH SOCIAL WELLNESS</p>	 <p>BALANCE IT ALL OCCUPATIONAL WELLNESS</p>
 <p>GOOD NIGHT MENTAL & EMOTIONAL WELLNESS</p>	 <p>STRESS FREE MENTAL & EMOTIONAL WELLNESS</p>	 <p>FINANCIAL FITNESS FINANCIAL WELLNESS</p>

Challenges

KURISKO & CO. CORPORATE WELLNESS PROPOSAL

 <p>BRING IT ON PHYSICAL WELLNESS</p>	 <p>1,000 REPS PHYSICAL WELLNESS</p>	 <p>DAILY 30 PHYSICAL WELLNESS</p>
 <p>STEP IT UP PHYSICAL WELLNESS</p>	 <p>BREAKFAST BOOST NUTRITIONAL WELLNESS</p>	 <p>GO FOR H2O NUTRITIONAL WELLNESS</p>
 <p>GET ORGANIZED SOCIAL WELLNESS</p>	 <p>WASHING WORKS SOCIAL WELLNESS</p>	 <p>STRESS DOWN MENTAL & EMOTIONAL WELLNESS</p>
 <p>SWEET DREAMS CHALLENGE MENTAL & EMOTIONAL WELLNESS</p>	 <p>TAKE CARE OF YOU MENTAL & EMOTIONAL WELLNESS</p>	 <p>FINANCIAL WELLNESS FINANCIAL WELLNESS</p>

Fitness Device Integration

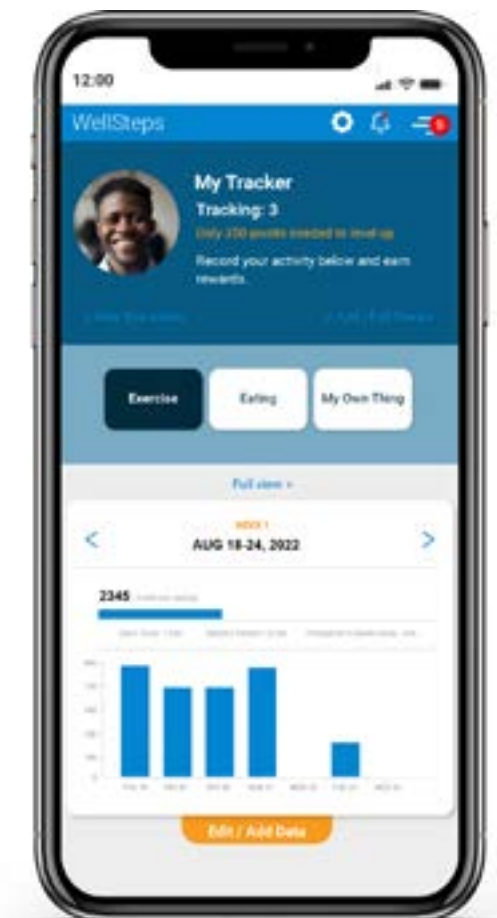


WellSteps My Tracker and other tools are integrated with several popular fitness devices. We synchronize with Apple, Google, Strava, Fitbit, and Garmin. We can also connect to over 100 other devices through a smart phone app called Map My Fitness. Once a user has registered a device with WellSteps, we will use data from the device to track exercise for challenges, monthly incentives, and some integrated behavior change campaigns.

Incentive Tracking with WellSteps Rewards

WellSteps Rewards is a powerful wellness activity tracking solution. With Rewards, administration, tracking, and activity verification of wellness activities can go on auto-pilot. All employees will have access to Rewards where they can track progress towards wellness incentives. Employees can verify they have completed wellness activities by uploading images with their cell phone, or by uploading files online. In Rewards, employees can see the prizes or rewards they are working toward and get instant updates on their progress.

This program is completely customized to your companies specific needs. Activities and categories can include activities that employees do on their own or in our platform.



Therapeutic Lifestyle Change

A super campaign designed to change lives.

Based on one of the most effective lifestyle interventions ever developed, TLC will take employees on a lifestyle change journey. TLC includes 17 videos and corresponding behavior change tasks that will help employees understand how to create and enjoy their own culture of health. TLC allows employees to take control of their own health behaviors.

TLC is the WellSteps version of self-coaching. Participants will lower blood cholesterol, blood glucose, and improve blood pressure. Many TLC participants experience significant weight loss. TLC is one of the most demanding and powerful lifestyle change intervention offered by WellSteps.



Multifaceted Communication and Reporting

Assessing results and running reports is easy with 24/7 access.

Through the WellSteps Guide, you will be able to create a communication strategy that is multifaceted and can target employees by location, department, risk factor, and more. Reach is one of the most important aspects to a successful wellness program and that is why we have built our platform to allow you and your WellSteps guide to completely customize your marketing strategy so that it is specific and relevant to your employees.

In addition to our unparalleled communication strategy, we make sure your team has the best analysis and reporting available. All of the program outcomes can be tracked and delivered in csv files for internal data management and in executive reports.

Social Programming and Individual Challenges

WellSteps has developed several ways for participants to engage socially with other employees and their families.

- Each team-based campaign allows users to email others on their team to improve participation through "team talk."
- WellSteps Social is a proprietary tool that allows users to submit success stories, pictures, words of encouragement, short videos, and overall wellness stories. Social acts as a "wellness" news feed.
- Peer and individual Challenges. Challenges are short group-based programs where employees can get involved in direct one-on-one, group, or individual competitions via gamified challenges.

All our social elements allow employees to go above and beyond while getting direct support from their peers or participating in friendly competitions.

In addition, every WellSteps participant also has access to hundreds of delicious, healthy recipes and our ever-growing video library.



WellSteps has been a great fit for our healthcare system employees. We employ a very diverse workforce made up of many different cultures, education levels and ideals. WellSteps helps make it easy to bridge this gap and communicate on all levels.

Having WellSteps as a partner to our wellness program, has helped change the lives of many of our employees in a positive direction. We can see the culture of wellness becoming a part of Lake Charles Memorial Health System.

-Jessica Duhon
Wellness Coordinator at Lake Charles Memorial Health System



Case Studies

Results-oriented wellness programs are all about, well, results. Below are listed some of the metrics and the changes that occurred over the wellness program.



Fransen Pittman

Size: apx 250 users
Industry: Construction

"Wellness has become a part of Fransen Pittman's culture. Shared experiences and events bring people together to celebrate and improve their health as well as provide social bonds and friendships. Several people in the company were extremely passive about their health prior to joining Fransen Pittman, however after joining the program, they have taken an active role in their health and set out to accomplish new healthy activities and experiences. Employees have experienced successes such as weight loss, improvement in healthy values of bloodwork, tobacco cessation, etc. Without a doubt, these employees are setting themselves up for a healthy future."

-Cassie Scott, HR Director



Ollis/Akers/Arney

Size: Less than 100 users
Industry: Risk Management

"Our wellness program has benefited our company and employees in many ways. It has provided a structure that has allowed employees in many cases to make the health improvements that they desired in a simple style that has been supported by tools and resources. It has nurtured a supportive environment and is always considered when we are making decisions at all levels. The term wellness continues to expand in our organization and helps us bring options including, mental, financial among others which have greatly helped our employees particularly through the pandemic."

-Cameron Black Wellness director/Strategic Advisor



Size: 3,500+ employees
Industry: Financial Services



MMI Engineered Solutions

Size: apx 250 users
Industry: Manufacturing

MMI Engineered Solutions has demonstrated a number of significant outcomes with respect to employee health and well-being. The WellSteps approach shows people that behavior change does not have to be complicated to be effective. Small, consistent change in the right direction can lead people to a higher quality of life.



SOLUTIONS	WellSteps Solution	Advanced Solution	Foundation Solution	Rewards Solution	Launch Solution
Program Planning and Implementation					
WellSteps Guide, a dedicated account manager and consultant	✓	✓	✓	✓	✓
Guide planned and conducted wellness committee meetings	✓	✓	✓		
Checklist to Change, to assist in culture improvement consultation	✓	✓	✓		
Spouses Included	✓	✓			
Performance guarantee	✓				
Comprehensive reporting throughout program	✓	✓	✓		
Personal Health Assessment					
Immediate assessment results	✓	✓	✓		
Aggregate reports available 24/7	✓	✓	✓		
Individualized Screening Reminder	✓	✓	✓		
Biometric data integration* Some fees may apply	✓	✓	✓		
WellSteps PLUS, an outcomes based program tool for Disease Management targeting		✓			
Therapeutic Lifestyle Change, a comprehensive solution for high risk users	✓	✓			
Rewards - Incentive Tracker					
Customizable activity checklist with Monthly recurring, One-time, Quarterly or Annual activities	✓	✓	✓	✓	
Up to 5 prize levels based on points earned for healthy activities	✓	✓	✓	✓	
Pre-set program prize levels and activities to target each area of health	NA	NA	NA	NA	✓
Varying verification levels and options	✓	✓	✓	✓	
Ability to integrate video-based quizzes	✓	✓	✓	✓	preset
User Activity Reports	✓	✓	✓	✓	via guide
HIPAA Sensitive Forms Verification	✓	✓	✓	✓	
Behavior Change Components					
Behavior Change Campaigns, 6-8 week programs	4	3	3		quarterly preset
Company wide culture change strategies & customized services		✓			
Team Based Campaign Options	✓	✓	✓		
Campaign materials for applicable campaigns	✓	✓			

SOLUTIONS	WellSteps Solution	Advanced Solution	Foundation Solution	Rewards Solution	Launch Solution
Behavior Change Components cont.					
Pre Campaign webinar for coordinators to facilitate success	✓	✓	✓		
Campaign reports	✓	✓	✓		✓
Campaign incentive budget	✓	✓	✓		
Mini Campaigns, two-week behavior specific programs	✓	✓	✓		
Peer and Individualized Challenges scheduled at will by users	✓	✓	✓		✓
Portal Options					
WellSteps App available on Apple or Android	✓	✓	✓	✓	✓
Individual Program Center unique to each user	✓	✓	✓	✓	✓
Paper options available	✓	✓		✓	
User Program Center Features					
Device Integrated Company Leaderboard	✓	✓	✓	✓	
Health news article and video library	✓	✓	✓	✓	✓
WellSteps Recipes	✓	✓	✓	✓	✓
Online Program Calendar	✓	✓	✓	✓	✓
My Story, provides user success stories	✓	✓	✓		
Social tool, allowing users to post comments, pictures and videos	✓	✓	✓		✓
Badge Trophycase and Library	✓	✓	✓		✓
My Tracker tool for goal setting and tracking with wearable device integration	✓	✓	✓		✓
Wellness Plan, a user scorecard	✓	✓			
Customization					
Communications based on PHA answers	✓	✓	✓		
Health Coaching Options-Target high risk and ready to coach employees	✓	✓	✓		
Programming by locations/departments	✓	✓			
Company specific program kick-off meeting	✓	✓	✓	Pre-recorded	
Company specific marketing and communication plans	✓	✓	✓	✓	
Program Posters and Materials	✓	✓	ePosters	ePosters	

Moving Forward

FAQ's



How long is your implementation timeline/How quick can we start our program?

Successful implementation typically takes about 6-8 weeks. This includes program planning meetings, communication plans, building of your program, training and rollout to your wellness committee and coordinators, kickoff resource creation, upload of user directory and more.



What areas can be customized?

WellSteps is highly customizable! Your program will be branded with your name and logo. In addition custom coloring options are available. You will be able to provide a custom president/CEO/leadership letter to clients, company specific activities and additional communication pieces unique to your users and wellness program.

Additional customized services can be offered based on your unique needs.



What systems do you integrate with?

The WellSteps online platform and app utilize integration with Apple, Google, Strava, Fitbit, and Garmin. We can also connect to over 100 other devices through a smart phone app called Map My Fitness for our My Tracker tool.

In addition we can set up single sign on process to make logging in seamless and easy.

In many cases, we can also integrate with your biometric screening vendor to automatically receive and upload user biometric data for analysis and individual user recommendations.

Terms & Conditions

1. Length of Contract

Our programs are designed to run on an annual basis but can be design in a quarterly format as well. For statement of work purposes, the contract shall automatically renew immediately after each end date for a period of twelve months but may be terminated by either party for any reason with 30 days notice.

2. Definition of PEPP

PEPM is defined as per employee per month. The cost of your program will be based on the number of users in your directory which will be updated and charged on a monthly basis. Additional pricing and billing structures are available upon request.

2. Partner Participation

Social support in the home can have a significant impact on behavior change. Some WellSteps solutions include one partner account for every employee account purchased. This allows a unified approach to wellness and encourages healthy habits both at home and in the work environment. Invited partners can be given access to the full wellness program or limited elements based on company requests.



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