



# Humana Engagement Source

## Why the Humana Engagement Source website?

Engaging employees is the key to maximizing workforce health and wellness. A study conducted by the RAND Corporation found “effective communication strategies” to be one of the main drivers of success.<sup>1</sup> That’s why we created the Engagement Source: a comprehensive online resource with all the tools you need to successfully plan, promote, and implement your wellness programming and, in turn, maximize employee participation.

## How does it work?

The Engagement Source provides you with 24/7 access to:

- Interactive monthly webinars for HR and wellness leaders
- Strategic planning tools
- Customizable employee communications materials
- Regularly updated, shareable health content
- Wellness campaigns, challenges, and monthly features
- A peer support network with wellness professionals from across the country

## What’s in it for my organization?

The Engagement Source is a powerful tool that can help you cultivate a better return on investment from your wellness efforts and lead the way to a healthier and more productive workforce.

- Boost employee engagement in wellness initiatives
- Increase employee utilization of employer-sponsored programs
- Capitalize on the potential of your workforce

“What’s the most common corporate wellness challenge? 63 percent of all employers say it’s employee engagement.”<sup>2</sup>

To maximize workforce health and wellness, the Engagement Source provides easy access to resources that can help improve wellness program participation among your workforce and keep employees engaged over time.

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## An investment that makes sense

For every dollar spent on wellness programs, employers can save an average of \$3.27 on direct medical costs, as well as \$2.73 on absenteeism costs.<sup>3</sup>

Wellness made easier for you and your employees. Call your Humana sales representative today.

1 Workplace Wellness Programs Study: Final Report. RAND Health, published 2013, accessed June 9, 2014. [http://www.rand.org/content/dam/rand/pubs/research\\_reports/RR200/RR254/RAND\\_RR254.sum.pdf](http://www.rand.org/content/dam/rand/pubs/research_reports/RR200/RR254/RAND_RR254.sum.pdf)

2 "Employee Engagement: The New Currency of Wellness." Hubbub and Employee Benefit News, September 10, 2013, accessed December 17, 2013. <http://ebn.benefitnews.com/papers/cambria-2737349-1.html>

3 Katherine Baicker, David Cutler and Zirui Song. "Workplace Wellness Programs Can Generate Savings." Health Affairs, 29, no. 2 (2010):304-311. <http://content.healthaffairs.org/content/29/2/304.full.html>

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