

PUSH MESSAGING USER MANUAL

Connect with employees on-the-go



CONTENTS

About push messaging.....	3
Getting started.....	3
Creating a push message on Engagement Source.....	3
STEP 1:.....	3
STEP 2:.....	3
STEP 3:.....	4
Frequently Asked Questions (FAQs)	4



SPREAD THE WORD ABOUT WELLNESS AND Go365

with push messaging

About push messaging

Engaging your employees in Go365® just got a whole lot easier. With the push messaging feature on [Go365 Engagement Source](#), you can send alerts to employees from Go365 directly to their smartphones, which can help increase awareness and participation in the program by meeting employees where they are.

Why push messaging?

Push notifications, or push messaging, help drive engagement and are one of the best ways to reach your employees. Whereas emails can easily get lost in inboxes or spam folders, push messages are hard to miss as they get sent directly to one's phone, likely providing a higher open rate. Plus, subscribers are sure to appreciate notices from apps they're actively using, such as the Go365 App. This is especially true if the notifications are relevant, timely and require action.

This user manual provides everything you need to get started sending push messages.

Getting started

Before you can begin creating push messages, you will need to have access to **Go365 Engagement Source**, a website for wellness program administrators where you can find a variety of wellness tools and resources, including Employer-sponsored Events (ESEs) and Challenges administration tools. Sign in or create an account by visiting EngagementSource.Go365.com.

If you do not see the **Employer Tools tab** once you log in, email EngagementSource@humana.com to gain access to this feature. This tab is where you will find the ESE, Challenges, and Message my employees (push messaging) features.

Considerations before sending push messages

- **Make sure employees have downloaded the Go365 App.** If they are not receiving push messages, it's likely they have not downloaded the app. If, after downloading it, they are still not receiving push notifications, have them do the following: Sign into the Go365 App, access Settings, and toggle "on" for push notifications.
- **Avoid sending too many push notifications.** Consider starting with one per week until you can better assess how well-received and valuable these notifications are to employees. Once a user turns off notifications, it's unlikely he/she will turn them back on so be cautious as you launch your push messaging strategy.
- **Be smart about timing.** Avoid sending push notifications in the middle of the night. People will be most responsive on weekdays in the morning (7AM – 9AM), in the middle of the day (11:30AM – 1:30PM) and as the day is coming to an end (5PM – 7PM).* NOTE: There is typically 10-30 minutes of lag time between when you send the message from Engagement Source and when employees receive it.

CREATING A PUSH MESSAGE

on Engagement Source

STEP 1:

Navigate to the **Employer Tools tab** and select “Message my employees” from the dropdown menu. Select the topic you will be sending a push message about: Employer challenge, Employer-sponsored Event, or Contribution strategy. More details about each “topic” can be found in the FAQs section within this document. Once you’ve selected a topic, Step 2 will appear on the screen.

NOTE: If employees do not want to receive push messages from Go365, they can opt out at any time. [See FAQs for details.](#)

STEP 2:

Select your message content from a list of pre-defined messages. To do so:

1. Check the box next to the message you would like to send to employees.
2. Enter you company specific-messaging in the variable text areas, i.e., where the brackets are shown. Note: There are limitations on how much text you can enter in these variable fields. The headline, or first line of text with your company name, can be no more than 25 characters. The three additional lines of text content cannot exceed 35 characters per line.
3. Click “Done.”

NOTE: Our system limits your send count to three messages per week. When it comes to health and well-being apps like Go365, a best practice is to send no more than 3-4 messages per week to achieve your desired outcome. [Refer to the FAQs for additional guidance.](#)

Step 1 : Select the Topic of message your are sending

- Employer Challenge
- Employer- Sponsored Event
- Contribution Strategy

Step 2 : Create your message

1. Check the box next to message you would like to send to employees.
2. Enter you company specific-messaging in the variable text areas, i.e where the brackets are shown.
3. Click "Done".

The screenshot shows a scrollable list of three message templates. Each template has a radio button on the left and a 'Done' button on the right. The first template is selected (radio button is filled) and has a green 'Done' button. The second template has an empty radio button and a grey 'Done' button. The third template has an empty radio button and is partially visible.

- Message from []
Join the Challenge!
Sign up for the []
by [] to compete!
- Message from [Company Name]
Challenge Reminder: Don't
forget to join the [Event Name]
by [Date] to compete!
- Message from [Company Name]

STEP 3:

Review your message to ensure everything is accurate. If you need to make edits, select the “Edit” button and follow the prompts. When you are ready to send, accept the Terms of Use and click “Send.”

A pop-up will appear on the page that your message has been processed. If you do not receive the message within 30 minutes, confirm you have the Go365 App downloaded and Notifications turned on. If you’re still not receiving it, email Engagementsource@humana.com for assistance.

There is typically 10-30 minutes of lag time between when you send the message and when employees receive it.

Step 3 : *Make sure your message is accurate

Message from Company

Join the Challenge!

Sign up for the Challenge

by 12/11/2019 to compete!

* I agree to [Terms of Use](#)

FREQUENTLY ASKED QUESTIONS (FAQs)

What is push messaging?

A push message is a notification delivered to your phone's notification center. When you tap it, it opens up the app the message was sent from. When you send a push message from Engagement Source, your employees will receive an alert in the notification center on their phones from Go365, even when they are not actively using the Go365 App.

What if my employees are not receiving the push messages I send through Engagement Source?

First, make sure they have the Go365 App downloaded. If they are still not receiving push messages, have them do the following: Sign in to the Go365 App, access Settings, and toggle "on" for push notifications.

How can employees opt out if they don't want to receive these push messages?

If employees want to opt out of receiving push messages from Go365, have them do the following: Sign in to the Go365 App, access Settings, and toggle "off" for push notifications.

Can a user sign in to two separate Go365 accounts (i.e., using two separate group IDs) on one phone and still receive push notifications from both companies through the Go365 App?

No. Push notifications will only be sent to the first person who registered in the Go365 App on that particular phone. The user will not receive push messages for the second Go365 account that was registered on their phone.

Are there limitations on the length of each push notification?

The headline, or first line of text with your company name, can be no more than 25 characters. The three additional lines of text content cannot exceed 35 characters.

Can I write my own push messages?

Not at this time. You will need to select an approved message from the options provided and enter your company-specific details in the variable text areas.

Why can I only send 3 messages per week?

Our system limits your send count to 3 messages per week for a reason. When it comes to health and well-being apps like Go365, a best practice is to send no more than 3-4 messages per week to achieve your desired outcome.

When is the best time to send a push message to my employees?

Timing plays an important role in sending push notifications. People will be most responsive on weekdays in the morning (7AM – 9AM), in the middle of the day (11:30AM – 1:30PM) and as the day is coming to an end (5PM – 7PM).* There is typically 10-30 minutes of lag time between when you send the message and when employees receive it.

What does each "category" of push messaging entail?

- **Employer challenge** – Send a message encouraging employees to join a company step or weight loss challenge.
- **Employer-sponsored Event** – Send a message to employees encouraging them to participate in a company event, such as a health fair or a blood drive.
- **Contribution strategy** – Send a message to employees to help them achieve a certain Status, remind them of rewards, and any other unique contribution strategies your company has tied to Go365.

Where do I go if I have an issue to report?

Please email Engagementsource@humana.com with any questions or concerns.

Go365 Engagement Source

PUSH MESSAGING MANUAL

Go365 is not an insurance product. Not available with all Humana health plans.

Various wellness program laws limit incentive amounts and require special notice to employees depending on the type of wellness or health activity. Employers should be familiar with the following regulations and thoroughly review their unique health plans and wellness programs with appropriate legal counsel: Health Insurance Portability and Accountability Act (HIPAA) of 1996; Genetic Information Nondiscrimination Act (GINA) of 2008; Employee Retirement Income Security Act (ERISA) of 1974; Affordable Care Act (ACA), final regulations released in June, 2013; Americans with Disabilities Act (ADA) of 1990; Equal Employment Opportunity Commission (EEOC), final wellness regulations under the ADA and under GINA, released in May, 2016.

*<https://www.intelivideo.com/blog/iv-push-notification-best-practices-for-svod/>

