



4 ways to create a

# PERSONALIZED EMPLOYEE EXPERIENCE

that drives trust and  
whole-person well-being



limeade®

## MEET LIMEADE

A corporate wellness technology company that drives *real* employee engagement.



## MEET ACCOLADE

An on-demand healthcare concierge for employers, health plans and health systems.

Our partnership helps employees make optimal care decisions, get more value from their benefits and reduce costs by helping them gain greater control of their health and well-being. This relationship creates a better benefit navigation experience for employees and maximizes benefits utilization for employers.

Through advanced analytics and trusted advisor relationships with each individual, Accolade health assistants drive adoption of the healthcare programs and tools that can make an impact on people's lives and drive down employer costs. For shared customers,

Accolade identifies candidates who can benefit most from the Limeade solution and encourages them to participate. Similarly, Limeade features Accolade in its well-being programs to drive awareness of the healthcare concierge platform and increase use of this valuable benefit.

This partnership is driven by our mutual belief that the best results come from a personalized employee experience, backed by trust and a whole-person approach to health and well-being.

Follow along to learn why.

# WHAT IS PERSONALIZATION

## AND WHY HR SHOULD CARE

### EVERYONE IS DIFFERENT.

One-size-fits-all workplace wellness programs don't work. We're all on our own well-being journey facing unique challenges.

Employees want a seamless experience that reflects who they are and where they work. Personalization is an effective way to promote well-being improvement by showing employees resources that are truly relevant to them.

In today's technology world, we are wired to expect a personalized experience. Our online media consumption and shopping experiences are driven by technology that learns who we are based on past behavior and delivers content relevant just to us.

We focus here on the value of personalization in the specific context of an employee well-being improvement solution. By definition, personalization is tailoring the content and experience to match an individual's data, preferences or behavioral patterns.



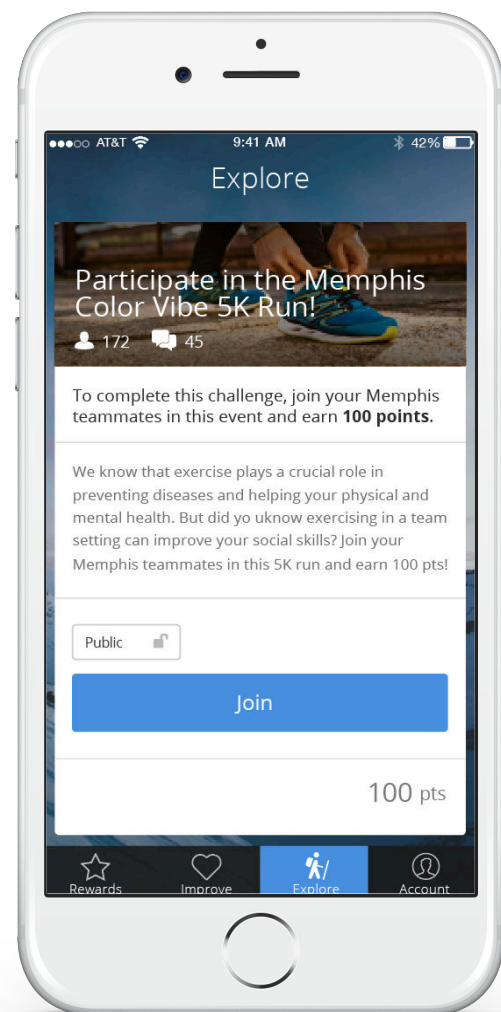


## WHAT DOES PERSONALIZATION LOOK LIKE?

Calls to action at the right place, right time, in the right tone, on the right technology and to the right person. It's about reaching people where they are, with tools they already use. It's understanding how a person could benefit from a specific health or wellness program, guiding them to it and inspiring them to adopt and use.

For example:

- It's a system that knows exactly what trimester an expectant mother is in. It connects her to the emotional, physical and clinic care that she needs — including company benefits she may not even know she had.
- It's having access to an Accolade Health Assistant who stays with you over time and understands your personal health challenges and goals.
- It's technology that understands what you like and don't based on your past interactions and nudges you accordingly.



## WHAT ARE THE BENEFITS?

Research shows that personalization enables individualized feedback, commands greater attention, is processed more intensively, contains less redundant information and is perceived more positively by health consumers.<sup>1</sup>

Overall, you'll have better HR program adoption when people feel like it's *for* them instead of done *to* them. In a study looking at the effects of standardized self-help manuals and personalized methods on smoking cessation, individuals in the personalized group had more favorable results than those in the standardized group on abstinence measures.<sup>2</sup>

Personalized care is critical to building trust and influence with people as they seek to improve their health and well-being.

<sup>1</sup> Lustria. (2009). [\*A meta-analysis of web-delivered tailored health behavior change interventions.\*](#)

<sup>2</sup> Prochaska. (1993). [\*Standardized, individualized, interactive, and personalized self-help programs for smoking cessation.\*](#)





# IMPORTANCE OF TRUST AND WHOLE-PERSON WELL-BEING

## WHEN YOU'RE DELIVERING A PERSONALIZED EMPLOYEE EXPERIENCE

By delivering the most relevant activities, programs and rewards, Limeade makes it easy and enjoyable for people to participate in activities that are meaningful to them. Limeade strives to create personalized and deeply relevant experiences for individuals through data collected in the platform and thoughtful use of external data sources.

Accolade provides personalized support by creating a 360-degree profile of an individual based on medical, claims and benefits data, as well as information about lifestyle, culture, finances, personal goals and other circumstances.

We both believe that personalization should always be used in ways that create **trust** and address **whole-person** health and well-being.

## TRUST:

Creating trust is complex — you don't want to force it. Programs shouldn't single out individuals in punitive ways or give unsolicited advice. Employees should feel like the program is for them, not done to them. It's a privilege, not an obligation.

For example, rather than focusing only on biometric health goals, create a positive health program experience that inspires physical, emotional, financial and work well-being. Designing a program that feels authentic and attainable for your employees is crucial. Take baby steps — highlight effort and improvement toward goals where possible.

Encourage employees to prioritize well-being by setting a great example. Connect the dots to show them it's okay, even expected, to work on their well-being. And the data is out there to support this. When employees feel their employer genuinely cares about their well-being, they're 38 percent more engaged at work.<sup>3</sup>

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# WELL-BEING

## FEELING GOOD + LIVING WITH PURPOSE

### WHOLE-PERSON WELL-BEING:

Well-being means thriving in all areas of your life, including emotional, physical, work and financial. The shift from wellness to well-being means we shouldn't just focus on physical health anymore — it's time to recognize the whole person.

When you consider the whole employee — their health, well-being and performance — you're acknowledging that what happens in one part of a person's life affects every other part of their life.

Take stress: Is it a health issue, an emotional issue or a work issue? It's not just one. It's all three. And that's why at the end of the day, if HR programs don't engage the whole person, they aren't going to work. You need to remember that employees' work and personal lives are intertwined and leverage this.

Similarly, to provide the most effective healthcare support, it's critical to understand and address the whole person — not just their condition. A person's emotional state, access to care, financial situation, cultural and spiritual issues and many other factors play a significant role in their journey to health and well-being.



# 4 WAYS TO CREATE A PERSONALIZED EMPLOYEE EXPERIENCE

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## USE DATA TO TAILOR YOUR WELL-BEING PLATFORM EXPERIENCE

Your employees want a customized experience and you have the data to do it. This could be data points through HR/payroll systems like tenure, gender, role or full-time vs. part-time. The goal is to leverage the information to target specific populations in an intentional way. For example, challenge managers to talk with their employees about their well-being in their next 1:1, or target your new employees with onboarding materials.

This can be health-focused as well. Partner with firms that can help you leverage a wide range of personal health data — e.g., claims, biometrics, risk scoring, and other data — to target specific programs. Examples include offering maternity programs for pregnant women or chronic condition management for people with diabetes or at risk of developing the condition.

But remember: aggregating data and benefits is necessary but not sufficient to create a positive, personalized experience. A program that people love (and therefore use) drives real business results.

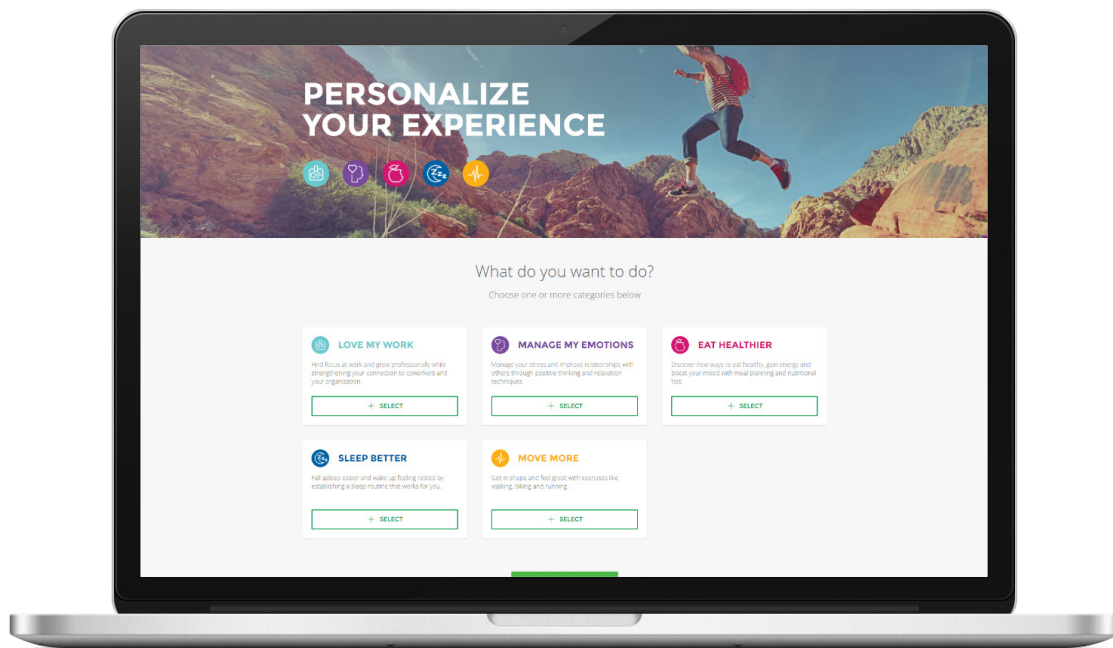
## DESIGN A WELL-BEING PROGRAM THAT EVERYONE LOVES BY OFFERING CHOICE

With Limeade, employees start their journey in the platform by sharing what *they* care about. Individuals are prompted to select a personal goal, which sets them on a path to improve the areas they care about most. And it evokes intrinsic motivation — behavior driven by internal reinforcement (not external rewards).

Some people strive to earn points through micro-motion activities (like 10 lunges or one-minute planks every hour), while others prefer

to volunteer or read a career development book. Another group of serious competitors might focus their energy on racing to the top of a leaderboard while others are looking to find a social outlet.

It's important to accommodate everyone and incorporate options that cater to their well-being needs. A variety of challenges, programs and activities help everyone stick with their personal commitments.



## HELP EMPLOYEES GET MORE OUT OF THEIR BENEFITS

The complexity of the healthcare system makes it very difficult for people to make the best decisions and get the right care. It's even more challenging when healthcare decisions are made at the point of need, when people are anxious, sick or overwhelmed.

It's no wonder that **50 percent of healthcare consumers don't understand their benefits<sup>1</sup> and 43 percent of healthcare tools go unused.<sup>2</sup>**

It's also not surprising that **80 percent of healthcare consumers want one person they can trust to help answer healthcare-related questions.<sup>3</sup>**

With a complete profile of the individual, a health assistant can help a person navigate their health benefits and make the best decisions.

And employers benefit, too, with 2-10 times increase in employee adoption.<sup>4</sup> and use of health and well-being programs, 3 to 5 percent claim cost savings in year one and up to 15 percent savings in claim costs in year five.<sup>5</sup>

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<sup>1</sup> Harris Poll on behalf of Accolade. (2015, September). *Accolade Consumer Healthcare Experience Index*. Retrieved from: [https://www.accolade.com/wp-content/uploads/2016/09/accolade\\_Harris\\_Poll.pdf](https://www.accolade.com/wp-content/uploads/2016/09/accolade_Harris_Poll.pdf)

<sup>2</sup> Harris Poll on behalf of Accolade. (2015, September). *Accolade Consumer Healthcare Experience Index*. Retrieved from: [https://www.accolade.com/wp-content/uploads/2016/09/accolade\\_Harris\\_Poll.pdf](https://www.accolade.com/wp-content/uploads/2016/09/accolade_Harris_Poll.pdf)

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<sup>4</sup> 2017 Accolade customer/partner data.

<sup>5</sup> Accolade. (2017, March). *Accolade whitepaper: Driving Healthcare Savings and Satisfaction; Accolade Methodology and Results*. Retrieved from: <https://www.accolade.com/content/driving-healthcare-savings-satisfaction-accolade-methodology-results/>



## MEET EMPLOYEES WHERE THEY ARE

Most of healthcare happens outside of the four walls of the doctor's office — where people live, learn, work and play. It's important to have the ability to engage people wherever they are, whenever they need support and through their preferred mode of communication.

A health assistant is accessible by call, text or email. They provide support when needed and help employees get the right care at the right time — via telemedicine services, expert opinion, well-being or other healthcare programs.

Meeting people where they are also means taking care of the entire population — not just those struggling with chronic conditions or in high-risk health situations. Every person — even the healthiest — can benefit from health and wellness services offered through your organization or in partnership with programs in your community. Look for creative ways to improve the health, well-being and quality of life for each of your employees and their families.





# LET'S TALK

[limeade.com](http://limeade.com)  
[accolade.com](http://accolade.com)