



SellingWellness

A course for benefits professionals on maximizing client results

Is your team ready?

Are your clients looking for solutions to manage their health benefits costs?

Does your team know how to help them take advantage of wellness?

With increasing pressures, employers of every size are turning to wellness, well-being, and productivity strategies to reduce benefits costs and increase productivity.

Is your team moving from a 'transactional' model to a consultative approach? To build and keep client relationships, brokers, consultants, and account executives need more expertise. That means knowing what drives results in the wellness space. They need to be able to engage clients in consultative dialog and effectively leverage wellness experts and services. That's where **SellingWellness** comes in.

We know how to drive results in wellness. Benefits networks have relied on **Chapman Institute** for over 10 years to train hundreds of their wellness experts through our comprehensive **WellCert** program.

We designed SellingWellness for AEs, consultants, and producers. It demystifies the toughest issues in wellness, providing confidence-building talk-tracks and simpler solutions.

What does SellingWellness cover?

SellingWellness is an engaging online professional training that builds these skills:

Skill 1: Employee health economics helps ensure clients see the bigger picture by understanding how employee health impacts their business results—costs as well as productivity.

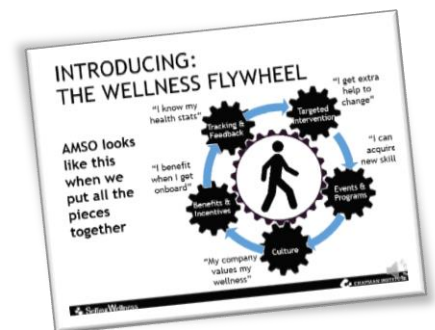
Skill 2: Becoming a wellness advocate gives your team core talk-tracks to overcome the main objections to investing in wellness.

Skill 3: Wellness program design gives your team greater credibility on what it takes to deliver effective programming.

Skill 4: Wellness and benefits design goes deeper on how to leverage benefit features to maximize wellness results.

Skill 5: Analyzing wellness results gives your team a simple framework for wellness metrics, and insight into how to measure results.

Skill 6: Basic wellness consulting uses a case study to synthesize the learning, and provides answers to thorny client questions.



How does SellingWellness work?

Each skill consists of a 20-45 minute video training session and an engagement quiz to reinforce the learning. The last skill of the 4-hour course includes work on a client case that synthesizes the learning and helps participants practice building consulting skills.

Participants also receive a 60 page color handbook with slides and tools like



answers to tough questions, details on analytical methodologies, compliance issues, and much more.

SellingWellness can also be enhanced to integrate **performance management**—ongoing surveys to track how participants apply the learning. For large groups we can also integrate **custom content**.

Participants complete the training at their own pace. Each skill includes a review of the topics covered so far.

Wellness practice leads and managers can access reporting to gauge individual progress and mastery of the material.



Pricing

We can configure SellingWellness to **meet your goals**. Individual access to the program starts at **\$250** per person, but we provide discounts when buying for groups.

Groups can also add **custom content** and **performance management tools** to the training.

Please email brian@chapmaninstitute.net for a price quote.

SellingWellness and all Chapman Institute programs are covered by a **money-back guarantee**.

Chapman Institute's wellness philosophy

We come to wellness with a specific point of view: **Wellness programs must drive measurable results**. To sustain and grow investments in wellness, programs need to demonstrate how they deliver important benefits to their organizations. We call this **Results-Driven Wellness**.

Wellness drives measurable results by changing the behavior of many people each year. Creating sustained behavior change requires maximizing the impact of every available tool and resource. It requires a focus on the right success metrics and continued optimization based on data.

To help you do this, we look for **best-practices from outside wellness**. We are students of behavior sciences, marketing, organizational development, data analysis, and technology—we are always looking for best-practices to apply to wellness to drive results.



What differentiates Results-Driven Wellness?

Most wellness programs don't drive results. We help you build on the themes that drive-results:

#1 Measurement: We believe in the management maxim: "you get what you measure." We integrate measurement and evaluation strategies in all our training, including cost savings and productivity.

#2: Nudges matter: We integrate behavioral economics into all aspects of incentive design and employee communication topics.

#3: Give them their own 'numbers': We believe a health management process is critical. That means we teach you how and when to feed personalized data back to your program participants.

#4: Infrastructure is vital: Wellness needs to build the organizational and technology infrastructure to make your program successful.

#5: We prepare you for influence: To create effective, sustainable programming, you have to have senior leaders deeply bought-in to wellness. All our trainings build deeper influence skills and put you in a place to secure the management support to drive results.

With no sacred cows, we narrowly focus on results—that's why we get to train the best. Other national organizations offer wellness training, but they have to be all things to all people. Building over 1,000+ wellness programs, we've learned to avoid the theory, fluff, and fads, and get right to what works. Top consultancies, health plans, brokerages, wellness councils, and firms of all sizes choose **Chapman Institute** when they want to drive results.