



WellCert

**The Premier Certification Program
for Employee Wellness and
Well-Being Practitioners**



WellCert is a comprehensive four-level certification program designed to equip worksite wellness professionals, benefits managers, brokers, human resources leaders, and other wellness champions with the knowledge and skills to plan, implement, manage, and evaluate effective employee wellness programs that improve workforce health while helping organizations reduce healthcare costs. **The WellCert certification pathway includes:**

Level 1: Certified Wellness Program Coordinator (CWPC)

Level 2: Certified Wellness Program Manager (CWPM)

Level 3: Certified Wellness Program Director (CWPD)

Level 4: Certified Worksite Wellness Program Consultant (CWWPC)

Built on industry best practices and evidence-based research, these self-paced online courses provide practical tools, proven strategies, and real-world insights to help wellness professionals maximize the impact of their programs. Participants can complete a single certification level or progress through multiple levels to build expertise aligned with their career goals and professional responsibilities.

Each certification includes a comprehensive 220+ page PDF course workbook, real-world case studies, interactive exercises, and a certificate of completion.

Level 1: Certified Wellness Program Coordinator (CWPC)

The essential foundation for wellness and benefits professionals. Whether wellness is one of many responsibilities or your full-time focus, Level 1 provides the core knowledge and practical skills needed to build, support, and strengthen effective employee wellness programs. Level 1 delivers the tools and confidence to maximize the impact of your initiatives.

Skills Reviewed

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| 1. How to build strong senior management support for wellness | 1. How to design effective wellness communications |
| 2. How to assess your employees' wellness needs | 2. How to design your health management process |
| 3. How to use a Health Risk Assessment (HRA) | 3. How to design group activities |
| 4. How to set your wellness strategy | 4. How to create a supportive environment for wellness |
| 5. How to design your organizational infrastructure | 5. How to design onsite programming |
| 6. How to design your technology infrastructure | 6. How to perform a simple evaluation of your program |

Level 2: Certified Wellness Program Manager (CWPM)

Take your skills to the next level with the Certified Wellness Program Manager (CWPM) certification. Building on Level 1, this program dives into the real-world challenges of running successful employee wellness programs. Advance skills needed to lead, manage, and grow comprehensive wellness programs.

Skills Reviewed

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| 13. Enhancing Program Results with AMSO | 19. Using Biometric Screening and Coaching |
| 14. Overcoming Stakeholder Objections | 20. Budgeting for Wellness |
| 15. Managing Vendor Relationships | 21. Analyzing Wellness Results |
| 16. Maximizing Participation | 22. Optimizing Wellness Results and Return |
| 17. Using Wellness Incentives | 23. Addressing Well-Being |
| 18. Using Self-Service Technology for Wellness | 24. Building Employee Trust |



Level 3: Certified Wellness Program Director (CWPD)

Take your expertise beyond the basics, preparing you to drive wellness success in large, complex organizations. Building on Levels 1 and 2, this advanced course focuses on Health and Productivity Management (HPM) strategies to maximize impact and deliver measurable results. Ready to scale your influence and lead with confidence? This is your next step.

Skills Reviewed

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| 25. Implementing wellness in large employer organizations | 31. Designing health plan benefits to maximize HPM results |
| 26. Raising awareness for each employee | 32. Using individual interventions to maximize HPM results |
| 27. Building motivation for wellness in large organizations | 33. Using employee incentives to maximize HPM results |
| 28. Building programs that enhance wellness skills | 34. Addressing presenteeism in wellness programs |
| 29. Building opportunities to practice new wellness skills | 35. Integrating wellness deeply into your organization |
| 30. Using educational interventions to maximize HPM results | 36. Evaluating an employee wellness program in a large organization |



Level 4: Certified Worksite Wellness Program Consultant (CWWPC)

Level 4 equips you with the expertise to tailor wellness programs to unique needs. You'll master executive influence, high-level strategy, and the skills to drive wellness success across industries. Building on the previous three levels, Level 4 shifts the focus to the vision and strategic issues in wellness, as well as deeper coverage of executive influence and the skills to operate across organizations.

Skills Reviewed

- 37. Building an integrated disability management program in your organization
- 38. Conducting a health plan claims analysis
- 39. Creating a wellness-oriented work culture
- 40. Using positive psychology in wellness programming
- 41. Understanding the relationship between health risks and health costs
- 42. Facilitating a wellness planning process for large organizations
- 43. Building "C-suite" relationships for wellness
- 44. Building a long-term vision for wellness
- 45. Integrating work-life balance into wellness programming
- 46. Estimating budget requirements for complex employee wellness programs
- 47. Protecting your work force from the next pandemic
- 48. Improving your personal effectiveness as a wellness consultant

Get Started

Get started on your wellness journey today at InstituteWellbeing.org/courses.

"I have worked in corporate wellness for more than 20 years, and I was amazed at how useful the Level 1 training was. It's a 'must' for everyone in the field."

"This course was so very helpful to me as a wellness coordinator. It provided me with the skills and information necessary to set up and administer a wellness program for my employer."

Contact Us

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