



WELLCERT

THE PREMIER WORKSITE WELLNESS CERTIFICATION PROGRAM

You deserve a medal

Let's face it: wellness is really hard.

Changing the health behaviors of hundreds or thousands of humans is no picnic. But this critical mission gets a whole lot more doable when you know how to use every weapon you have at your disposal.

You probably aren't in wellness for your health. We are all in this to drive results—to empower people to make healthy changes. But it takes a sophisticated approach to create behavior change that generates measurable results year after year. Like any other tough challenge, it takes mastering a wide range of skills and methodically going after the right vision.

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 WellCert when they want to drive results.

➡ What is WellCert?

WellCert is a four-level professional certification program, completed by thousands of wellness and benefits professionals. Each level covers 12 key skills necessary for results-driven programming:

- 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)

Level 1 is a foundation for all wellness and benefits professionals. Health plan account managers, brokers, HR consultants, and benefits staff get wellness skills and frameworks they need in today's environment. **Level 1 and 2 together—Certified Wellness Program Manager**—is a must for all full-time wellness program professionals. **Levels 3 and 4** are critical for wellness staff in complex organizations and consultants. Experienced professionals can take an exam to move to Level 2. Each level of WellCert requires two days of instruction, readings, and an exam. Grads receive a certificate and a listing on our online professional registry.

Level 1 Skills:

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

Our 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. This includes ROI in many cases, but it doesn't have to be limited to economic variables.

Wellness drives measurable results by changing the health behaviors of many people each year. Creating sustained behavior change requires maximizing the impact of every available tool and resource. It requires that we select the right success metrics and continue to optimize our wellness programming based on our own data.

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

What differentiates Results-Driven Wellness?

1

Measurement: We believe in the management maxim: "you get what you measure." We integrate measurement and evaluation strategies in every level of WellCert, including ROI.

2

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

3

Give them their own 'numbers': We integrate a health management process into every level of WellCert. That means we teach you how and when to feed personalized data back to your program participants.

4

Infrastructure is vital: Many programs cover only the clinical side of wellness. We set you up 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. Our successive levels of certification build deeper influence skills and put you in a place to secure the management support to drive results.

WellCert grads are highly satisfied

"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."

"The WellCert Level 1 CWPC exceeded all my expectations! Thank you for the valuable concepts, practical strategies and the great Course Workbook. I know I will use it often!"

"I was a little skeptical about the two days of training at Level 1 but you have made me a believer! The material and the case exercises have enhanced my knowledge significantly!"