

THE FIRST 90 DAYS

Your Wellness Program Launch Checklist

Expected Outcome After 90 Days:

30-50 enrolled participants ready for Month 4 program launch

MONTH 1

Foundation

- Present business case to leadership
Include: Current cost trends, Lifestyle 180 results, ROI projection
- Secure multi-year budget commitment
Request: \$200-500 per employee annually
- Gather baseline healthcare data
Get: Last 2 years claims data, premium history
- Survey employees
Ask: Health challenges, interests, barriers, preferred timing

MONTH 2

Planning

- Identify high-risk population
Review claims for: diabetes, hypertension, obesity, high cholesterol
- Create risk stratification
Tier 1 (High): 15-20% • Tier 2 (Moderate): 25-30% • Tier 3 (Low): 50-60%
- Choose pilot program type
Recommended: Mini Lifestyle 180 (16 hours over 6 weeks)
- Vendor vs. in-house decision
Most organizations: start with vendor partnership

MONTH 3

Recruitment

- Personal outreach to 50-100 high-risk employees
Send personalized letter + follow-up call within 5 days
- Make enrollment dead simple
Online form or phone call, that's it
- Set program schedule
Convenient times, work hours when possible
- Prepare facilities/materials
Tool kits ready (mats, books, resources)

CRITICAL SUCCESS FACTORS

- ✓ CEO personally champions initiative
- ✓ Programs are truly free (upfront payment)
- ✓ Target high-risk employees first
- ✓ Measure from day one

"Start small, build over time. Quick wins build momentum for bigger changes."

- Lifestyle 180 Implementation Approach

Source: Cleveland Clinic Lifestyle 180 Program • TIME Magazine, June 2009

www.million-pound-challenge.com