

# 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

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