

WellnessIQ brings white glove service and best-in-class solutions to employers who seek wellness results

INTRODUCTION

WellnessIQ works collaboratively with brokers and consultants to implement programs specifically aligned with the wellness needs of smaller employers. Regardless of an organization's size, wellness programs can improve employee health which can lead to lower healthcare costs, increased productivity and higher levels of job satisfaction. Typically, these programs support physical, social, and emotional wellbeing. Roughly 62% of small employers offer some sort of employee wellness program, according to a [2023 KFF study](#).

Through WellnessIQ, employers gain access to solutions that help them build or reinforce their wellness initiatives with a curated selection of products and services such as coaching and education for greater employee resilience, mental health, fitness, and nutrition.



AT A GLANCE

Headquartered in Independence, Ohio, WellnessIQ is a national wellness and benefits leader that provides wellness solutions to small- and mid-market employers through a broker distribution channel. The company integrates providers, technology, and account management to accomplish employer-specific wellness initiatives that promote employee engagement and deliver measurable results.

WellnessIQ integrated LifeSpeak Inc. into its portfolio of solutions providers to:

1. Give small- and mid-sized organizations access to best-in-class fitness, nutrition and mindfulness content.
2. Reinforce corporate wellness platforms with incentives and challenges that drive employee engagement.
3. Accommodate diverse employee demographics with easy and convenient access to current and always-available wellness content on thousands of topics.

KEY RESULTS

- **78% of eligible WellnessIQ employees enrolled**
- **Nearly 24% of eligible client population enrolled**
- **15 class play per person in Q3 2024**
- **211 minutes of class time per user in Q3 2023**
- **Clients express satisfaction for valuable content that meets their specific workforce requirements**
- **Year-over-year enrollment growth**

THE CHALLENGE

Provide health and wellness support to meet specific employer challenges

WellnessIQ serves small- and mid-sized employers, a niche market within an industry typically geared toward large organizations. And while WellnessIQ's clients may employ smaller numbers of employees, their health concerns are every bit as large as any Fortune 500 organization. And in many ways, equally challenging to tackle.

"Our sweet spot is that mid- to small-size market," said Michael Poulsen, WellnessIQ senior sales executive for the Midwest region. "Clients in the mid and small range often have requests that can be particularly niche, and their needs tend to be much more specific."

For example, high-stress workforces may ask for resources related to burnout, mental health, mindfulness or lack of sleep, whereas a different population may have different employee health priorities they'd like to focus on, such as substance use or physical activity. WellnessIQ takes pride in offering its clients access to best-in-class solutions that are flexible enough to accommodate the spectrum of requirements their employees need. The solutions need to be versatile, comprehensive, and easy to use—and that's why WellnessIQ partners with LifeSpeak Inc.

THE SOLUTION

Wellbeats *Wellness* is a versatile product well-suited to client needs

LifeSpeak Inc. is the leading provider of mental, physical, and family wellbeing solutions for employers, health plans, and other organizations across the globe. With a suite of digital solutions, LifeSpeak enables organizations to deliver best-in-class content and human expertise at scale, catering to individuals throughout their wellbeing journeys.

Wellbeats *Wellness*, a LifeSpeak Inc. product, is a significant differentiator for WellnessIQ. "I personally believe that this is one of the greatest tools for holistic wellbeing out there," Poulsen said. "It offers our clients a ton of content for a really good price point." Poulsen says prospects and clients are especially impressed with Wellbeats because it's so flexible. "They can filter out specifically what they want from an array of content—nutrition, fitness, mental health, classes, recipes—but each employer can point employees to relevant topics or resources."

WellnessIQ clients appreciate that Wellbeats users can search for content based on topic and type of resource (i.e., webinar, article, video, recipe, checklist), as well as fitness class preferences such as length, type (HIIT, breathing, yoga, stretching), equipment requirements,

"Our clients typically target a specific price point or level of sophistication. Because Wellbeats has a variety of models, we can meet employers where they're at today, and then, if they choose, they can add more content in the future."

-Michael Poulsen, Senior Sales Executive, WellnessIQ





etc. “The versatility lets users dial in to the resources that best meet their needs—and if they’re not sure what they need, there are questionnaires that guide them to recommended content,” said Poulsen.

“Wellbeats also does a really great job delivering micro content,” said Summer Sobek, MS, RDN, implementation manager at WellnessIQ. “If they don’t have time to watch a 45-minute course, employees can use a filter to find a 5-minute stretch or a quick video on relaxation or mindfulness, for example. Wellbeats lends itself well to busy employees because it meets them where they’re at. It’s a big advantage to have those shorter videos.”

Plus, Sobek appreciates that Wellbeats keeps its content fresh. “It doesn’t go stale,” said Sobek. “They’re always adding more things and keeping up with trends in the health and wellness industry. And not just fresh content, but fresh opportunities. On the platform, for example, they just rolled out a challenge feature, and some of our clients have already added that to their programs.”

Challenges promote friendly competition within organizations and inspire healthy habits by awarding points for activities such as running, walking, or participating in Wellbeats classes and content. Challenges tend to drive engagement, a fact WellnessIQ witnessed in June when its own employees participated

in a Wellbeats challenge. Total logins, class minutes, and class plays peaked dramatically during the month.

THE IMPACT

Employers and employees see rewards with high-value wellness solutions

Employees across the WellnessIQ book of business are engaging with Wellbeats classes and challenges through their employers, with enrollment growing year over year. In Q3 of 2023, nearly 24% of WellnessIQ’s eligible client population were enrolled in Wellbeats. Participants engage regularly with Wellbeats content, recording 15 class plays per person and 211 minutes of class time per users in Q3.

In addition to promoting Wellbeats to its clients, WellnessIQ also invites its own employees to take advantage of the offering. In fact, the company is a poster child for participation and engagement, with 78% of eligible employees enrolled and active in Wellbeats programs and class plays. Among their favorites? Mental wellness, strength, nutrition, barre, cooking and meditation.

“At WellnessIQ, our purpose is to make sure that employees feel confident about their health choices. We want to make sure that they feel good about their health, their jobs, and their employers, who are helping them make healthy lifestyle choices.”

**Learn more about Wellbeats *Wellness*
and our full suite of solutions.**

Contact us or request a demo today.

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