

ENGAGEMENT STRATEGY

Employee adoption of active and direct responsibility requires Senior Management Leadership, an integrated, fully aligned Engagement Strategy specifically tailored to the client's culture and the requirement of progressive positioning over time. In accordance with the management's objectives and the current state of the client's existing culture, an appropriate multi-stage engagement strategy is developed, implemented and managed on an ongoing basis.

The fully integrated and successful alignment of Leadership, Design-Reward, Health Improvement, Communication and Educational programs, Infrastructure, Financial and Nonfinancial Incentives and the Knowledge Management process are all tactical requirements critical to the active adoption of employee direct (health, healthcare and healthcare security) responsibility.

Understanding that the Engagement Strategy for every employer population is different, the following series of tasks must be completed in one form or another. Asset Health works with our clients in this important effort to successfully:

- Confirm and reinforce Leadership's commitment to achieving a health-centric company.



*Global and Fully
Integrated Leadership*

- Define a client partner's culture and barriers to adoption of employee direct and active responsibility.
- Develop an integrated, fully aligned Engagement Strategy that responds successfully, over time, to a client's current culture driving an active culture of direct responsibility.
- Implement a successful timeline for program implementation and progression, including:
 - Senior Leadership
 - Design-Reward Integration
 - Health Improvement
 - Active Education and Communication Efforts
 - System Application and Programs
 - Required Knowledge Management
 - Program Reward-Incentives.
- Lastly, but critically, provide ongoing management, implementation and reporting in support of the defined Engagement Strategy and, as appropriate, ongoing modification.

Each of these tasks is critical to the successful engagement process.

