



2017 Better Wellness Conference *Wellness Platform Sponsor Offer*

September 25, 2017



clin&metrica

ENGAGING WORKER WELLNESS
SANTÉ CORPORATIVE STIMULANTE



Presentation Overview

- Clinemetrica - profile
- Goals of partnership
- n*VIGOR*us overview
- Offer details
- Next steps

Who is **clin&metrica**

ENGAGING WORKER WELLNESS
SANTÉ CORPORATIVE STIMULANTE

- Multi-disciplinary team at the McGill Comprehensive Health Improvement Program (CHIP)
 - 20 years' experience in directly helping people sustain lifestyle changes
- Published many articles in the field
- Develop customized wellness programming & challenges for the public, employers and health professionals
- Focus on keeping it simple, making it fun, and engaging with others



Some of our clients and friends include



We are partnering with the CBoC to;

Build knowledge and know-how among conference attendees;

- improve employee participation (2017)
- promote healthy eating (2018)
- reduce workplace stress (2019)

Fall 2017 – Phase 1 – focus on engagement

Format:

- Challenge runs Nov 6 – Dec 16
- Fall exercise challenge - 3 teams of 5 employees per attendee
- Focus: tools & techniques to engage employees through captains

Questions to be answered: To what extent;

- did the use of engagement tools drive participation?
- did the participants improve their health metrics?
- would participants recommend the challenge to others?

What is nVIGORus and why is it different?



Fun 6-8-week exercise challenge, comprised of teams of 5



For participants of all activity levels & virtually all types of exercise





Includes techniques to build and sustain engagement



Provides participant-specific and consolidated feedback on how exercise improved their health, happiness, and vigour



Previous success drove the design of nVIGORus

	Participation Rate	Changes in Physical Activity	Changes in Health (happiness, health, vigour)		
CFB Halifax¹ 	26% (1,506 participants)	+ 30% Weekly Activity (METs) PRE POST 2,003 2,613	<i>Happiness</i> - High Stress <i>Health</i> - Blood Pressure <i>Vigour</i> - Poor Sleeper - High Fatigue	PRE 9% 123/79 40% 11%	POST 5% 122/77 23% 1%
Merck Canada² 	73% (532 participants)	Ideal Weight +12% Overweight +19% Obese +32% *Increases in activity varied by weight.	CHANGES IN <i>Happiness</i> - Stress <i>Health</i> - Systolic BP (mmHg) <i>Vigour</i> - Insomnia - Fatigue	AVG - 6% -3 -8% -5%	HIGH -19% -17 -18% -20%

¹ Lowensteyn, I. et al, *Assessing the Benefits of a Physical Activity Wellness Program in the Canadian Military: Changes in Cardiovascular and Mental Health Risk Factors*, Canadian Journal of Cardiology, Vol 30, Issue 10, S128, Oct 2014

² Grover, S. et al, *Implementing an on-site and web-based corporate health program using best practices: The Live It Merck Wellness Program*. e-Health Conference, June 2015






Access your Resources through the Coordinator Control Panel

The screenshot displays the NVIGORUS Coordinator Control Panel. At the top left is the NVIGORUS logo, and at the top right is the user name 'dorothy' with a profile icon. A 'Coordinator Control Panel' button is located in the top right corner. The main content area features a progress bar with a crown icon and the number '60,000'. The progress bar is divided into several stages: 'Overview' (with a play button icon), 'Baseline' (with a document icon), 'Set your Goal' (with a target icon), 'Monday 15 May' (with a location pin icon), and 'Tuesda 16 May' (with a location pin icon). Each stage is accompanied by a set of stars. To the right of the progress bar are two buttons: 'Manage Team' (with a group of people icon) and 'Control Panel' (with a green gear icon). Below the progress bar is an 'Announcements' section with a blue header. The announcement text reads 'Dorothy: Welcome to the team everyone!' and is dated '2017-05-15 07:58:22'.



Example of Your Resources


samantha.nvigor.us 


Back to Roadmap

BEFORE CHALLENGE

DURING CHALLENGE

AFTER CHALLENGE

Back to Roadmap

BEFORE CHALLENGE
Captain Recruitment



Teammate Recruitment

DURING CHALLENGE
Captain Engagement

AFTER CHALLENGE
Congratulations!

Completing Follow-Up

Next Step


samantha.nvigor.us 

Back to Roadmap

Recruitment and On-Boarding of Captains

Resources

BEFORE CHALLENGE

Captain Recruitment

Teammate Recruitment

DURING CHALLENGE

Captain Engagement

AFTER CHALLENGE

Congratulations!

Completing Follow-Up

Next Step

Ideally, you will be one of the captains, leaving you two more captains to recruit.

What to look for in a captain:
nVIGORus was designed to support all activity levels, so it is not important that the captains be super athletes. In fact, having a broad spectrum of athletic ability among your captains is more likely to be representative of the employee population overall. What is important is that each captain;

- has a strong desire to actively participate in the activity challenge
- is passionate about health
- has positive social skills
- is someone you can work with easily

The role of the captain is to;

- recruit their teams
- ensure teammates know how to navigate the nVIGORus challenge platform
- keep their teammates informed and motivated
- give you feedback

Finally, use the **Captain and participant recruitment deck** to help structure your discussion of the opportunity with them. The captains need to be recruited by October 23rd and they need to recruit the participants by November 2nd.

Coordinator Control Panel

- [Captain recruitment resource](#)

Participants complete their baseline

Back To Roadmap

Evaluate your habits!

UPDATE MY:

- Wellbeing**
- Tracking
- History

REVIEW MY:

- Activity Stats
- Performance

REVIEW TEAM:

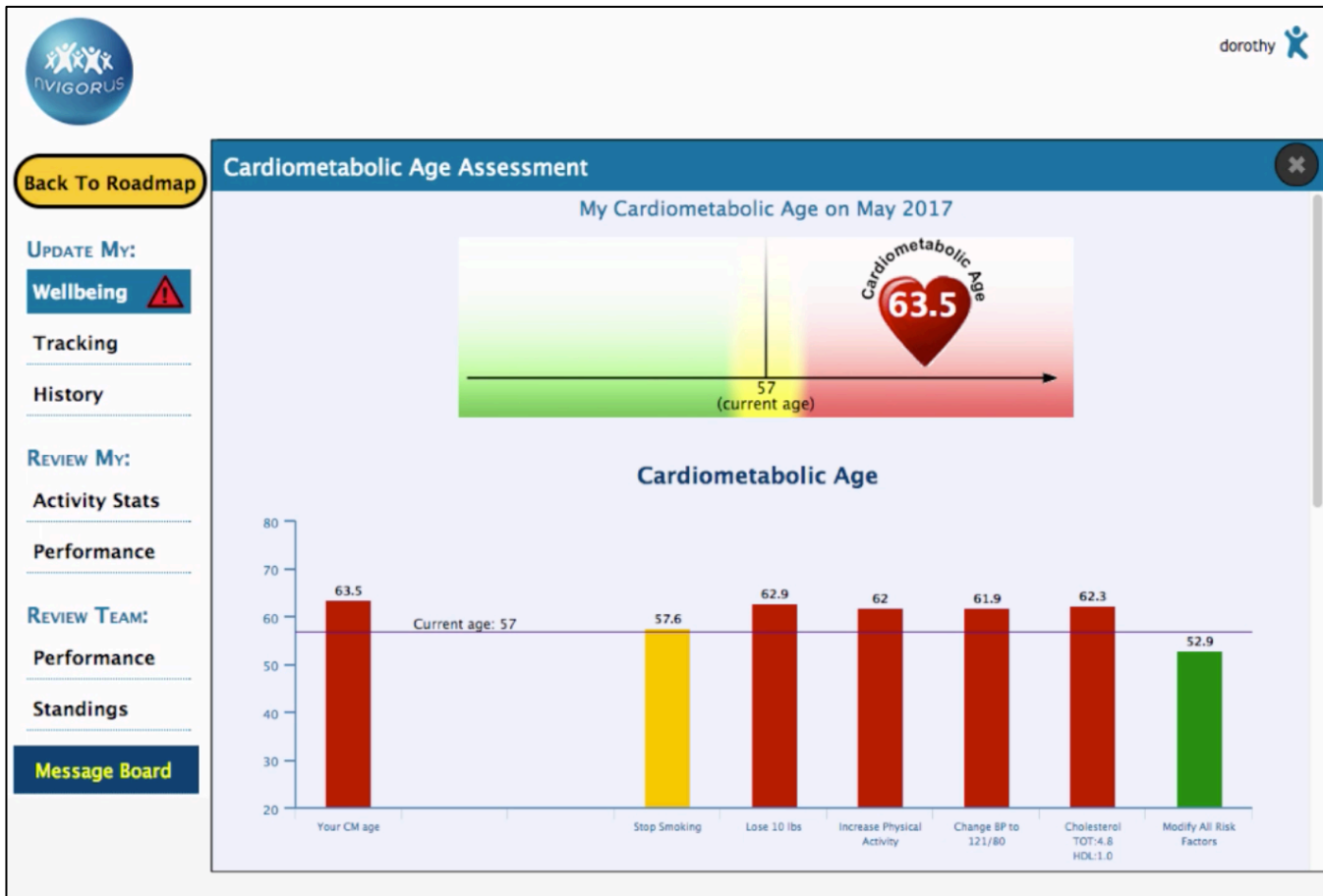
- Performance
- Standings

Message Board

	Score	Actions	Baseline 17 April to 15 May	Follow-Up 18 June to 02 July
Happiness				
Mood			✓	
Stress			✓	
Health				
Heart/Diabetes			✓	
Vigor				
Sleep			✓	
Fitness			✓	
Other <input type="text"/>				



...and see where they stand



Participants track their activity and gain points

Back To Roadmap

UPDATE MY: Wellbeing, **Tracking**, History

REVIEW MY: Activity Stats, Performance

REVIEW TEAM: Performance, Standings

Message Board

Activity Date: **Wednesday, 24 May, 2017** Total Steps: **24595**

My Activities

Enter Steps: Save steps

Add an activity tracking device

Enter Activities

Favorite Activities | All Activities

- Housework
- Jogging
- Hiking
- Raking lawn and leaves
- Lawn bowling, shuffleboard

Enter Minutes: Save activity

Activity	Steps	Calories	Minutes
Pedometer Steps	5500	248	
Raking lawn and leaves	5445	245	45
Jogging	11400	514	60
Housework	2250	101	30
Total	24595	1108	135

My Connections

- Viewed team performance
- Viewed team standings
- Viewed message board

Encouraged teammate

Congratulated someone

Organized team activity

Other (specify)

Tip of the day

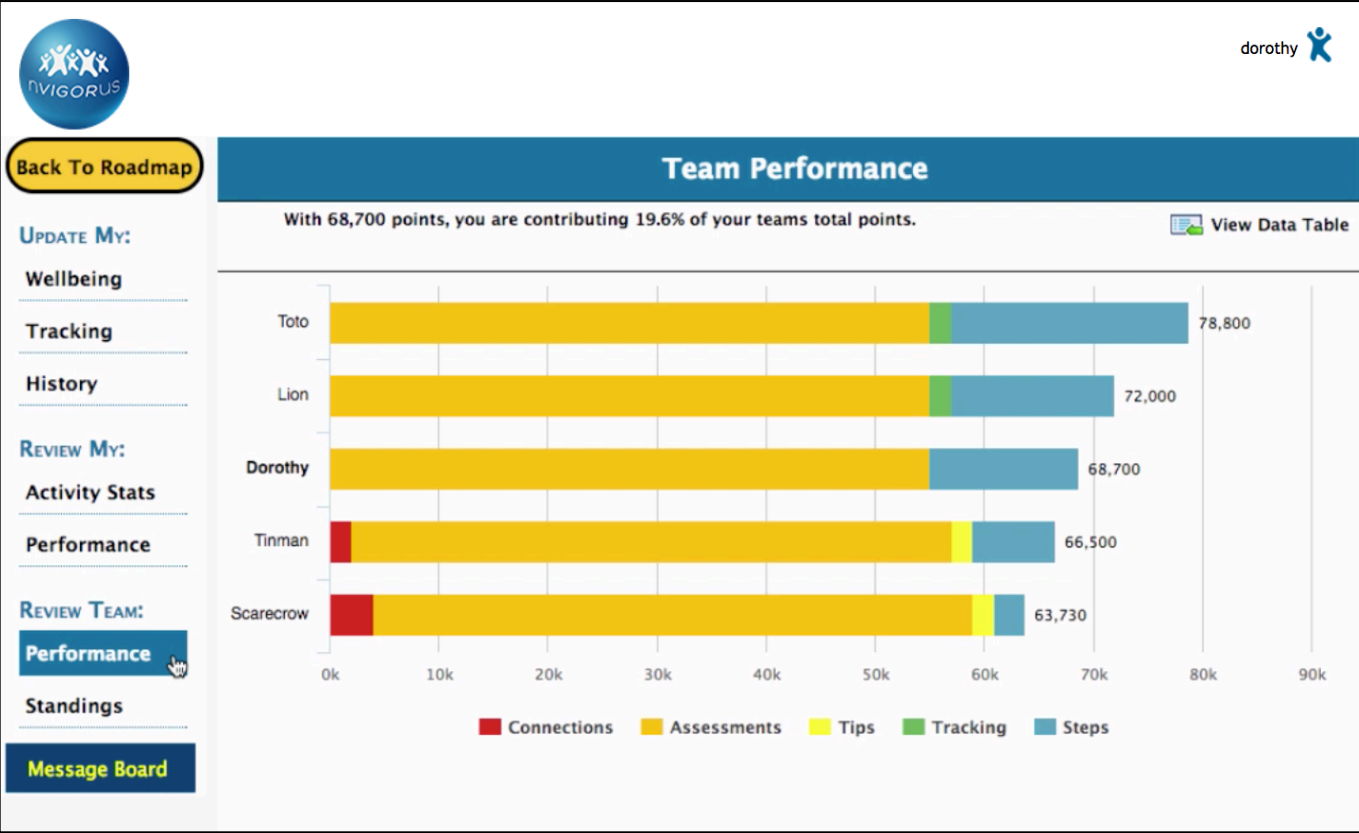
The easiest way to keep things going is simply not to stop. Avoid long breaks in exercising or rebuilding the habit will take some effort. If you have an exercise habit going, don't drop it at the first sign of trouble.

Rate This Tip

★★★★★



...and see their contribution to team success



How you benefit from participating in the free challenge

- Greater participant happiness, health and vigour
- Deepen know-how in deploying captains
- Consolidated report for organization (>10 participants)
- Free assessment of n *VIGOR*us
- ...and an opportunity to contribute to the body of knowledge among conference attendees



Want to be part of it?

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