



# The well-being tool your employees want and need!

Welcome to Wellmark Connect powered by WebMD® (the most trusted and recognized brand in health information).

Wellmark Connect is a personalized digital platform available through myWellmark® that delivers health content, podcasts, videos, habit-tracking tools and more to keep employees motivated to reach their health goals!

## Better employee engagement, increased productivity

Today, your employees are paying for well-being tools and apps just like this. But they can access Wellmark Connect for free, getting them even closer to their well-being goals.

A healthier team means better engagement and increased productivity. And that moves your company forward!

## Getting started with Wellmark Connect

Employees take a quick Wellness Assessment to share their health habits and risks. From there, Wellmark Connect provides personalized recommendations and a dashboard with tools and information employees can access anytime, anywhere.

### Wellmark Connect features:

#### Daily Habits™ plans

Daily Habits plans help employees build lifelong healthy patterns through behavior change science and small, actionable goals.

#### Mental health podcasts by Beyond Well Solutions

Employees can access an extensive mental health podcast library on topics including anxiety, insomnia, relationship stress and more.

#### Health and well-being content

Experts share research and guidance on topics that matter to your employees — mental health, diabetes, weight management, fitness and more.



## 9 out of 10

employees consider well-being facilities and offerings to be critical when choosing a workplace.<sup>1</sup>

## 82%

of employees expect support from their employers in achieving a work-life balance.<sup>1</sup>

## 89%

of employees who work for companies with wellness programs report being happy with their job and would recommend it to others.<sup>2</sup>

## 20%

increase in employee productivity reported by companies with wellness programs.<sup>3</sup>

<sup>1</sup> Mindspace, 2024

<sup>2</sup> Zippia, 2023

<sup>3</sup> Gitnux, 2024



**Share Wellmark Connect and all its features with your employees** using materials in the Wellmark Marketing Toolkit. Encourage them to take the Wellness Assessment today!



## Did you know?

You can access a whole suite of additional well-being solutions through **Wellmark Connect** — ask about **HealthyConnections** by Wellmark®.



**Questions about Wellmark Connect?** Contact your Wellmark representative or email [Wellbeing@Wellmark.com](mailto:Wellbeing@Wellmark.com).



Wellmark Blue Cross and Blue Shield of Iowa, Wellmark Health Plan of Iowa, Inc., and Wellmark Blue Cross and Blue Shield of South Dakota are independent licensees of the Blue Cross and Blue Shield Association.

Blue Cross®, Blue Shield® and the Cross® and Shield® symbols are registered marks of the Blue Cross and Blue Shield Association, an Association of independent Blue Cross and Blue Shield Plans. Wellmark® is a registered mark and HealthyConnections by Wellmark® is a service mark of Wellmark, Inc.

WebMD® and Daily Habits™ are registered marks of WebMD Health Services Group, Inc. WebMD is a separate company that provides wellness services on behalf of Wellmark Blue Cross and Blue Shield.