



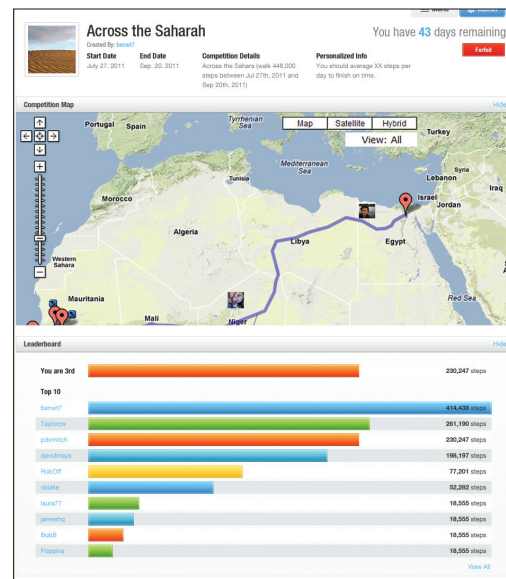
# WHAT IS WALKER TRACKER?

## TECHNOLOGY

Walker Tracker is a robust, customizable health and wellness portal used to create and administer on-line wellness programs for employees and benefits-eligible groups.

## TEAM

Walker Tracker was one of the first platforms to offer activity challenges to companies wanting a healthier employee base and lower health-care costs. We have years of experience running thousands of challenges for everybody from small businesses to Fortune 50 clients. We'll help you set up and run the right challenge for your company.



## REPORTS AND COMMUNICATION

Our platform allows administrators oversight of employee performance and participation, as well as the ability to create attractive reports based on real-time data. We've built a suite of tools to help health and wellness administrators communicate effectively and easily with participating employees.

## INCENTIVES

Walker Tracker can manage your incentive program for you. We've developed a series of best-practices for incentive award and distribution that we can put to work for the success of your program.

*"Loved it... It really encouraged me to walk and not let the team down. I really felt better and hope I can continue on my own."*

—Debbie Hartshorne



# REAL WELLNESS ROI

The business case for starting and running a company wellness program has been well established through a variety of studies conducted over the last five years. In addition to reducing health claims, wellness programs decrease absenteeism and increase presenteeism, which leads to higher employee productivity and talent retention.

**\$5.81**

The ROI of every wellness dollar spent, according to the *American Journal of Health Promotion*, which conducted an analysis of 56 wellness studies to arrive at an ROI average. This ROI figure is much higher than the \$3 or \$4 that most wellness ROI studies have claimed.

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**27 %**

The percent reduction in sick leave absenteeism at companies with work site health promotions

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**40 %**

The percent of health care costs due to lost productivity associated with poor health

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**\$117 BILLION**

Worker compensation and wage replacement cost due to illness

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**40.5 %**

The percent of employees who said that they stayed at their jobs because of the wellness benefits their employers offer, according to a Principal Financial Group survey

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**26 %**

The percent of employees participating in a wellness program who reported missing fewer days of work

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*"He who has health, has hope.  
And he who has hope, has everything."*

—Proverb



# INCLUDED IN ALL WALKER TRACKER PROGRAMS...



## SETTING UP

- Custom web portal
  - Customizable map
  - Challenge set-up
  - Choice of banner art and design branded to your company
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## CUSTOMIZATION

- Choice between team competition or individual competition (or run both)
  - Ability to set team size
  - Ability to sub-divide your company into branches, locations, or departments
  - Ability to create reports detailing participation levels, diligence, program statistics, and performance
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## COMMUNICATION TOOLS

- Ability to email participants directly from the Walker Tracker portal, bypassing the IT department
  - Custom welcome page text
  - Ongoing status messages sent to participants
  - Email templates available for every stage of challenge
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## SUPPORT

- Ongoing user support
- Wellness administrator support



# WELLNESS BEST PRACTICES

## GET SENIOR-LEVEL SUPPORT

Moving toward a wellness culture starts at the top.

**TIP:** Organize a weekly or monthly walk where the executive suite walks with employees around a given course during the lunch break. Employees will feel supported and encouraged, and executives will experience the fun of the walking program first hand.

## CREATE A WELLNESS TEAM

Wellness programs work best with active leadership and stewardship. The team should craft an operating plan, create a supportive health promoting environment, choose vendors and health interventions, and evaluate the program.

**TIP:** Choose wellness advocates at the site or department level, and recruit them to help spread the word about the upcoming wellness offerings. Use the Walker Tracker communication tools to keep a dialogue open with your employees and your team.

## BUY QUALITY PEDOMETERS

Walkers need to trust the equipment in order to feel engaged. Cheap pedometers break easily or—worse yet—they never work. The last thing you want is to worry about malfunctioning equipment.

**TIP:** Walker Tracker can manage pedometer purchasing and delivery. If there's a problem with pedometer performance, we'll fix it. For even more reliability, and to increase longterm participation, consider a wireless pedometer.

## REWARD YOUR EMPLOYEES

Groups respond best when their participation is recognized and rewarded.

**TIP:** Incentive programs don't have to be expensive. Offer an extra hour for lunch to reward a high-performer.

*"I love the Walker Tracker program!  
Great motivator!! Lets do it again!!!"*

—Nancy Clabough



**WALKER  
TRACKER**

## WHAT WALKERS ARE SAYING

“I thought it was great! It was a good way to get moving — it’s so easy to sit at your desk all day and forget to get up. It’s also nice to see people taking walks around the building (both inside & out).”

—American Greetings participant



AMERICAN GREETINGS

“I work out almost daily already, but I find that the challenge gives me that extra push when I’m tired & don’t feel like working out. Tracking my daily exercise is a motivator, since others can view our exercise blogs, and I also don’t want to let my team down.”

—Hertz participant



“Building, tracking and giving points was quite simple and made it easy to see how I was doing with keeping up my fitness over time. I would definitely participate in a similar activity in the future.”

—Bruce Power participant



“This program gave me the energy and motivation to push myself toward a healthy life style. It was great competing with other groups and it really helped me to push harder for our team. I am looking forward to more programs like this to help me lead a better and healthy lifestyle.”

—Payment Alliance Intl. participant



**Payment Alliance  
International**