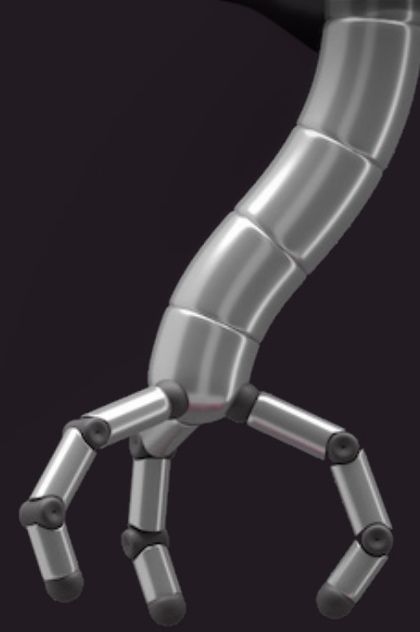


# Wellness Dollars: The HR Guide to Leveraging Funding to Implement Effective Wellbeing Programs

Employers know the value of employee wellbeing programs. They help employees reduce their stress, improve productivity, and boost satisfaction, while also reducing absenteeism and increasing retention rates.

The problem is funding and implementing wellness initiatives. However, most HR leaders are overlooking a key source of funding – it's called wellness dollars.



# What Are Wellness Dollars?

Insurance carriers provide a percent of the healthcare premium for employers to use to invest in qualifying wellness programs. This is a client retention strategy for health insurance companies. This set amount is then held in a reserve fund, which you can use to pay for administrative expenses or member expenses.

## How Wellness Dollars Work

- 1. A dedicated consultant from the insurance company manages wellness dollars, allocating them at the start of their client's fiscal year.**
- 2. HR relies on insurance consultants and brokers to advise them on which options they need to explore.**
- 3. HR teams meet to develop a strategy, then submit their plan to the insurance company. Approval criteria is based on if the funding is going toward measurable, wellness-related initiatives.**
- 4. HR and brokers execute the vendor contracting process. The health consultant from the insurance company will process payments.**

But employers often overlook this fact: If wellness dollars are not used by the end of the year, that funding is lost.

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Wellness dollars are an amazing free resource that clients don't often know they have or realize they can use towards Gympass. We hear that budget is a barrier all the time, but wellness dollars can help bridge that budget gap or at least help in decreasing the cost. It's essentially free money given by the health insurance provider as a retention tool and for rewarding clients that have a healthy population. Insurance companies will not remind them that their wellness dollars have not been used, so it is up to us to be a part of this knowledge sharing with our clients.

– Tasneem Ahmed, Sr. Director,  
Strategic Partnerships

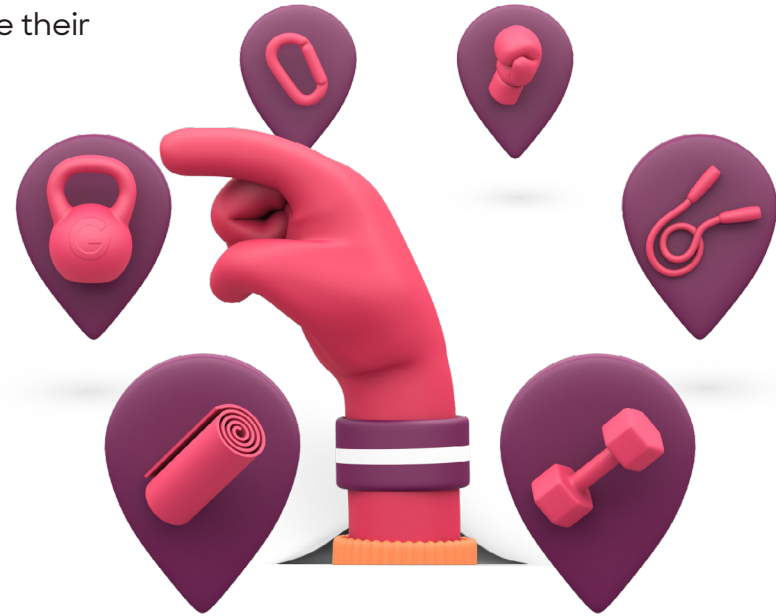


# Common Uses of Wellness Funds

Before putting a plan in place, employers should review their carrier's rules to truly understand eligible expenses. Some insurance companies have strict guidelines, and others are more lenient.

Some of the most common eligible expenses that companies can use their wellness dollars for include:

-  **Nutrition counseling**
-  **Weight management programs**
-  **Fitness and sports equipment**
-  **Fitness courses**
-  **Gym memberships**
-  **Mindfulness education**
-  **Therapy and mental health services**
-  **Personal development courses**



## How to Make the Most Out of Your Wellness Dollars

The most important tip for all employers is simple: Use wellness dollars before the end of the year! Too many organizations overlook this funding resource and let their funds expire. Here are some other tips employers should adopt to maximize their wellness dollars:

- Establish a planning timeline so that HR and the internal wellness committee meet in Q1 and aim for implementation in April or May.
- Conduct health assessments and employee surveys so the funding supports what the team wants and needs.
- Collaborate closely with the health insurance company's consultant while building a wellness strategy.
- Research holistic solutions and tools, like Gympass, that are approved by the insurance company, so employees get access to all kinds of wellness options beyond just physical health.

# How Wellness Dollars Work With Wellbeing Solutions

There are a lot of different ways to piecemeal wellness tools together to run a program. However, the more disparate the tools, the harder it is to manage.

**This is where multi-option wellness solutions come in handy.** They provide an “all-in-one” option for employers so HR teams can manage an effective wellness program without all the headaches.

Gympass is the only complete corporate wellbeing platform that provides holistic support for every employee, no matter where they are and when they want it. We partner with all kinds of partners throughout the world, including notable brands like:



As one of the fastest growing companies, Calm is leading the wellness industry by providing popular mindfulness products, including guided meditations, sleep aids, and breathing exercises.



Healing Clouds is a leading provider of 1:1 online therapy, connecting people with over 150 accredited therapists who use a variety of practices and lead online courses.



For over 30 years, Life Time has established itself as one of the best luxury health clubs in North America, with over 150 locations.



Soulcycle operates 90+ studios, where they continue to build an enthusiastic community of fitness enthusiasts who love indoor cycling workouts.

Companies using Gympass are already seeing a major benefit – their employees who are actively using Gympass have significantly lower turnover rates than those who do not use the platform, which results in a big increase in retention gain.

And the best part – **it qualifies for wellness dollars!** All you have to do is follow a few steps to get started.

Gympass is the most complete corporate wellbeing platform in the world, with a results-driven strategy and inclusive plans that will meet the needs of all your employees. Learn more about how to empower your employees to fit wellness into their lifestyle using the variety, flexibility, and affordability of Gympass.

[Contact Us](#)



# How to Start Using Wellness Dollars With Gympass

1.

Request a proposal from the Gympass team.

2.

Submit the proposal to your insurance broker.

3.

Get approval and start helping your employees in their wellness journey!

[Let's Get Started!](#)