

At-a-glance:**Maximizing senior leadership engagement**

A successful well-being program begins with a commitment from top leadership and its continued success depends upon ongoing support at all levels of the organization.

**Enhance leadership support**

- Senior leaders need to be passionate, persistent and persuasive in communicating the importance of well-being to the organization and the employees.
- To be genuine in promoting well-being, leaders need to embrace health & well-being as an individual priority. Set the example by actively participating in the program.
- Inform, educate, and motivate all levels of leadership on the positive role they are expected to play in supporting well-being initiatives.
- Identify key metrics/KPIs to track the impact of the well-being program. Regularly report key outcomes and successes to leadership and employees.
- Implement policies that support employee well-being ensuring that health and wellness resources are readily available.

Practice the rules of “ate”

Create	Make the healthier choice the easy choice by creating a supportive, health-promoting environment
Communicate	Communicate frequently through different channels... in other words, “multiple times, multiple ways”
Participate	The single most important thing a leader can do is to actively participate.
Integrate	Highlight that the well-being program is a strategic investment and emphasize how it aligns with the organization’s mission, values, and long-term goals.
Celebrate	Consistently recognize and celebrate the successes of the well-being program.

The commitment and support from senior leadership paves the way for employee engagement and a successful health & well-being program. For additional tools and resources, please work with your UnitedHealthcare team.

