

Large Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, NY, OH, VA, WI

Tech Talk: Health and Wellness beyond New Year's resolutions

January 4, 2022

Health is on a lot of members' minds this time of year. Encourage engagement with Sydney Preferred by talking to your clients about challenges and incentive programs. (Incentive programs may include additional costs.) Your clients can create unique wellness challenges to encourage a healthy culture with peer-to-peer or team challenges. They can also offer incentives through our new Smart Rewards program designed specifically for their needs, and tailor the whole experience through cobranding and custom messaging. Plus, with Sydney Preferred, all employees can take advantage of health and wellness tools – not just our members.

Employers have found several ways to increase adoption and use of the app:

- Sponsorship – Selecting an executive to encourage downloading Sydney Preferred
- Ongoing multi-channel communications including:
 - Flyers
 - Direct mail
 - Email

Increased adoption can lead to improved outcomes for your clients' employees and a better bottom line for their business.

Please contact your sales representative for more information.