



# Double Clicking on Consumer Activation

In a world of likes, loves, and shares, Welltok is working hard to drive home the fact that activation is more than engagement behind a computer screen. As the consumer activation company, we know that a successful health and wellbeing program drives consumers to complete healthy actions, like starting a new exercise regimen, cooking with more leafy greens, scheduling a preventive screening, routinely working with a physical therapist and more.

As the experts working hard every day to get people actively involved in their health and wellbeing, we tapped some of our Connect Ecosystem Partners to shed more light on what consumer activation truly means - and why it should be the North Star for all!

# Consumer Activation

In our partner's words...

More than a buzzword, consumer activation is deeply rooted in the mission of many organizations who are striving to help people live their best lives. Our partners make it easy, engaging and even fun to get more actively involved in their health on a regular basis. So, we asked this group of forward thinkers about the keys to consumer activation:



**Claire Egli**

Strategic Account  
Manager



**Alyssa Carter**

Director of Marketing

**Luke Fuszard**

Director of Partnerships



**Nancy Oliker**

Head of Enterprise  
Marketing



Consumer activation is driving customers to utilize the benefits and services available to them to the fullest extent to increase engagement and overall satisfaction. Simply giving people the time and space to be aware of and manage their health can be a great first step in consumer activation; setting aside the time to think about health behaviors can be the “aha” moment they need to make a positive change.



Consumer activation means more than getting consumers to apply for our programs or doing one or two exercise sessions – it implies driving them to a state of action to effect change: long-lasting change.



Consumer activation means creating some type of connection with a person that triggers them to take action – to start their journey towards stronger mental and physical health. It’s all about creating a connection through timely, relevant content that meets the individual where they are and with what they are experiencing.



# Activation Examples

In our partner's words...

Getting people to take action is the ultimate goal. We asked our partners: what are some of the key actions that they are seeking to drive and in what ways?



**Jeremy Knighton**  
Senior Director,  
Customer Success

**telespine**

**Jason Camp**  
VP, Business  
Development



**Jared Scharen**  
Vice President  
of Growth

**foodsmart**

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Getting people involved in their mental health begins with empowerment. Understanding where they are on the mental health continuum of peak performance and potential disorders helps us make informed decisions about how to drive action.

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Activating people with MSK issues begins with taking the initiative to address neck and back pain prior to an exacerbation of symptoms that impacts their quality of life. Then, it requires actively participating in programs that include behavioral change, physical strength and resilience exercises. Consumer activation not only addresses short-term symptoms, but it also builds confidence over time rather than a one-and-done approach.

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Activating a consumer means meeting with a Registered Dietitian to get expert advice on what eating actually means. It means creating behavior change with our RD's to make eating something fun and simple for you and your family compared to what everyone typically pictures as eating another bag of frozen broccoli.

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# Activation vs. Engagement

In our partner's words...

Don't get it twisted; while engagement and activation go hand-in-hand, they are two separate parts of the equation. Check out what these experts had to say about driving healthy actions in terms of engagement and activation.



**Terri Bogen**  
Health Plan Alliances,  
Senior Director

 Hello Heart



**Jeremy Knighton**  
Senior Director,  
Customer Success

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Consumer activation is more than period engagement. It means guiding our users toward building long-lasting habits that have life-changing impacts on their health.

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Creating new habits can be difficult, as we all exist on a spectrum of readiness to change. Sometimes it takes a catalyst to motivate us to accept that change, so having meaningful, intuitive incentives can really be the difference in going beyond engagement and creating/sustaining consumer activation.

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# Confirmation of Activation

In our partner's words...

How can you tell if people are truly activated? One way is to track activity completions and monitor closed-loop data to see if the program and activities completed resulted in better health, improved biometrics, greater resiliency, etc. Here's what our partners had to say about it.

**telespine**

**Jason Camp**  
VP, Business Development



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Reporting is an important facet of consumer activation. Looking at success, failures, pain and disability score changes during their work with us helps us learn our consumers' needs and to modify our service and programs as needed.

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We achieve life-changing impacts on health by focusing our activation efforts on helping users incorporate blood pressure tracking into their daily/weekly routines, whether they are at home, at work or traveling. Success means that our users have created sustainable blood pressure tracking habits and are aware of what impacts their blood pressure.

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To achieve long-lasting change, we need our members to change their beliefs and behaviors. They need to change their perceptions around exercise and pain, adopt a more active and healthier lifestyle, and accept and cope with their condition through mental adoption.

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**Terri Bogen**  
Health Plan Alliances,  
Senior Director

 **Hello Heart**

**Luke Fuszard**  
Director of Partnerships



 **SWORD HEALTH**



**Bradford Cooper**  
CEO

US CORPORATE  
WELLNESS



Consumer activation goes beyond passive participation to active, personal engagement. Taking these in reverse order...

Engagement harkens back 30 years, when Suzanna had agreed to marry me. We were no longer “participating” in our relationship – we were ENGAGED! I couldn’t stop thinking about her (ok – still can’t, but you get the idea). Every decision, commitment, idea was wrapped up into how it would influence our relationship. In a similar way, whether single, married or in the “NO WAY!” camp, engagement in any context means no more going through the motions – I’m ALL IN!

Personal means it matters to me. That’s where the personalized, nationally board certified coaching plays such a powerful role . Far too many elements of health and wellness programs are generic or placed on us from the outside. While that can help provide a valuable wake-up call, the real power of behavior change is awakened when the element is chosen by me and then driven via the intrinsic motivation that is inside each one of us.

Finally, activation references our personal involvement in the process, taking literal or figurative steps forward in the process.



In today's disconnected world, driving action is hard. Welltok is breaking through by getting millions of people actively involved in their health and wellbeing. Our award-winning consumer activation platform delivers a personal, rewarding experience that drives up to 55% more action than traditional methods.

We can help you make all the right connections with our Connect Partner Ecosystem, which consists of 75+ programs, services, devices, content and apps that are pre-integrated into our platform and cover the full spectrum of health and wellbeing categories.

Connect with us at [activation@welltok.com](mailto:activation@welltok.com) to learn more.

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