Mayo Clinic
Walk to Wellness

What is Walk to Wellness?

- Ready-to-use interactive walking campaign
- Easy to implement, incentivize and promote
- Tracks progress on a population-wide basis

Mayo Clinic Health Solutions

Walking at Every Level

- **Dedicated time** for physical activity
  - Not 10,000 steps a day
- 28-Day Campaign Option
  - Getting Started: 200 minutes/20,000 steps
  - Ready to Go: 400 minutes/40,000 steps
- 42-Day Campaign Option
  - Getting Started: 350 minutes/35,000 steps
  - Ready to Go: 650 minutes/65,000 steps
- 56-Day Campaign Option
  - Getting Started: 500 minutes/50,000 steps
  - Ready to Go: 1,000 minutes/100,000 steps

Walk to Wellness Highlights

- Targets inactive population
- Track steps or minutes
- Individual or group participation
- Walking resources
- Tracking tools
- Weekly motivational e-mails
- Incentive friendly

Mayo Clinic Health Solutions

Walk to Wellness Incentive Options

- Enrollment incentive
- Goal achievement incentive
- Incentive reports available at varying times

Walk to Wellness Reporting

- Enrollment data
  - Enrolled users/walking groups
- Outcomes data upon campaign completion
  - Total steps/total minutes
  - Total number of people meeting goal
  - Increased Exercise
  - Self-Efficacy
  - Satisfaction results

Walk to Wellness Launch Kit

- Pre-written content
  - Pre-enrollment
  - Enrollment
  - Home page promotion samples
- Design Templates
  - Poster and e-poster
  - Postcards
  - Table Tent
- Promotion Plan

Mayo Clinic Health Solutions

Walk to Wellness Customizations

- Client Information Module (1)
- Health Promotion Billboard (2)
- Client Information Page Spotlight (3)

Mayo Clinic Health Solutions

Walk to Wellness Customizations

- Organization or Campaign Name (1)
- Special Events (2)
- My Rewards (3)

Mayo Clinic Health Solutions

Walk to Wellness Customizations

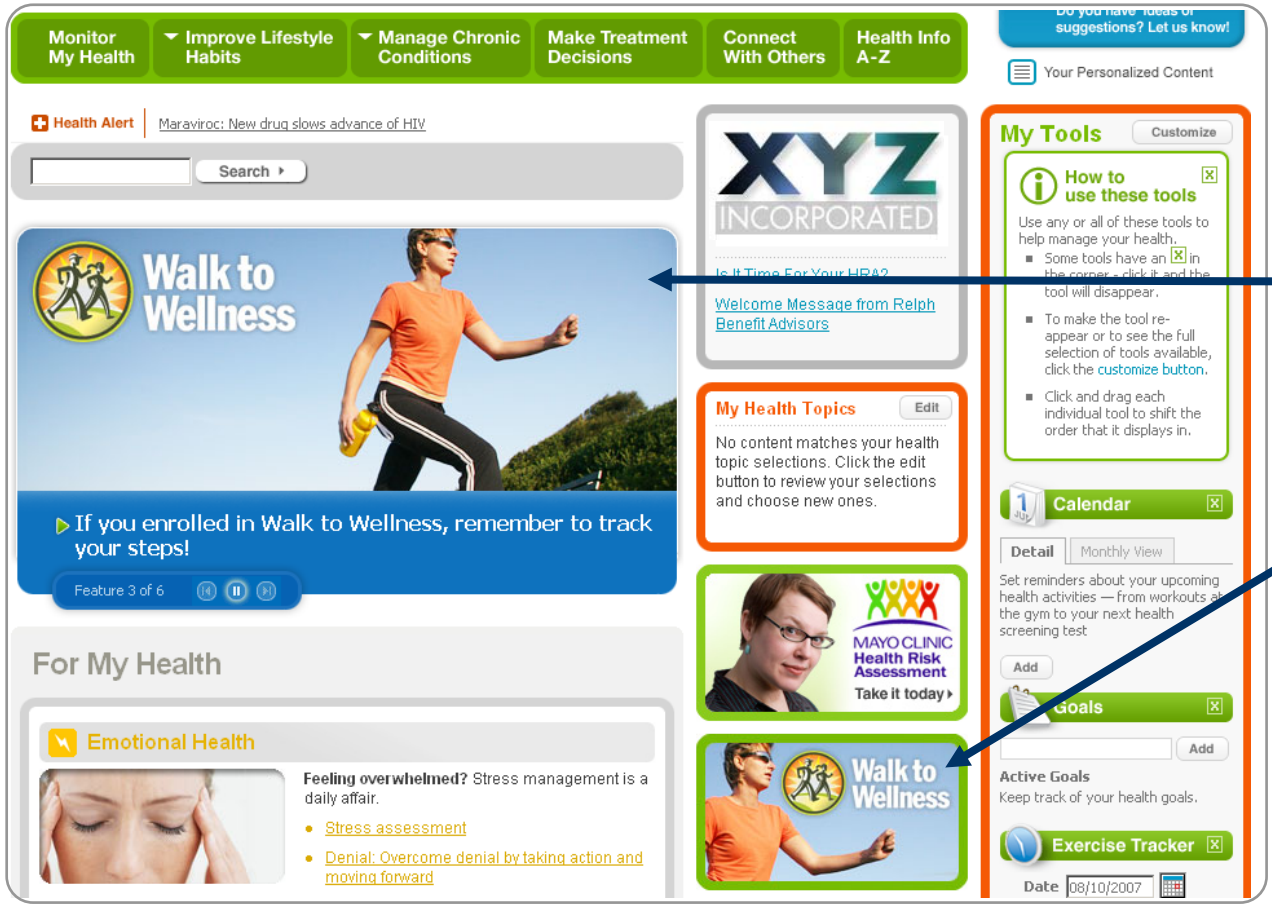
- Incentive Offer Form
  - Enrollment
  - Goal Completion

Mayo Clinic Health Solutions

Walk to Wellness Experience

Mayo Clinic Health Solutions

How to Enroll in Walk to Wellness



Enrolling is easy -

just click

here

or

here

to get started

The Enrollment Period

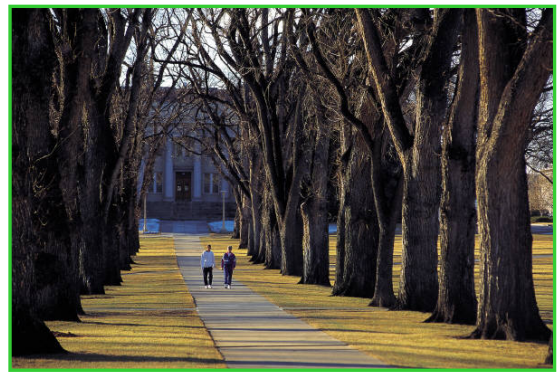
- Enrollment takes place during a specific period of time before the campaign begins – usually the two weeks prior to the start of the campaign
- During the enrollment period, individuals select their goal and decide to join a walking group or to walk alone
- Once the campaign begins, enrollment is closed and selections cannot be changed

Selecting A Program

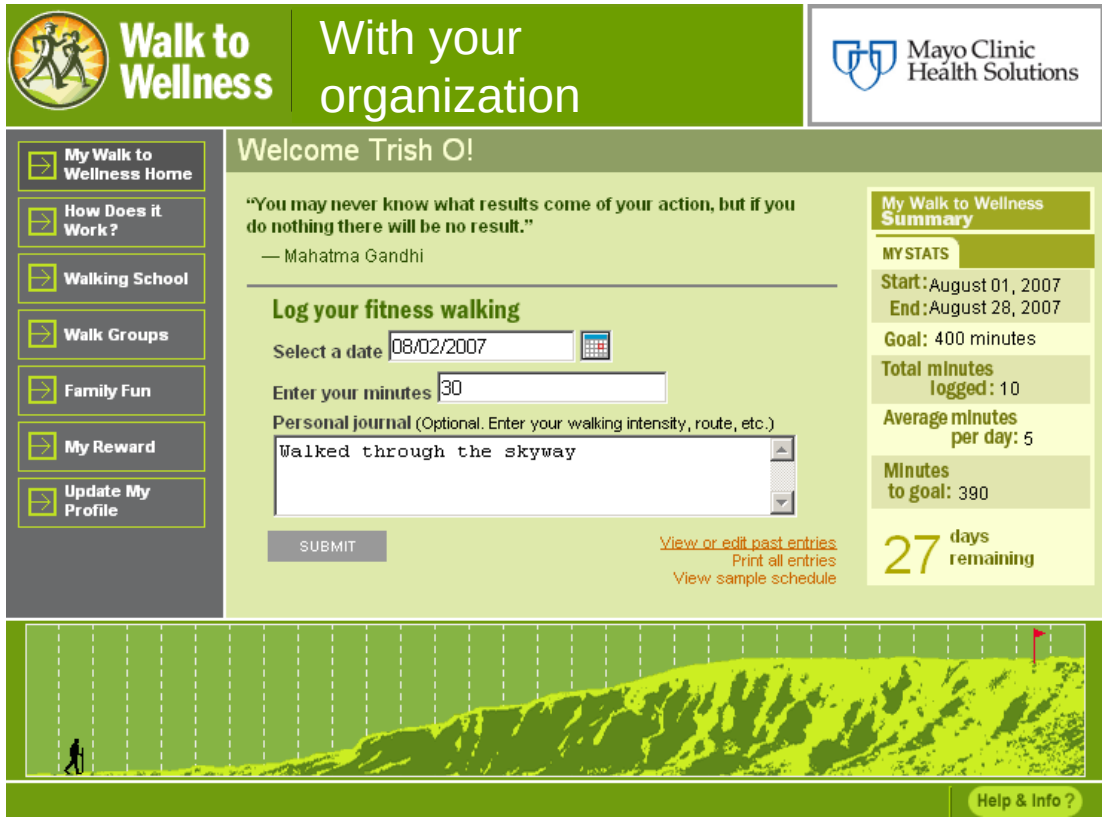
Walk to Wellness lets individuals customize their walking experience.

They select:

- Their goal
- Whether to walk alone or in a group
- Whether to track minutes or steps
- Whether to receive motivational e-mails

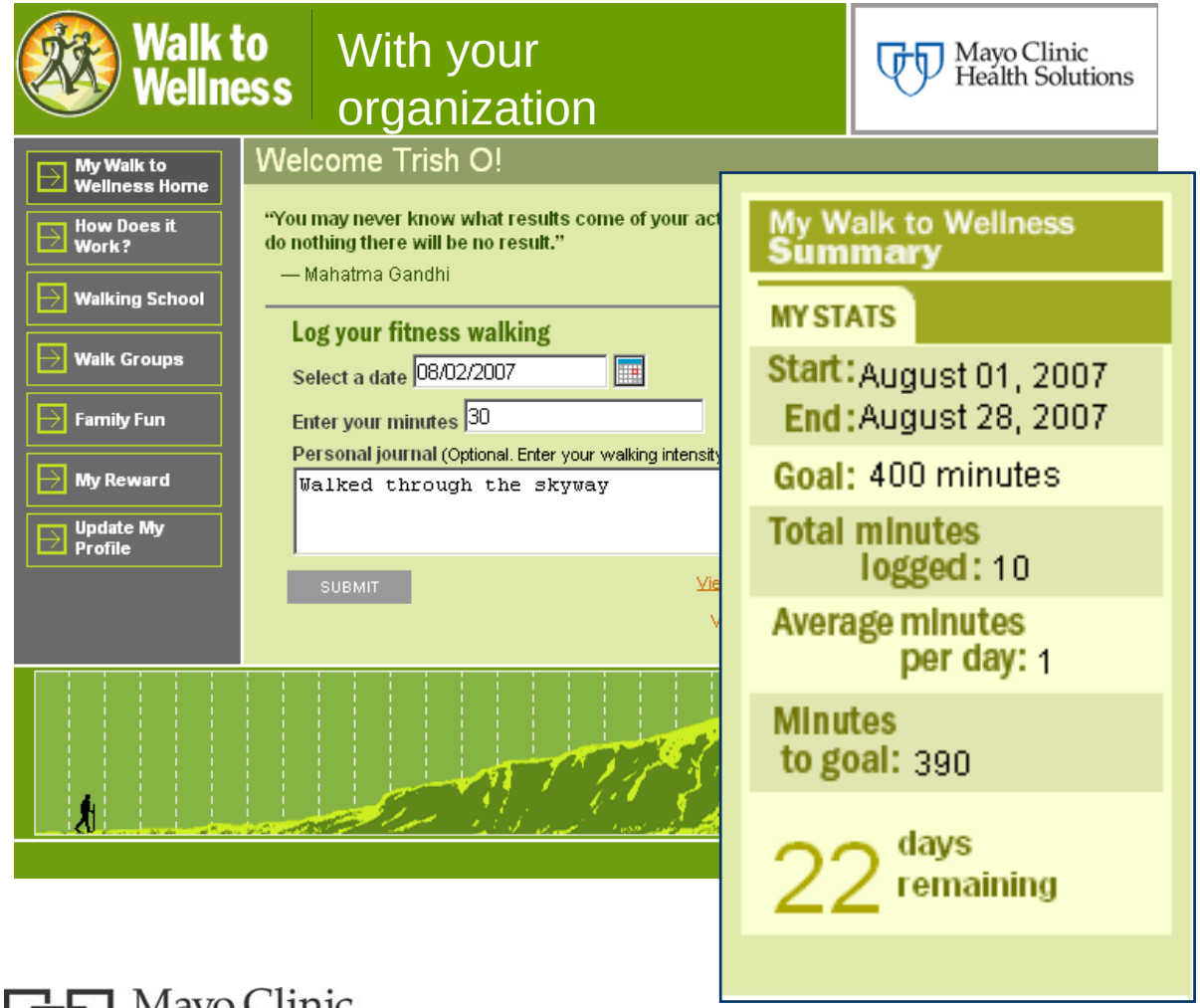


How Does Walk to Wellness Work?



Once Walk to Wellness starts, individuals track their walking progress with an interactive log and a personal walking journal

Monitoring Walk to Wellness Progress



Individuals will see their up-to-date statistics on their progress toward the goal they set

Mayo Clinic Health Solutions

Access the Walking School

The Walking School section provides information on all things walking, from pedometers to what to look for in a walking shoe and more!

Starting or Joining A Walking Group

Walk to Wellness options:

- Start a walking program on your own
- Start a walking group
- Join another walking group

To Lead A Walking Group

- Indicate intent during enrollment
- Complete profile
- Submit a name and password for group
- Invite others to join group
- Organize walking activities for group
- Receive helpful tips from Walk to Wellness on being a group leader

Mayo Clinic Health Solutions

To Participate in A Walking Group*

- Indicate interest during the enrollment period
- Enter the name and password of the group you've been invited to join
- See progress plus the total for walking group

** Walking groups provide motivation and support. They're not competitive.*

Mayo Clinic Health Solutions

Completing Walk to Wellness

The Walk to Wellness campaign is completed when the individual user:

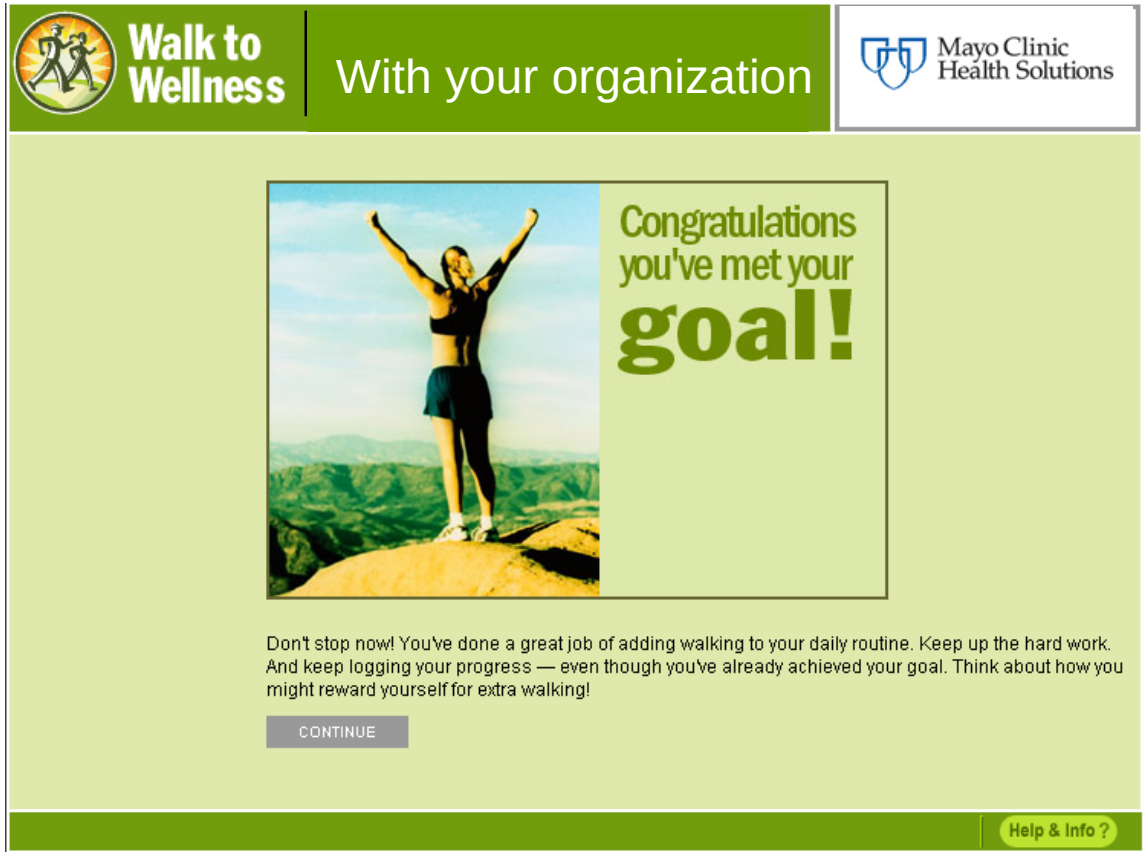
- Reaches their selected walking goal (minutes or steps)
- Completed the end-of-campaign survey, which is presented after they have logged enough minutes or steps to meet their goal

Mayo Clinic Health Solutions

Collect your reward

Your organization may offer you an incentive for enrolling in or completing Walk to Wellness.

Celebrate Your Success!



When you've completed Walk to Wellness, celebrate your success and continue your walking!

10 Ways to Increase Effectiveness

1. Secure management support
2. Recruit an internal celebrity, influencers, champions
3. Coordinate an enrollment event
4. Utilize and encourage walking groups
5. Promote walking-friendly environment
6. Target family participation
7. Plan and highlight on-site events
8. Use incentives
9. Communication and promotion
10. Make it fun for everyone!

Next Steps and Questions:

- View short overview online:

  http://www.mayoclinichealthmanagementresources.com/walkingdemo/walkingdemo.cfm

- Questions

Mayo Clinic Health Solutions