



Rethinking Workplace Wellness: From Perks to Strategy

Organizations invest in wellness programs with the best of intentions, only to see low engagement and limited impact. The challenge for HR leaders is not whether to offer these initiatives, but how to embed wellness into employees' routines.

More employers succeed by shifting their approach. Rather than treating wellness as a standalone perk, they integrate it into a benefits strategy that aligns with how employees work and live.

Integrating Wellness Programs

Traditional wellness programs fall short when implemented as separate initiatives, disconnected from other benefits. Multiple vendors and processes often leads to confusion, miscommunication, and underuse.

An effective approach is a unified system that combines wellness programs, benefits, and resources into a single experience. This integration eases HR administration and boosts employee engagement.

High Touch & High Tech

To support the integration of wellness into a benefits program, organizations can adopt a high touch, high tech strategy.

- + High tech solutions provide centralized portals where employees can track health metrics, access resources, and engage professionals.
- + High touch support provides dedicated experts, such as wellness coordinators, who help interpret data, manage vendors, and improve programs.

This combination allows employers to move beyond one-size-fits-all programs and tailor solutions to workforce demographics, needs, and goals.

Real-World Impact

Aspen Valley Health (AVH) is a Colorado-based health system with approximately 500 employees. Like many organizations of its size, AVH struggled with managing multiple vendors and manual processes across its benefits and wellness programs.

Working with Healthbreak, a corporate wellness service provider, AVH transitioned to a more integrated model, allowing the organization to:

- + Streamline its benefits and wellness offerings into a single platform.
- + Boost employee engagement with personalized incentives and programs.
- + Gain better insight into program use and outcomes with enhanced reporting.



The results were measurable. The organization saw improved health outcomes, stronger engagement, and positive return on investment.

Anji Antkowiak, Healthbreak senior wellness service manager, notes that many organizations are realizing similar results by integrating wellness platforms into benefits programs. Employees can easily access mental health support, disease management tools, and preventive care incentives in one place, while HR teams experience less administrative burden and improved communication across the organization.¹



Building a Wellness Culture

An effective wellness strategy is driven by culture, not just programs. While perks like gym discounts can boost morale, they rarely create lasting change. Employees increasingly seek employers with genuine, long-term investment in well-being.

By embedding wellness into the broader benefits strategy, organizations can:

- + Foster higher employee engagement and trust.
- + Support better health and productivity outcomes.
- + Improve retention in a competitive labor market.

A centralized wellness hub provides employees with a single site to manage benefits, track progress, and access resources.

Making the Shift: Where to Start

For HR leaders, transitioning to a more integrated wellness strategy doesn't have to happen all at once. A good first step is assessing your current situation:

- + What benefits and wellness programs are currently in place?
- + Where does your program have gaps, overlaps, or inefficiencies?
- + How are employees accessing and engaging with program resources?

Partnering with a benefits broker or wellness strategist can help create a unified approach that aligns programs, simplifies access, and improves communication.

Final Thoughts

With rising healthcare costs and changing expectations, wellness programs are no longer a benefits add-on. They are now a foundation of effective benefits strategies that support employees and deliver value.

Take the next step: assess your organization's current wellness and benefits programs, identify gaps, and connect with a wellness strategist or benefits expert to begin integrating your approach. Start turning wellness into a core strength for your organization today.



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