

Employer-Sponsored Activities IMPLEMENTATION GUIDE



Guide for planning and implementing Well Wisconsin worksite well-being activities, including step-by-step instructions and resources.

The Well Wisconsin incentive program is a voluntary program available to employees, retirees and spouses enrolled in the State of Wisconsin Group Health Insurance Program, excluding Medicare Advantage participants who have incentives available through their health plan. The Well Wisconsin incentive will automatically be issued to eligible participants upon completing the applicable activities. All wellness incentives paid to participants are considered taxable income to the group health plan subscriber and are reported to their employer, who will issue a W2. In some cases, the Wisconsin Retirement System acts as the employer. Retirees, continuants and their spouses will have some taxes withheld from the incentive amount earned.



Employer-sponsored activities are one of the well-being options for participants to earn their Well Wisconsin incentive, and this is a great option for encouraging wellness participation at the workplace. To qualify for the 2023 Well Wisconsin incentive, the activities must occur between November 1, 2022 through October 13, 2023. Participants who complete an employer-sponsored activity must self-report this in the WebMD ONE portal at webmdhealth.com/wellwisconsin or through the Wellness at Your Side app (enter Connection Code: SOWI). We have a customizable how-to guide linked below for you to easily communicate the steps across your organization. Employer-sponsored activities must be voluntary, and cannot be a mandatory training or job requirement. Follow the five steps outlined below to get started.

- 1. Review our quarterly selection of employer-sponsored toolkits** ([click here for toolkits](#)) with resources designed to make it easy to implement activities at your worksite. You can also develop your own employer-sponsored activities that includes health education and/or promotes healthy behaviors. Some examples you may want to consider:
 - Facilitate employee resource groups
 - Offer onsite fitness classes
 - Create a workplace Community Supported Agriculture program
 - Host wellness presentations or health-related professional development trainings
 - Organize a community volunteer opportunity
- 2. Complete the employer-sponsored activity request form** ([click here for request form](#)) and submit your request at least 30 days before the activity.
- 3. Promote your activity** and let participants know their participation qualifies for the Well Wisconsin well-being activity. Encourage participants to also complete their health assessment and health check to earn their \$150 incentive.
- 4. Implement your employer-sponsored activity and report total participation** ([click here to report](#)) for this Well Wisconsin well-being activity.
- 5. Share our how-to guide for reporting employer-sponsored activities** ([click here for how-to guide](#)) to let participants know how to self-report completion. Customize this form in the space below step 7, adding the drop-down selection option participants should select for your activity.

If you have questions about employer-sponsored activities, please contact the WebMD team at wellwi-employersupport@webmd.net.

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