

TIP SHEET

How Top Organizations Win Recognition

Awards go beyond participation. They recognize intention, progress, and meaningful impact. Gather proof points, sharpen your story, and highlight what judges truly value.



Show momentum, not just enrollment

Design for consistent engagement—and prove it

- Report eligible vs. enrolled vs. actively engaged (and show year-over-year change)
- Use surveys + focus groups to learn what employees actually use and value
- Highlight your top programs, top interest areas, and digital traffic trends



Connect actions to health outcomes

Link program activity to measurable improvements

- Include preventive care + gaps-in-care progress (screenings, wellness visits, vaccination)
- Show biometric or lifestyle trends when available (BP, BMI, sleep, activity, nutrition)
- Call out access-building tactics (onsite options, low- or no-cost services)



Tell the ecosystem story

It's about cohesion—not a list of offerings

- Show how coaching, lifestyle, mental health, and benefits work together
- Show organization-wide contributions and activities (cafeteria, policies, ERGs, partners)
- Add unexpected proof points that show real behavior change



Go beyond physical health

Elevate whole-person wellbeing with proof

- Include social connection and community activities—and what changed because of them
- Track utilization of workshops, journeys, mindfulness, or mental health resources
- Capture employee feedback on feeling 'seen and heard' through shared experiences

"We've had our wellness program for about 3 years, so we've really seen that needle move in claims, chronic conditions, and where our employees are really focused."

— **Tiffany Dennis**
Sr. Wellness Program Manager
Golden 1 Credit Union

"Our current governor sends pictures and videos of her being active. She endorses all the programs. Having that top leadership definitely sets the stage."

— **Amanda Accatino**
Wellbeing & EAP Manager
State of Arizona



Tie wellbeing to business and culture

Translate outcomes into what leadership already owns

- Use internal survey trends (culture, satisfaction, wellbeing scores) to show progress
- Include retention/attrition, absenteeism, or productivity indicators where possible
- Show how the program is embedded in culture through champions and partner teams



Make human impact visible

Pair data with stories that bring outcomes to life

- Collect testimonials and ‘wow moments’—what impresses others is your differentiator
- Document how you supported members in difficult moments or community disruption
- Bring in partners for feedback and missing proof points—don’t write submissions solo



Prove leadership engagement

Awards often require evidence—not just a checkbox

- Save proof: videos, screenshots, meeting mentions, and leader participation examples
- Be intentional: pull leaders into challenges, short videos, and manager toolkits
- Use leadership actions as ‘permission-giving’ so employees feel safe to engage

“Think beyond just your own program—what is your organization doing as a whole? It doesn’t have to be just wellness. Maybe it’s mindful meals or meeting policies with a wellness component—now you’ve got more numbers for your application.”

— **Mitch Martens**

Clinical Wellness Director, Huntington Health



BONUS: Make award season easy on “future you”

- ✓ Lean on internal and external partners to fill gaps in data and proof
- ✓ Create a simple ‘submission folder’ for the year: screenshots, emails, videos, survey results
- ✓ Keep a running list of standout moments so you’re not searching at submission time

Ready to pursue recognition?

Talk to your Personify Health Account Team for data pulls, proof points, and story support!