

# Evaluating online wellness providers

Use this starter list of questions to evaluate potential online wellness partners.

## STRATEGY

How does this solution support your strategy?

What evidence is there of the solution's effectiveness?

How will this site integrate with other providers' online information?

Is the site flexible enough to grow with you as your strategy evolves?

Does the site have a content management system that lets you easily update the information?

How healthy is the potential partner? Are they likely to stay in business?

## USER EXPERIENCE

Can employees and dependents access general information without authentication (login)?

Is the site personalized? Does it mine employees' data and deliver information that informs and helps them take action?

Can employees find what they want quickly, easily and intuitively?

Can employees rate articles so the best information rises to the top? Can they comment on, print and share the good stuff?

Is the health information from reliable sites and date-stamped to validate it's current?

## COMMUNICATION

Does the provider support you from launch onward?

Do they use a variety of communication media: print, email, Web, mobile?

Do they provide communications to support key audiences?

How customizable are their communications?

## MEASUREMENT

What data does the site track? Does it measure traffic and actions taken?

Who controls the data? Do you have ongoing access to this information?

How granular can you get? Can you see by company, department or whatever demographic slice you need?

How easily can you share information or grant reporting access?

These are communication-related questions. In addition, you'll want to know more about how they ensure data privacy, measure customer satisfaction and structure their fees.

Remember: No solution delivers everything, so determine early on your priorities.