



Employee Benefit Fairs

The LifeBalance Team provides the following marketing and promotion plan as part of our onsite employee communication and program marketing. This plan will ensure consistent program utilization for all clients.

LifeBalance marketing outreach and onsite client support includes:

- Participation in benefit, health and wellness fairs, open enrollments meetings
- Coordinate and distribute co-branded LifeBalance materials
- Provide LifeBalance Program education and promotion to employees
- Highlight businesses within the provider network for money saving options
- Encourage proactive behaviors for better employee health
- Provide LifeBalance website demonstrations
- Schedule onsite fitness assessments and licensed massage
- Coordinate and schedule additional wellness providers for onsite fairs
- Provide onsite promotional posters for continued employee education
- Conduct exciting LifeBalance drawings
- Promote wellness to all employees
- Provide fun door prizes

Employee Communication

- eAction is the monthly email newsletter of the LifeBalance Program that provides updates, fitness facts, contests, giveaways, special promotions and more.
- eAction is custom branded for each client and provides consistent wellness communication each month to all employees.
- eAction! is delivered to each client through a designated client contact person to ensure complete distribution.
- Employee may also request that eAction be delivered to a personal email address for convenience at home.
- LifeBalance payroll stuffers and special seasonal promotions are also available to clients.