



Program Implementation

The LifeBalance Program is sold as an employer sponsored benefit for employees. The program can also be bundled into a trade association health plan package as a value added wellness component and healthy lifestyle promotion program for its members. The LifeBalance Program began in 1996 and is headquartered in Portland, Oregon.

Program implementation is simple.

New Employer Groups and Trade Associations are asked to provide:

- An employee roster of first and last names
- A company logo

That's all. With this quick information LifeBalance will produce personalized LifeBalance membership cards and program materials that are custom branded for each client.

- LifeBalance will coordinate onsite kick-off meetings where a LifeBalance representative will introduce the program to employees, answer questions and distribute program membership materials.
- Clients are asked to keep LifeBalance updated on new hires and all terminations. New hires will be issued membership materials and terminations will be removed from the client system.
- Custom branded membership materials include a LifeBalance membership card, program overview and onsite promotional posters.
- Clients will receive ongoing monthly communication through the electronic LifeBalance newsletter, eAction which is also custom branded for each client.
- eAction provides program updates, wellness facts and tips, information on savings options, special promotions and more.