



Bupa Boost

Your guide to a successful rollout



Bupa Boost

Get off to a flying start with Bupa Boost

Now your business is ready to rollout Bupa Boost, it's time to think about some of the things you can do to make it a successful launch. And, by planning ahead, you can aim to create maximum impact and get as many employees involved as possible.



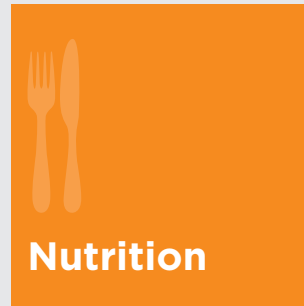
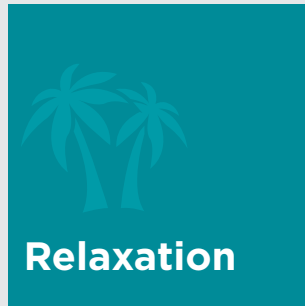
Keys to a successful launch

A successful launch will help to generate excitement and maximise employee downloads, throughout the business. That way, everyone can benefit from Bupa Boost, whilst you get a better understanding of the health and wellbeing of your workforce.

Here are a few useful pointers that could help enhance your Bupa Boost launch:

- by checking the availability of key members of staff throughout the business, you can ensure as many people are involved as possible
- there could be an opportunity to launch the app at a large business event or conference, where you already have a captive audience
- you could time the launch to coincide with a national health campaign, when people already have health and wellbeing on their minds
- giving yourself enough time to organise pre-launch communications and teaser campaigns will allow you to generate interest

Once we receive confirmation, we need a minimum of three weeks notice to generate your unique pin.



Working together to boost engagement

A good health and wellbeing solution could improve morale and help to attract and retain key personnel. But for Bupa Boost to reach its full potential, it requires long-term commitment and continued employee engagement. Here are a few ideas to make the app an ongoing success:

- think about which members of the business would make good advocates for Bupa Boost. You could choose people of influence, or anyone with an engaging personality who is interested in their own health and wellbeing
- an ongoing communications plan will help to build continued momentum and tie Bupa Boost in with your health and wellbeing strategy
- you could enhance the visibility of Bupa Boost and increase employee engagement, by arranging onsite events and competitions
- you could use Bupa Boost to launch a new health and wellbeing strategy or enhance or compliment your current strategy.



Post-launch

It's essential to keep the momentum going during and after the launch. During the launch, the focus should be on driving downloads and educating employees about the benefits of Bupa Boost. Following that, the focus will shift more towards challenges, competitions and campaigns, to keep employees interested and engaged

Engagement

For Bupa Boost to be a success, it's essential to have a clear communications plan to support your health and wellbeing strategy. We've provided a variety of communications material — including emails, posters and banners — with an engagement guide to explain how to get the most out of this collateral. Your account manager will discuss all of the collateral material, and provide ways in which you can promote Bupa Boost.



Corporate challenges

Corporate challenges are a great way to encourage Bupa Boost usage and motivate your staff. There are a variety of challenges that can be set up, including physical activity and wellness-based points for:

- running
- walking
- cycling
- swimming
- healthy eating

It's important to think about what challenges will motivate your workforce and work best for your business. These could help support your health and wellbeing strategy and give it an added boost. You can even set themed challenges like 'Walk The Great Wall of China'.

Reporting

Once you've launched Bupa Boost, you'll be able to receive reports showing a collective view of your workforce. For a comprehensive report on your workforce, it's essential that as many employees as possible who have download the app go on to use it. Reports will be sent via email and can be discussed with your account manager.



Useful Information

The following section will provide all of the practical support and technical information you need





Bupa Boost mobile-compatibility

Bupa Boost supports a wide range of Apple devices including:

- iPhone 4S+,
- iPad 2nd Gen+
- iPad Minis running iOS7 and above

We also support newer Android devices.

Bupa Boost download process

You can download Bupa Boost in 4 easy steps:

1. go to the app store
2. search and download Bupa Boost
3. enter your company's unique pin
4. connect via LinkedIn and set your goals

We've made downloading Bupa Boost as simple as possible, and it's hosted in the same way as all other mobile apps — either on the App Store for IOS versions or GooglePlay for Androids. Once we receive confirmation of a launch date, we'll generate a unique pin for your business to download Bupa Boost.

We recommend you choose a short and simple pin, so employees can remember and enter it without any mistakes. Your account manager can help you to choose a suitable pin that works well for your company.



Fitness



Relaxation



Nutrition



Mindfulness

Test account

We have set up a test account to allow anyone involved in the launch to download and use Bupa Boost, prior to the launch. This could be useful for demonstrating the app and will help to gather support across all levels of the business. If you would like to sample Bupa Boost, please follow the steps below:

1. go to the app store
2. search and download Bupa Boost
3. enter your company pin:
[Boosttest2020](#)
4. connect via LinkedIn and set your goals

Please ensure you're connected to any colleagues on LinkedIn, as this will allow you to compete with each other within Bupa Boost.

Data and security

We will not share any personal information with third parties. All user data collected is private and anonymous without your prior agreement. If you'd like to see our privacy policy, your Bupa account manager will be happy to provide it.

Boost collects technical and usage data for research purposes, but this will not be analysed or reported at an individual level, and personal records will be kept private. We only collect this data to help us understand how users are interacting with Bupa Boost, for example:

- How often users log on
- What devices are used
- Which features are used

We'll aggregate all data to ensure no individual user activity can be identified.

For more information about your Bupa Boost rollout, speak to your Intermediary Partner or Account Manager.

Your notes

Use this section to write down any thoughts and questions:

For more information about your Bupa Boost rollout, speak to your Intermediary Partner or Account Manager.
