

Wellness Program Template

Use this template as a guide to building your first online wellness program, leveraging it to create a multi-week series of content.

As online wellness programs tend to be educational, you may want to think about structuring your program into modules, with a new module/topic each week. Within the week, you can drip out content that will help educate and motivate your clients, allowing them to adopt the suggested health or lifestyle changes.

Module 1: [TOPIC]

Content 1: Educate

Start off your program with a video or educational handout introducing the topic. It can be a resource that you often share with clients in-session. Videos can be a particularly effective way to connect with participants and share educational content in a client-friendly way. You may want to consider keeping videos shorter: 15-20 minutes to ensure participants are able to focus and digest the content.

Content 2: Motivate

Participants are likely enrolled in your program because they are hoping to achieve improved health outcomes, lifestyle changes, or manage a health condition. Motivation is key to helping them understand why these health changes are important and propelling them towards change. Motivation can come in the form of inspirational messages and even as goals or challenges for the week.

Content 3: Support

Support can come in different forms during your program. It can look like additional content to help your client implement changes (such as a grocery list, meal plan, or another client resource). Support can also be touch-points from you as a wellness provider, or from peers. You may want to send a chat message to check-in with participants, or even host a weekly virtual support group.

Pro Tip

In Healthie, you can create a [group message](#) thread with your challenge participants. Healthie Chat is accessible from either the web platform or your mobile device, so clients will always have access to their support.

Content 4: Assess

Include a survey or quiz within your program so clients can reflect on the last week of the program. Client reflections are a crucial part of making progress both when working with a provider and individually working on a program. This allows them to identify the challenges they encountered on their own so that you can work through them together during a one-on-one appointment.



Pro Tip

Healthie's Programs feature enables providers to create courses online, automate distribution, seamlessly enroll and track client activity, and connect to packages to charge for courses. Content can be pre-built, including emails, forms, surveys, quizzes, documents, and videos, to create a comprehensive online program and participant experience.

Clients can complete enrolled programs through their HIPAA-compliant Healthie Client Portal, on their computer or mobile device when logged into the Healthie app -- and will have access to other features like Chat and Journaling through their account.