



***Pillar 9***

*Engagement and Navigation*

**Why does engagement  
and navigation matter in  
building a culture of health  
and well-being?**

*Insights from NEXTpert, Wayne Rawlins, MD*



“Education, navigation, and engagement programs are essential in enabling employees and dependents to optimally use the benefits available to them.

Effective benefit utilization will lead to higher health quality, efficient health care utilization, higher satisfaction with the health care experience (and available employee benefits), as well as reduced health care spending in the long run. “



“Additionally, employers who market and educate their workforce on effective benefit utilization allow employees to better understand their health risks and conditions, leading to more informed healthcare decisions.”



“There are many tools and partners available for employers to engage in benefits education and navigation for their employees.

In choosing the “right” partner, the employer needs to make sure the chosen partner “fits” with the workforce culture. It is critical to market and make the workforce aware of these programs for maximum utilization and effectiveness.”



“Knowledge is power.

Benefit navigation programs, by educating employees, can improve the employee healthcare experience. If the employer is using a vendor, vendor oversight and integration will allow the employer to receive the most value from this partner.”



## Why does sequencing matter for this pillar?

“Education and navigation programs must be preceded by engaged leadership, an appropriate strategy, robust benefits, and effective communication and marketing to make education and navigation services most successful.”



“Benchmark organizations provide and promote access to health advocates to assist with healthcare decisions and navigation of the complex healthcare system, e.g. finding the right doctor or hospital, medical billing problems, getting the most out of the benefit plan. These organizations also realize the importance of identifying and specifically mitigating barriers to participation in education and navigation programs.”

– NEXTpert, Wayne Rawlins, MD

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