

# AIA Vitality Wellness Days

Running an AIA Vitality Experience day or 'wellness day' is a great way to create engagement with your clients and for you to deepen your connection with them. The benefits reach beyond the rewards clients receive from their AIA Vitality membership.

## What are the benefits of a wellness day for you and your clients

- To make a difference to the health and wellbeing of your clients.
- Helps move your client relationship away from just being a transactional relationship
- An opportunity for you to deepen your personal relationship with clients in a less formal environment.
- An chance to discuss other areas of advice that tie into health and wellness eg estate planning, health insurance, succession planning, family planning
- Delivering additional value to your clients – the emotional and appreciation benefits outweigh the cost of running the event
- An opportunity to generate referrals and recommendations through your clients about your advice practice and the AIA Vitality program.
- An opportunity to present your practice as a business that understands the importance of health and wellbeing.
- An opportunity to gain testimonials, photos and videos to use in your marketing activities (social media, newsletters, flyers etc).

### Arranging a wellness day – what to do?

Contact your AIA CDM - your CDM, along with the AIA Vitality Coach, will work with you to manage your event and will provide you with all the tools and resources you will need to make the experience the best it can be for your clients.

**AIA Vitality**



## Activities to run on your wellness day

For your clients with existing AIA Vitality memberships you can provide an opportunity for them to complete health checks and activities that earn a substantial number of points.

For your clients that are new to AIA Vitality it's a great way to engage them in the program by fast tracking them to receive their first reward voucher.

- Participants on the day should have the potential to achieve 10,000 points and/or status change
- Provide both interactive and online assessments on the day

### Health Check

- Up to 7,000 points (measures BMI, blood pressure, cholesterol and blood glucose)
- 3,000 points for attendance
- 1,000 points per healthy range measure (BMI, blood pressure, cholesterol and blood glucose)
- You'll need a nurse to attend your location (see below for process)

### Fitness Assessment

- Up to 1,500 points
- 750 points for attendance
- 750 points for healthy range results
- You need a fitness professional from one of the AIA Vitality partners to attend your location (see below for process)

### Flu Vaccination

- 1,000 points

### Online Assessments

- Have your clients complete the online assessments on the AIA Vitality App.
- Up to 4,500 points per year available – Health, Nutrition, Mental Wellbeing & Self Skin Examination

## Inviting your clients to a wellness day

- Aim for approx. 20-30 people as a starting point.
- Communicate to your client base - email, newsletter, social media platforms and/or personal email (see provided template)
- Work with your CDM and the AIA Adviser site to get a report of your clients and their current points balance and status. You can also contact the AIA Vitality team and find out what checks have been completed for each confirmed attendee
- Set up booking system to make it simple for clients - eg "calendly" can take bookings for the day or setup an Eventbrite account where people can register
- Offer additional incentive for people to attend eg goodie bag on the day (AIA to assist, details of your other services/partnerships/sponsorships) or to support new clients on their health and wellness journey offer a fitness device if they participate in the day





## Preparations:

- Book date and location
- Advisers successfully hold wellness days within their office space during a morning or afternoon.
- Holding an early morning session eg 6.30-9.30am can offer flexibility for people before work.

## Health Check

- Book nurse - Contact CDM and/or AIA Vitality Coach who will connect you with one of our partners
  - Advise number of people (so enough strips)
  - Book nurse time to allow for running over time
  - Ensure medical 'collection and signage' sheets available for nurse
  - Ensure room used allows for some privacy
  - Confirm that nurse is required to bring all required equipment... Blood pressure monitor, scales and tape measure, Blood Glucose machine, Blood cholesterol machine.

## Fitness Assessment

- Book fitness professional - Contact CDM and/or AIA Vitality Coach who will connect you with one of our partners
  - Advise number of attendees
  - Ensure full knowledge of testing procedures
  - Confirm fitness assessor brings their own step, pulse measuring device and metronome (step counter) with them on the day





## A week before your event:

- Send email/text reminder to clients. Remind them of their booking time, to download their app and to avoid drinking coffee before their appointment
- Send runsheet/checklist of what is required by nurse and fitness partner
- Print off Wellness passports
- Print off Colouring posters and organise coloured pencils
- Consider providing light refreshments (water, coffee, fruit, muesli bars etc) or arranging catering for the event
- Prepare goodie bag to include details (flyers) of your other services, goodies from your other partnerships or sponsors including AIA.



## On the day:

- AIA CDM to arrive half an hour before to help set up – catering, colouring, other activities and play some music to add to the environment
- Have nurse and fitness assessor set up in rooms 15 mins prior to start time, test all equipment and ensure they have all that's required
- Set goals with client as to what they wish to achieve with Vitality
- Utilise CDM to show clients how to use the App and upload their results
- Discuss other business opportunities/services you offer that support health and wellness, myOwn Health Insurance and extra discounts available (if appropriate)





## 1 week following:

- Send thank you email and ask for some feedback on the day. This can provide content for you to share with others in your contact points such as newsletter, social platforms.
- Set follow up to see that points have been awarded and the client is aware of their new points level and how close to next status.... You can review your clients new total points on the adviser site.
- Provide CDM and/or AIA Vitality Coach with names of participants to follow up that point allocations have been completed

## Other ideas / Opportunities

Community partners / referral partners

Do you have the opportunity to partner or recommend a local business to support other AIA Vitality checks.

- Optometrists
- Dentists
- Nurse (flu vax)
- Dieticians