



2023 WELL-BEING TRAILBLAZER AWARD APPLICATION GUIDE

WHAT IS THE WELL-BEING TRAILBLAZER AWARD?

As the world of well-being continues to broaden in scope, the Well-Being Trailblazer Award highlights the future-focused products, tools, and vendors that provide a human-centric approach to workplace Well-Being and positively impact employees' ability to lead healthy, resilient, and fulfilling lives.



Archetype aspires to make work better for 50 million people. Through a unique co-innovation approach, we engage a vibrant ecosystem of clients, advisors, investors, and colleagues to help every person in the workplace thrive and enable sustainable growth for businesses.



For 30+ years, WELCOA has served as the source of information and inspiration to propel the workplace wellness profession forward. WELCOA's mission is to be a transformative force that improves the health and well-being of all working people. As a purpose-driven, nonprofit organization, we are squarely and solely focused on generating health and prosperity for our subscribers, their companies, and the places we call home.

ELIGIBILITY

In addition to providing trailblazing solutions in the workplace health and wellness space, eligible candidates have at least one U.S.-based office and **qualify based on team size, lives impacted, OR annual revenue.**

This year, the Awards Committee is considering a new category of awards for earlier-stage companies who have clear growth trajectory to meet the Trailblazer eligibility but are not there yet. These vendors will be given the "Rising Star Award" of the 2023 Well-Being Trailblazer Awards.

Eligible candidates should meet **one or more** of the below criteria for their desired category:

Trailblazer Eligibility	
Team Size	100+
Annual Revenue	\$20M+
Lives Impacted	1M+

Trailblazer: Rising Star Eligibility	
Team Size	10+
Annual Revenue	\$2M+
Lives Impacted	100K+

EXPECTATIONS OF AWARDEES
<p>First-round: Application must be completed by an employee of the applying company. Any employee with the requisite knowledge can complete the application.</p> <p>Second-round: Interviews must be completed by a senior leader(s) within the organization.</p> <ul style="list-style-type: none"> • Example: C-Suite, Director, VP, or other leadership position with decision-making authority.
<p>Commitment to posting on social media about the award, ceremony and WELCOA Summit (copy will be provided):</p> <ul style="list-style-type: none"> • When awardees are announced (early July) • One month prior to Summit (Late August. With registration CTA) • During or within one week post-Summit (Late September, early October)
<p>Commitment to having at least one senior team member (C-Suite, Director, VP, or other leadership position with decision-making authority) at the Awards Ceremony event of the 2023 WELCOA Summit Sept 25-28 and corresponding dinner.</p>
<p>Signing of media release form, allowing Archetype and WELCOA to use your name and content in all future advertising for the WT Award.</p>
<p>Clear point-of-contact within the organization for any marketing or logistical requests.</p>

Additionally, eligible companies are led by visionary CEOs and have strong teams with deep expertise. They are the best at what they do and should be celebrated for it. **Before completing your application, please confirm eligibility.**

PRIZING

Prizing for the 2023 Well-Being Trailblazer Award is the following:

- Designation as a 2023 Well-Being Trailblazer, joining the ranks of industry leaders like Brightside, Koa Health, meQuilibrium, and Vida Health
 - A featured announcement in WELCOA e-newsletter to a network of 30,000 well-being professionals
 - A press release announcement on PR Newswire and social media announcements from Archetype and WELCOA
- Waived VIP admission for 2 attendees to the 2023 WELCOA Summit with exposure to hundreds of HR leaders and benefits decision-makers.
 - WELCOA will produce a video asset in advance of the award ceremony that highlights your company as a winner. Awardees are required to participate in the video production.
 - Participation in live panel discussion during the 2023 WELCOA Summit. Awardees are required to participate in the panel.*
 - Presence on the 2023 WELCOA Summit mobile app
 - Inclusion on digital backdrop ad for the duration of the WELCOA Summit
 - Option to provide a giveaway to be promoted at WELCOA Summit
 - Ad in high-vis 2023 Well-being Trailblazers email post-conference to all WELCOA Summit attendees
 - WELCOA Discounts
 - 10% off all 2024 WELCOA Summit Packages (deadline: Feb 28, 2024)
 - Invitation to complete free vendor listing on WELCOA Select vendor database tool
 - 40% off Premier Provider Base Package Plus (deadline: Dec 31, 2023)
 - \$4,000 credit toward any WELCOA Premier Provider strategy valued at \$20,000+ (deadline: Dec 31, 2023)
 - If additional admission is desired, tickets to the WELCOA Summit can be purchased at the WELCOA subscriber rate
 - Media Kit to promote WELCOA Summit registration at \$75 off through your marketing channels
- Ecosystem Access: Archetype and WELCOA have extensive networks that consist of thousands of leading brokers, private equity firms, insurance payers, health providers, HR leaders, benefits leaders, tech leaders, and more, and can work with the Trailblazers to determine the most valuable introductions for them.
 - *Rising Star awardees are not included in the panel discussion.

AWARD CONSIDERATIONS

Well-Being Trailblazers excel in and will be evaluated on the following areas:

- **Measurable Impact** – the company has tangibly impacted workplace health in areas including, but not limited to, positive behavior change, education, emerging customer needs, strategy design, data insights, resilience, or disease management. The impact can span any of the seven dimensions of well-being.

An ideal Trailblazing company has positively impacted the lives of at least 1 million employees in organizations beyond their own workplace (or 100,000 employees for Rising Star Trailblazers). This impact number and any supporting data should be included in your application.

- **Ex:** A 2022 Trailblazer is a mental health provider serving over 3 million users. They have proven impact statistics from clinical trials on improvement in mental well-being, sleep quality, and feelings of anxiety through use of their services.
- **Innovative Vision** – the company has a unique, mission-driven vision for its role in the future of workplace health and demonstrates thought leadership beyond the industry standard. This includes both a long-term vision as well as near-term goals for the next three years. The leadership we are looking for is disruptive, disinterested in the status quo, and positioned to do one of the following:
 - Remove a barrier to care.
 - Increase equity or safety.
 - Improve the cost-effectiveness of care.
 - Change the way that organizations support employee wellbeing.
 - Make existing health structures more human or compassionate.
 - Replace a broken system.
 - **Ex:** A 2022 Trailblazer has an innovative vision to change the way America treats and prevents chronic disease. They approach health holistically and set themselves apart from points solutions. They have shown sustained outcomes across a broad spectrum of physical and mental health conditions.
- **Market Leadership**–the company offers the best-in-class solution in their space and leads its competition. A trailblazing company will clearly identify the differentiators that separate themselves from their competition in their application.
 - **Ex:** In just 5 years, a 2022 Trailblazer has clearly established their leadership in the financial wellness market and have impressive metrics to demonstrate their value proposition over competitors. Their results on engagement, turnover reduction, credit score improvement, and more set them apart.
- **Achievement and Growth**–the company has data to articulate the impact of its employee-centric solutions as well as a clear growth trajectory.
 - **Ex:** A 2022 Trailblazer is on a growth track to become the standard for global enterprise-supported workforce resilient well-being. They have been recognized for their achievement and growth by other awards and have data to articulate the impact of its solution, both on the employee and employer level.



SELECTION PROCESS

The application for the Well-Being Trailblazer Award is open from April 1 to May 31. Finalists will be invited to the second-round virtual interview and presentation.

Round One (April 1-May 31): Candidates apply directly through our online form. After submitting your application, you will receive a confirmation email. Candidates who are nominated by another individual or entity will be contacted to complete an application. Applications will be reviewed on a rolling basis.

Round Two (June 12-23): Select applicants will be invited to participate in the second round. These candidates will be asked to provide a short company overview presentation as well as participate in a 30-minute video interview.

- **Required Round Two Submission:** Overview/pitch slide presentation. While these materials may vary, submissions should include:
 - Company overview, mission, and major achievements.
 - Client impact: number of clients served and total lives in that client base.

Awardee Notification: Awardees will be notified of their selection by July 1.

Have Questions? Email awards.committee@wellbeingtrailblazer.com

THANK YOU!

WE LOOK FORWARD TO REVIEWING YOUR APPLICATION