Walkingspree Intern Job Description

About Us:
Walkingspree helps companies control health care costs by getting their employees moving. It is our use of technology and success with employee engagement that sets us apart. The Walkingspree advanced wellness program is a multi-device open platform that connects to Fitbit and other popular activity trackers into the company's Software as a Service digital health platform. We provide custom solutions for clients and an active social network to keep members motivated and engaged. Walkingspree is an eight-year old business with nearly 100 clients ranging from Fortune 1000 firms, mid-size businesses, international clients, hospital systems and health insurers. See www.walkingspree.com

Responsibilities:
As a student Intern, you are responsible to support the Account Managers on their duties. The Account Manager is the face of Walkingspree in working with the corporate client, after a sale is completed, in managing the implementation of the program and ongoing account relationships. In addition, you are asked to work directly with the executive team to assist in the development of a new program to improve the health of Obese III category participants.

Research and Application

- Customize a walking program specific to members in the Obese III classification, (BMI>40). This population of people makes up 9% of our member base.
- Research methods to work with their health and exercise restrictions in order to assist in the decrease of their healthcare claims over time.
- Incorporate progressing step targets and develop encouraging and motivational marketing for emails, text messaging, and push notifications.
- Analyze our Food Tracker and suggest changes or upgrades that would allow us to develop a premium product specific to weight loss or management.
- Investigate possible connection to a start-up mobile app that can be perceived as stress relievers.
- Incorporate push messaging that promotes a smile or laughter.
- Analyze marketing programs for device upsell to increase our success rate.
- Research competitor’s challenges and marketing plans. Generate ideas for us to stay ahead and successful.

Account Manager Support

Assist Account Managers with client implementation.

- Work with client to implement initial wellness program
- Understand member-base demographic, member health profile, company’s goals for the wellness program, their other vendors and wellness initiatives to develop a physical activity program that will deliver above expectations.
• Work directly with Client Administrators to set enrollment goals for initial registration. Gain full support from Client Admin and executive management to achieve this target and to set and achieve future targets.

• Provide monthly and quarterly reports outlining the progress of the program. Should the reports show evidence of poor progress, be prepared to offer solutions to redirect towards success.

Assist Account Managers with client retention and continued success of current programs.

• Participate in brainstorming meetings.

• Update our company tools, (Sharepoint and Salesforce), so client information stays current.

• Generate ideas for fresh, exciting, step-based challenges.

• Offer reporting support at the end of challenges