Program Design for the “Rowdy New U”

Wellness Program Proposed Timeline

- Timeline Structure
  - Cohorts of approximately 50 individuals
  - 26 Week (6 month) Journey
  - New cohorts every month in 2010

- Cohort Journey
  - Application Due (Week 0)
  - Enrollment & Collection of Points/Data (Week 1)
  - Pre-Assessment (Week 1)
  - Mid-Assessment (Week 13)
  - End of Program (End of Week 25)
  - Final Assessment (Week 26)
  - Final Point Calculated & Final Reports (Week 26)

Calendar Start Month-End Month

If you start in...you will end in

- January 2010-July 2010
- February 2010-August 2010
- March 2010-September 2010
- April 2010-October 2010
- May 2010-November 2010
- June 2010-December 2010
- July 2010-January 2011
- August 2010-February 2011
- September 2010-March 2011
- October 2010-April 2011
- November 2010-May 2011
- December 2010-June 2011