

The New Why's of Corporate Wellness Programs

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Why Corporate Wellness Programs- The Benefits

Recruitment and Retention/Loyalty/Engagement

Productivity/Customer Satisfaction/Reduction in Sick Time

Reducing Healthcare Costs (#2 business cost under Payroll)/Reduction in Sick Time

Directly Benefit Your OSHA Compliance and Safety Program/Reduction in Workmen's Compensation Insurance

+ New Needs of • Effective ◦ Corporate Wellness Program




- Mental Wellness
- Incorporation of Family
- Incorporation of Virtual Environments
- Social Environments/Stresses
- Pandemic Stresses/Complexities
- The Great Resignation
- Labor Shortages
- Disease Management On the Rise from Lack of Screenings in 2020

Corporate Wellness Strategy



- Look/relook at needs. It's a humbling process for those companies who thought they had a great program. And it takes leaders leading with emotional intelligence.
- ASK THE EMPLOYEE! Survey needs. Leadership, employees, engagement, offerings.
- Engagement review – break it down, e.g. locations, groups, sectors, diseases, family inclusion, coaching availability, addressing mental, emotional, social health, delivering methods. What impacts a majority of your staff?
- Assess Vision, Mission, Goals, Objectives. Tie it to your company's strategy.
- Engage health insurance provider.
- Establish a budget.
- If no internal support, choose a wellness provider. With internal support, make sure they are true champions of the program.
- Timeline, open enrollment, launch. *
- Brand it, communicate it, MAKE IT A BIG DEAL! *
- Find Your Champions! *
- Incentivize – don't penalize – e.g. lowering healthcare premiums for meeting participation levels vs. penalties for non-participation.



Corporate Wellness Strategy Definition of Wellness/Program (GALLUP/HEALTHWAYS)

The five essential elements of well-being are:

- **Purpose:** liking what you do each day and being motivated to achieve your goals
- **Social:** having supportive relationships and love in your life
- **Financial:** managing your economic life to reduce stress and increase security
- **Community:** liking where you live, feeling safe, and having pride in your community
- **Physical:** having good health and enough energy to get things done daily
- **EAT SWEAT THINK CONNECT**

New Corporate Wellness Program Components – The “New Holistic” Approach

EAT/SWEAT/THINK/CONNECT

Emotional/Mental Wellness

Financial Wellness

Family Wellness/Parenting

Focuses on Different Physical Health

Social Health

Coaching/“Wellness Advocate”

Consistent with GALLUP definition

Wellness Program Value ROI vs. VOI



- ROI
 - Healthcare Claim Reduction in \$ – Wellness Program \$
- VOI – Softer “Numbers” engagement, morale, recruitment, and feelings of belonging and purpose.
 - Higher customer satisfaction ratings
 - Increased profitability for the company
 - Increased productivity from the employee
 - Lower turnover
 - Fewer safety incidents
 - Fewer missed workdays
 - Better product quality (measured by product defects)
 - Lower healthcare claims costs/workmen’s compensation costs

+ • Evaluating o Corporate Wellness Programs



- Enrollment
- Engagement
 - Family and social support
 - Tools, Resources, Information – Can't use what they don't know and have you made it easy for them to know about it?
 - Already feel like they are healthy/don't need it
 - Lack the time
 - Don't think the program is convenient
 - Don't know enough to decide whether to participate
 - Don't want to share private health data with employer
 - Corporate morale/engagement
 - Personalized and targeted programs In
 - Career development and satisfaction
 - Social life
 - Physical/mental health
 - Financial security
 - Community engagement
 - Accountability coaching/advocacy
- Hollow Engagement

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Maximizing Participation in Corporate Wellness Programs



- Offerings
- Social interaction
- Rewards for participation/wellness advocate, accountability
- All-encompassing or at least focusing on your company's surveyed needs to hit a majority of your staff
 - EAP
 - Health insurance
 - Training and ergonomics
 - Disease management
 - Health screenings
 - Fitness activities
 - Mental health support
 - Financial seminars
- Protect Employee Information/Secured Environment

Choosing a Wellness Provider



- Will the wellness provider's service work for my specific employees' needs or is it catered to a general audience?
- Can this platform effectively reach my whole company, regardless of where they are located in the world?
- Can this service impact the long-term health of my employees, and does it have statistics to back it up?
- Is reporting and measurement included in their program?
- What type of support resources do you offer during the launch and management of this program or service?
- What do you do to support my employee's individual needs, such as disabilities, chronic conditions, etc.
- What are your typical engagement rates and how does that compare with the rest of the industry?
- How long will it take for us to implement this program?
- Can I use my wellness dollars or work with my insurer to support the cost of this program?
- Can you work with my health plan to identify the cost drivers and develop ways to target those cost drivers?

The New Why's of Corporate Wellness Programs in Summary

Corporate wellness programs – before and now.

Staggering statistics +/- - we need to do better!

Burnout. It's a real thing!

Impact of good leadership.

Implementation strategies.

Holistic approach.

ROI/VOI.

Program evaluation.

Do you need help from a wellness provider?