

The Importance of Wellness

Wellness vs. Healthcare
Prevention
Health Promotion
Proactive Healthcare
Long-term Results

Wellness Program Benefits – Employer

Increased Productivity
Lower Healthcare Costs – Return on Investment (ROI)
Hiring and Retaining Good Employees
Corporate Image

Wellness Program Benefits - Employees

Better Health
Better Attitude (emotional health)
Increased Productivity
Prevention and Education

Managing Healthcare Costs

Goals and Objectives
Planning, Implementation, Follow-up
Short Term vs. Long Term Results

Designing a Wellness Program

Choice of Health Assessment (HRA)
Why it is Important
What it Should Measure and Why
Using Results
Interpreting Results to End Users
Plan Follow-up

Interventions

Prevent and Manage Diseases (Diabetes, Heart Disease, etc.)
Choose Focus (Fitness, Nutrition, Weight, Safety, etc.)
Plan Activities, and Make them Available
One-on-one Counseling
Self Study (Printed Materials, Online Materials)
Classes and Seminars

Health Tracking

Set Goals, Follow Progress
Gather Data – Compare Before and After
Track Individual and Group Progress
Evaluate Changes, Strengths, Weaknesses, etc.
Incentives and Encouragement

Health Outcomes

Health Improvements, Changes
Money Saved (Return on Investment – ROI)
Risk Reduction
Increased Productivity
Individual Attitudes (Emotional Health)
Data for Future Interventions

Promoting Wellness

Involving Key Management
Involving Key People in the Organizational Hierarchy
Budgeting
Pilot Projects

Increasing Participation

Internal Marketing Plan
Targeting Individuals and Groups
Wave Marketing
Making it Safe and Fun
Incentives and Rewards
Convenience
Educating Potential Participants

Overcoming Roadblocks

Confidentiality Concerns
Job Threat Concerns
Overcoming Language and Cultural Barriers
Irrational Fears/Thinking
Management or Union Reluctance
Legal Concerns and Factors