



EMPLOYEE WELLNESS



The making of a healthy wellness program

5 ingredients for success

At the end of the day, our health and the health of our loved ones is all that really matters in life. While we can't prevent or protect against all disease and illness, employer-sponsored wellness programs put the focus on health-conscious activities within your employees' control.

A win-win for everyone

Wellness programs encourage and incentivize employees to take care of *themselves* by prioritizing healthy living, helping you meet the work/life balance needs of your employees.

Employers benefit from the side effects of a healthier workforce with:

- increased productivity;
- less absenteeism;
- fewer workers' compensation and disability claims;
- reduced insurance premiums;
- enhanced recruitment and retention of health-conscious employees;
- decreased rates of illness and injuries;
- improved employee relations and morale

Fast facts

[PWC's 2016 Health and Wellness Touchstone Survey](#) of 1100 employees from 37 industries across the US found:

- Participation rates for most wellness programs remained low unless incentives were offered

- While **76%** of employers offer wellness programs, only **11%** of employers measured the ROI on their wellness programs. Of those who measured, the vast majority (**91%**) found positive returns



67%

Increasing accountability for wellness/health program participation



62%

Performing reassessment of their specialty drug strategy



54%

Providing incentives to use low cost/high-performing networks

Source: pwc 2016 Health and Wellness Touchstone Survey

Wellness Program Best Practices

1 Design around your pain points

Just because over **70%** of companies have tobacco cessation programs, doesn't mean it's the right program for you. If tobacco use is a non-issue across your company, don't invest time and resources here.

Design a program around your pain points.

The most common wellness initiatives

Employee assistance programs (EAPs)	93%
Health risk questionnaires	80%
Biometric Screening	77%
Physical activity programs/fitness discounts	73%
Tobacco cessation programs	73%

How? Incent employees to share information on their health and habits. **Reward employees for answering questions on the health risk assessment (HRA) form or undergoing biometric screening.** This helps you identify the health risks common across your workforce so you can pinpoint the **right wellness program** to launch in your workplace.

2 Reward for Participation

Sponsoring a wellness program is useless if nobody participates. The best wellness programs use incentives to reward for *progress* AND achievement:

Successful programs reward employees for:

- **Habits** that are leading to healthier lifestyles – ie: earn points or rewards for activities such as working out 3 times/week or walking 10,000 steps a day
- **Achievement of certain health** - outcomes such as stopping smoking, lowering blood pressure or losing weight

CSISTARS helps clients design the right reward structure AND communicate the who, what, when and how the program and points work with email messages, flyers, brochures, paycheck stuffers and recognition dashboard campaigns.

3 Leverage new tools

More and more companies are using **Gamification** to encourage and track progress, offering daily point opportunities that create excitement and friendly office competition (NOT [The Office](#) variety of office weight loss games!)



4 Offer choices and reward often

Spark interest and reinforce progress by offering points or rewards throughout the life of your wellness program. You may also want to consider **integrating your wellness rewards program with other employee recognition initiatives**. This provides one mobile-optimized system for all of your reward and recognition programs while integrating with your third-party wellness provider for seamless data transmission.

Reward for such things as:

- Registering for the wellness program
- Completing a personal health assessment or biometric screening
- Sticking with a healthy habit for an extended period of time
- Uploading data from your fitness watch
- Finishing the program
- Winning a challenge

The right mix of incentives boosts participation and encourages employees to stay committed to their wellness goals. **CSISTARS** wellness programs assign points to behaviors so employees can redeem for a huge selection of rewards including:

- Branded merchandise and travel experiences
- Digital content including music and movies
- Additional paid time off
- Gift cards
- Social Recognition

5 Measure results and ROI

Most companies will tell you they believe their wellness programs are effective but quite often they can't **quantify** because they didn't identify their goals or create benchmarks before starting a program.

By conducting an HRA or biometric assessment before implementing your program, you can quantify the results six months and 12 months later by reviewing your employees' usage and risk factor ratings.

Your employees improved health can be financially quantified by a **reduction in your organization's yearly benefit premiums or cost-sharing fees** as employees who participate achieve improved health outcomes such as lower blood pressure or smoking cessation. Insurance plans are negotiated annually with rate changes based on your employees' usage and risk factor rating so this adds up.

Reap the results of higher energy levels, better morale, less absenteeism and **reduce** disability claims while improving the physical and emotional wellbeing of your workforce. Employees with a healthy attitude will show up to work with more energy and enhanced positivity. A win-win for all!

You just need to get started!

CSISTARS Helps you cultivate a workforce that **loves** coming to work.™

Request a demo of our integrated wellness platform or contact us to speak with an experienced recognition consultant. www.csistars.com

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