



Strategies For A Successful
Corporate Wellness Program

Why Corporate Wellness Matters



Reduced Healthcare Costs

Healthy employees require fewer medical interventions, lowering healthcare expenses for the



Increased Productivity

Well-rested and physically active employees exhibit higher levels of creativity, and output.



Improved Employee Engagement

Corporate wellness initiatives demonstrate an employer's commitment to employee well-being, fostering loyalty and job satisfaction.



Enhanced Company

A robust wellness program can position a company as an attractive employer, aiding in talent acquisition and retention.

Investing in employee wellness through a comprehensive corporate program yields tangible benefits for both the organization and its workforce, ultimately driving business success.

** 44% of companies intend to invest more into corporate wellness in 2024-Wellable2024 survey

Key Components of a Successful Program

- **Holistic Approach**

A comprehensive program addressing physical, mental, and being through various initiatives and resources tailored to

- **Leadership Support and Engagement**

Active involvement and commitment from top management, culture of health and wellness within the organization.

- **Accessible and Inclusive Programming**

Offering a diverse range of activities and resources that cater to preferences, abilities, and schedules, ensuring participation from a employee demographic.

- **Data-Driven Decision Making**

Utilizing data analytics and employee feedback to continuously evaluate evaluate program effectiveness, identify areas for improvement, and make and make data-driven decisions for program enhancement.

- **Incentives and Recognition**

Implementing incentives and recognition programs to motivate and and encourage employee participation, reinforcing positive behaviors and behaviors and achievements.

- **Effective Communication and Promotion**

Employing strategic communication channels and campaigns to raise raise awareness, promote program offerings, and foster a culture of health health and wellness throughout the organization.

Implementing Wellness Initiatives

Conduct surveys, focus groups, and data analyses to identify employee health concerns, concerns, preferences, and potential barriers to barriers to wellness participation.

Form a diverse committee with representatives representatives from various departments and and levels to guide program development, implementation, and ongoing evaluation.

Create a strategic plan with specific goals, activities, timelines, and measurable outcomes outcomes aligned with organizational objectives objectives and employee needs.

Implement a range of wellness initiatives, health education, physical activity, stress management, and nutrition programs, incentives to encourage participation.

Assess Organizational Needs

Establish a Wellness Committee

Develop a Plan

Offer Varied Programs and Incentives

Foster Leadership Support Support

Promote and Market Initiatives

Evaluate and Adjust

Secure buy-in and active support from top management through regular communication, communication, resource allocation, and leading leading by example.

Utilize various communication channels to raise raise awareness, generate enthusiasm, and highlight success stories, while maintaining employee confidentiality.

Continuously monitor program participation, participation, satisfaction, and health outcomes, outcomes, and make data-driven adjustments to adjustments to improve effectiveness and engagement.

Education

Empowering Employees with Knowledge

- **Informed Decisions:** Education equips employees with the knowledge to make healthier lifestyle choices.
- **Preventive Health:** Understanding health risks and preventive measures can reduce illness and absenteeism.

2. Enhancing Program Participation

- **Increased Engagement:** Educational initiatives drive higher participation in wellness activities and programs.
- **Behavioral Change:** Continuous education fosters long-term behavioral changes and healthier habits.

3. Diverse Educational Formats

- **Workshops and Seminars:** Regularly scheduled sessions on topics such as nutrition, fitness, mental health, and financial wellness.
- **Digital Resources:** Online courses, webinars, and mobile apps provide flexible learning options for employees.

4. Building a Health-Conscious Culture

- **Shared Knowledge:** Creating a culture where health knowledge is shared and valued promotes overall well-being.
- **Community Support:** Educated employees can support and motivate each other, enhancing the collective wellness culture.

5. Proactive Engagement

- **1 on 1 Counseling-** Mandatory employee consultations

PREVENTIVE CARE STRATEGIES

Biometric Screenings

Conduct regular biometric screenings for employees to identify risk factors such as high blood pressure, cholesterol levels, and diabetes. This helps employees take proactive steps to manage their health.

Preventive Health Exams

Encourage employees to undergo routine preventive health exams, such as annual physical check-ups, cancer screenings, and immunizations. Early detection and intervention can significantly improve health outcomes.

Nutrition and Exercise Programs

Implement corporate wellness programs that promote healthy eating habits and regular physical activity. This could include on-site fitness classes, healthy snack options, and educational workshops on nutrition and wellness.

Stress Management Initiatives

Offer stress management resources and activities to help employees cope with work-related stress and maintain a healthy work-life balance. This could include mindfulness training, counseling services, and team-building exercises.

Smoking Cessation Support

Provide support and resources for employees who want to quit smoking, such as nicotine replacement therapy, counseling, and access to smoking cessation programs. Helping employees overcome addiction can lead to improved overall health.

Where to Access Resources

Insurance Companies:

- **Wellness Program Services:** Many insurance companies offer comprehensive wellness programs as part of their health plans.
- **Consultation and Support:** Insurers provide expert advice and support in designing and implementing wellness initiatives.
- **Incentives and Discounts:** Potential premium reductions and other financial incentives for incorporating wellness programs.

Banks and Financial Institutions:

- **Financial Wellness Programs:** Services include financial planning workshops, debt management, and retirement planning assistance.
- **Employee Assistance Programs (EAPs):** Access to mental health resources, stress management, and other support services.
- **Discounted Services:** Special rates on financial products and services for employees participating in wellness programs.

Third-Party Vendors:

- **Specialized Wellness Services:** Companies providing targeted wellness solutions such as fitness programs, health screenings, and nutritional counseling.
- **Technology Platforms:** Tools for tracking health metrics, offering virtual health coaching, and engaging employees through wellness apps.
- **Customized Programs:** Tailored wellness initiatives based on employee needs and company goals.

Program Implementation Strategies

\$500
Gym Membership
Pedro O.
Employee

€50
Step-Goal Achieved
Andrea A.
Employee

Incentive Programs

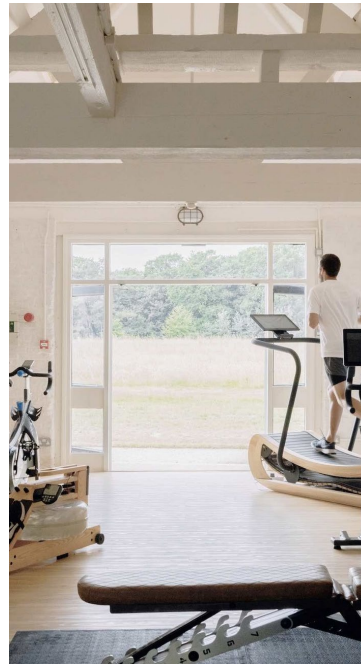
Gift cards or discounted gym memberships for employees meeting fitness goals.

Office wellness challenge calendar

	WED	
water	Meditation challenge	Join a
liary	Healthy team lunches	Ran
lence	Walk or bike to work	No c
ps	Office garden	Smok

Wellness Challenges

Organize company-wide step challenges or weight loss competitions with prizes.



On-site Fitness Facilities

Invest in an on-site gym or yoga studio for convenient employee access.



Nutrition Education

Offer healthy cooking classes or nutrition seminars by certified professionals.



Mental Health Resources

Provide access to counseling services or mindfulness apps for stress management.

BRID-REMOTE
Workplace

OPTION 1
Some employees work in the office, while others work remotely.

OPTION 2
A combination of the two

OPTION 3
Some employees spend part of their time in the office and part at home.

CR-T
Roughly 1/3 of employees would prefer to split their time between their home and workplace.

Only 45% of employees believe their employers are ready to reopen their workplaces.

Flexible Work Arrangements

Allow remote work options or flexible schedules to promote work-life balance.

“Mental health conditions cost the global economy \$1 trillion each year in lost productivity.”

WORLD HEALTH ORGANIZATION

The Mental Health Landscape

● **1 IN 5 ADULTS**

Experience a mental health issue each year

● **67%**

Of employees report symptoms of burnout

● **50%**

Of managers feel uncomfortable discussing mental health

● **\$200 BILLION**

Lost in productivity due to mental health problems annually

● **90%**

Of employees say mental health benefits are important

● **\$4,683**

Average cost per employee for untreated mental illness

Strategies for Improving Mental Health

MINDFULNESS AND MEDITATION PROGRAMS

Offer on-site or virtual mindfulness and meditation workshops to help employees manage stress, improve focus, and enhance emotional well-being.

EMPLOYEE ASSISTANCE PROGRAMS (EAPS)

Provide access to confidential counseling services, financial planning, and other resources to support employees' overall mental health and work-life balance.

MENTAL HEALTH AWARENESS CAMPAIGNS

Organize educational campaigns to reduce stigma, promote open conversations about mental health, and encourage employees to seek help when needed.

FLEXIBLE WORK ARRANGEMENTS

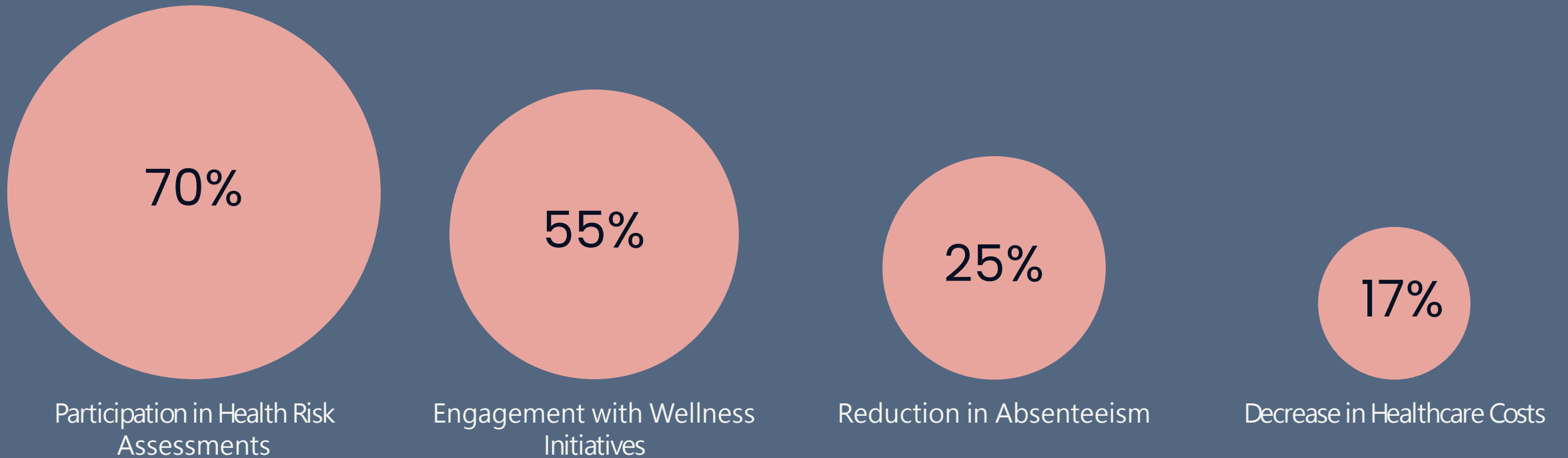
Implement flexible schedules, remote work options, and paid time off policies to give employees more control over their work-life integration and reduce burnout.

Stress Mastery Programs

Proactively engage your workforce through anonymous mental health surveys that provide data designed to reduce work-related stress and provide ongoing education tailored to their needs.

Measuring Success

Percentage of Employees Participating



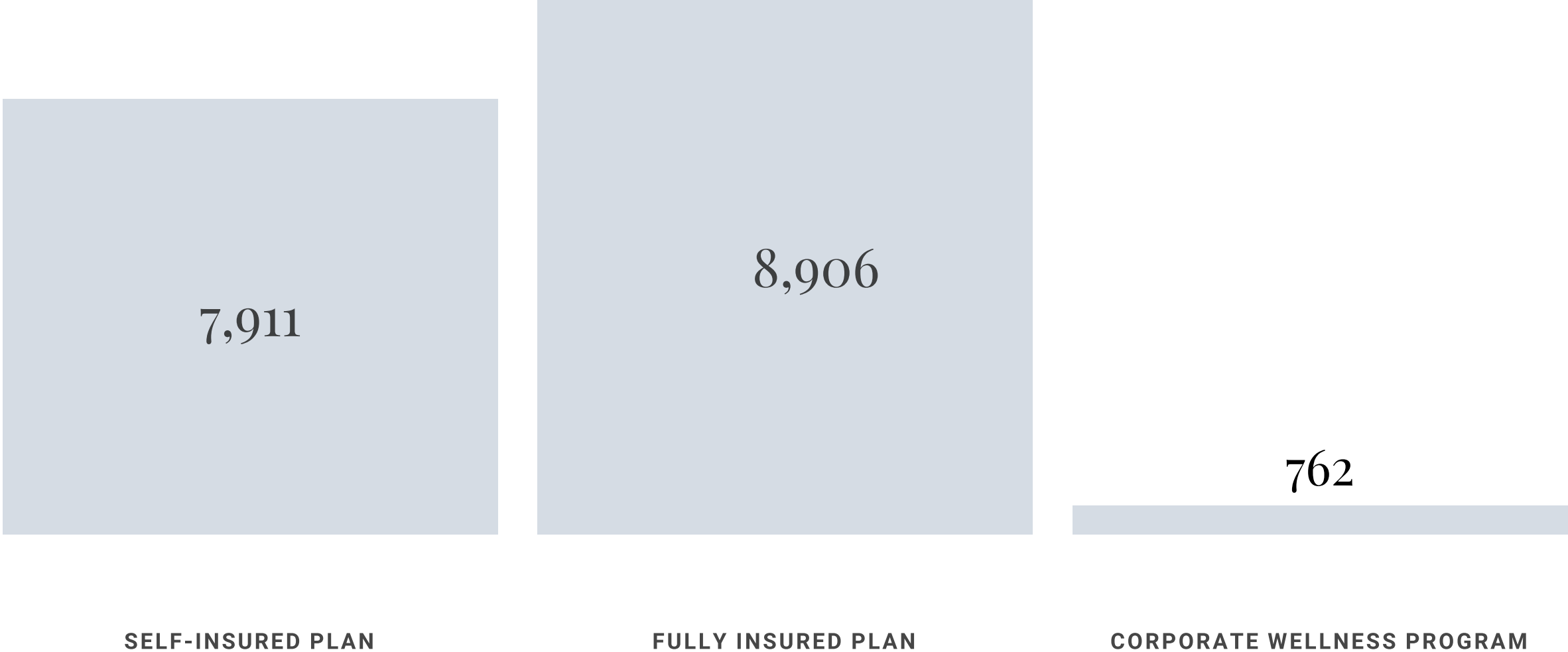
*According to the Society for Human Resource Management (SHRM)

Program Evaluation Metrics

Metric	Description	Measurement Method
Participation Rate	The percentage of eligible employees enrolled in the wellness program	Divide the number of participating employees by the total number of eligible employees
Biom etric Im provem ents	Positive changes in key health indicators like BMI, cholesterol, blood pressure	Com pare biom etric screening results before and after program participation
Healthcare Cost Savings	Reduction in overall healthcare expenditures due to improved employee health	Calculate the difference in healthcare costs pre- and post-program implementation
Em ployee Satisfaction	Level of employee satisfaction with the wellness program offerings	Conduct anonymous surveys and feedback sessions
Productivity Gains	Im provem ents in employee productivity, absenteeism , and presenteeism	Track metrics like output, sick days taken, and self-reported productivity scores

Self-Insured vs. Fully Insured Plans

Average Annual Cost per Employee **According to the 2023 Employer Health Benefits Survey by the Kaiser Family Foundation



Self Insured vs. Fully Insured

Aspect	Self-Insured Medical Plans	Fully Insured Medical Plans
Financial Incentives	Direct cost savings from reduced medical claims	Indirect savings through potential premium reductions and insurance incentives
Cost Control and Reduction	High potential for significant cost savings due to direct claim payments	Less direct impact, but potential for reduced premiums and insurance incentives
Control and Customization	Greater control over program design and implementation	Less control, influenced by insurance company's requirements
Data Utilization	Access to detailed health data for precise targeting	Limited access to detailed data, reliant on aggregated information from insurer
Health Outcomes	Improved employee health leads to fewer claims and lower costs	Healthier employees may contribute to lower premiums and improved workplace productivity
Long-Term Benefits	Greater potential for sustained financial benefits	Indirect and less pronounced financial benefits, but still valuable for employee well-being and productivity
Initial Investment	Higher initial investment with potential for greater long-term savings	Initial investment offset by potential premium reductions and insurance incentives
Incentives from Insurers	Not applicable, as the employer bears the risk	Possible rebates and discounts for implementing wellness programs

Northwell Health

Northwell Direct is a direct-to-employer healthcare solution offered by Northwell Health, a leading healthcare provider in New York.



Northwell
Health®

Key Features of Northwell Direct

- **DIRECT CONTRACTING**

Northwell Direct offers direct contracting with healthcare providers, eliminating the need for third-party intermediaries and enabling cost savings through streamlined processes.

- **COST SAVINGS**

By leveraging direct contracting and negotiating rates with providers, Northwell Direct delivers significant cost savings on healthcare services, resulting in lower premiums and out-of-pocket expenses.

- **ACCESS TO HIGH-QUALITY CARE**

The program provides access to a network of highly qualified and experienced healthcare professionals, ensuring that members receive top-notch medical care and treatment.

- **PERSONALIZED CARE COORDINATION**

Northwell Direct offers personalized care coordination services, helping members navigate the healthcare system, schedule appointments, and manage their care seamlessly.

- **COMPREHENSIVE COVERAGE**

The program offers comprehensive coverage for a wide range of medical services, including preventive care, hospital stays, diagnostic tests, and specialist consultations.

Improving Recruiting with Wellness Programs

Attracting Top Talent

Corporate wellness programs can serve as a powerful tool for attracting top talent. By offering comprehensive health and wellness benefits, companies can demonstrate their commitment to employee wellbeing, making them more appealing to high-caliber candidates who prioritize work-life balance and overall job satisfaction.

Improved Employee Perks

Wellness programs can provide a wide range of employee perks, such as gym memberships, healthy snacks, mental health resources, and fitness challenges. These perks not only enhance the overall employee experience but also signal to prospective candidates that the company values its workforce and is willing to invest in their well-being.

Enhanced Employer Branding

A strong corporate wellness program can positively contribute to a company's employer branding. By showcasing the company's dedication to employee health and happiness, it can improve the organization's reputation and make it a more desirable destination for top talent in the job market.

Competitive Advantage

In today's competitive job market, offering comprehensive wellness programs can give companies a distinct advantage in attracting and retaining top-tier employees. This can be a crucial factor for candidates when evaluating and comparing potential employers.

REDUCING TURNOVER

● Improved Physical Health

Employees who participate in wellness programs experience a boost in physical fitness, leading to reduced absenteeism and healthcare costs.

● Increased Engagement

Wellness programs foster a sense of community and employee investment, leading to higher levels of engagement and loyalty.

● Enhanced Mental Wellbeing

Wellness initiatives that address stress management and mental health support have a positive impact on employee satisfaction and work-life balance.

● Reduced Turnover Rates

Companies with comprehensive wellness programs report significantly lower employee turnover compared to those without such initiatives.

*According to a study by the International Foundation of Employee Benefit Plans, companies with effective wellness programs experience a 25% lower turnover rate than those without.

*The Society for Human Resource Management (SHRM) found that 60% of employees consider wellness programs crucial when deciding whether to stay with their current employer.

THANK YOU.

vanguardbenef[^]ts
BECAUSE *EMPLOYEES* MATTER

Wellbeing at Racker

A bit of history



Wellness committees and events



COVID era workgroup



Employee surveys



Staffing shortages, increased workloads



Health Insurance shift

Five Essentials for Workplace Mental Health & Well-Being

Centered on the worker voice and equity, these five Essentials support workplaces as engines of well-being. Each Essential is grounded in two human needs, shared across industries and roles.



Components

Creating a plan with all workers to enact these components can help reimagine workplaces as engines of well-being.

Protection from Harm

- Prioritize workplace physical and psychological safety
- Enable adequate rest
- Normalize and support mental health
- Operationalize DEIA* norms, policies, and programs

Connection & Community

- Create cultures of inclusion and belonging
- Cultivate trusted relationships
- Foster collaboration and teamwork

Work-Life Harmony

- Provide more autonomy over how work is done
- Make schedules as flexible and predictable as possible
- Increase access to paid leave
- Respect boundaries between work and non-work time

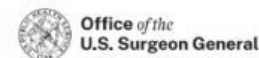
Mattering at Work

- Provide a living wage
- Engage workers in workplace decisions
- Build a culture of gratitude and recognition
- Connect individual work with organizational mission

Opportunity for Growth

- Offer quality training, education, and mentoring
- Foster clear, equitable pathways for career advancement
- Ensure relevant, reciprocal feedback

*Diversity, Equity,
Inclusion & Accessibility



The Process

Created 6 workgroups

- Two senior managers led each group
- Participants from across agency

Short-term

Provided research

Requested Action Step and up to three recommendations

Brought everyone together

Finalized with three action items from short-term to long-term

Protection from Harm

Key Components:

- Prioritize workplace physical and psychological safety
- Enable adequate rest
- Normalize and support mental health
- Operationalize Diversity, Equity, Inclusion, and Accessibility norms, policies, and programs

The U.S. Surgeon General's Five Essentials for Workplace Mental Health & Well-Being¹



Essential 1

Protection from Harm:
Safety and Security



Connection and Community

Key Components:

- Create cultures of inclusion and belonging
- Cultivate trusted relationships
- Foster collaboration and teamwork

The U.S. Surgeon General's Five Essentials for Workplace Mental Health & Well-Being¹



Essential 2:

Connection & Community:

Social Support and Belonging



Work-life Harmony

Key Components:

- Provide more autonomy over how work is done
- Make schedules as flexible and predictable as possible
- Increase access to paid leave
- Respect boundaries between work and non-work time

The U.S. Surgeon General's Five Essentials for Workplace Mental Health & Well-Being¹



Essential 3:

Work-Life Harmony

Autonomy and Flexibility:
INDEPENDENCE



Mattering at Work

Key Components:

- Provide a living wage
- Engage workers in workplace decisions
- Build a culture of gratitude and recognition
- Connect individual work with organizational mission

The U.S. Surgeon General's Five Essentials for Workplace Mental Health & Well-Being¹



Essential 4:
Mattering at Work:
Dignity and Meaning



Opportunity for Growth

Key Components:

- Offer quality training, education and mentoring
- Foster clear, equitable pathways for career advancement
- Ensure relevant, reciprocal feedback

The U.S. Surgeon General's Five Essentials for Workplace Mental Health & Well-Being¹



Essential 5:

Opportunity for Growth:

Learning and Accomplishment/
MASTERY



Worker Voice and Equity-and DEIA

The U.S. Surgeon General's Five Essentials for Workplace Mental Health & Well-Being:



Center:

Worker Voice and Equity



Our Next Steps

- Create listening groups to develop best practices for organizational communication (*short term goal*)
- Develop opportunities for staff to learn from each other – i.e., mentoring opportunities and sharing expertise (*medium term – 6-month goal*)
- Consider universal design/trauma informed care in creation of policies, events, communications, etc. (*longer term – years-long goal*)