

CASE STUDY

Investment in Employee Health Pays Dividends

Background

An investment management firm with more than a dozen locations across the country was interested in expanding its internal wellness initiatives by implementing a well-rounded wellness program for its employees.

Wellness Objective

The company wished to engage a high percentage of employees in wellness initiatives to help maximize productivity in a fast paced environment.

Unique Challenges

Employees are dispersed geographically across the nation in different time zones and job functions range from administrative staff and sales to remote employees and highly compensated investment professionals.

Wellness Workdays Strategy

Wellness Workdays implemented its proprietary, four-step wellness process (Figure 1). An analysis of the firm's culture, health claims and employee interests, along with conversations with key stakeholders from the various locations, confirmed the strategic approach needed to achieve the desired outcomes.

Wellness Workdays created a plan to implement the wellness program in every office, focusing on programs that would appeal to all employees. We developed and utilized a Wellness Council with representatives from each affiliate office to determine direction, promote opportunities and provide valuable feedback.

Under Wellness Workdays' direction, a number of different wellness programs were implemented – from screenings, assessments and wellness challenges to educational webinars, flu shots and walking challenges.

Wellness Workdays successfully engaged more than 65 percent of employees in wellness programming, which centered around areas of high importance to the various locations.

The investment in employee health paid off for the firm.



Figure 1: Wellness Workdays' Proprietary Four-Step Wellness Process



"We could not have achieved the level of success we did without the help of Wellness Workdays. Their innovative programming, which is custom-tailored to our population, has engaged more than 65 percent of our employees in wellness" -Senior Vice President, Human Resources

Key Success Factors

C-level support played a key role in the success of this program. With direction from management, employees felt comfortable taking the time to participate in the wellness programs offered by the company.

The Wellness Council was a vital component to the program. Their input provided Wellness Workdays the necessary information to develop effective and engaging programs that appealed to all employees across the country.

PROGRAM HIGHLIGHTS

Figure 2: Wellness Challenges Promote Competition, Fun and Healthy Behaviors

12 Week Wellness Challenge

280 employees lost over 1,200 pounds and exercised over 13,000 hours

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www.wellnessworkdays.com

Wellness Outcomes

Wellness Workdays' strong evaluation measures helped the firm determine the overall success of their wellness initiatives. The company experienced improvements in the following areas:

1. High Morale

- More than 90 percent of employees report that they are highly satisfied with the bank's wellness program and it is a key component of employee morale and retention.
- The firm's wellness challenges (Figure 2) have brought the dispersed populations together through healthy competition and fun.

2. Greater Productivity

- Employee surveys indicate that the wellness program is a key factor in increasing productivity.
- Employees report that stress affects their productivity less often as a result of the wellness program.

3. Lower Health Care Costs

- Based on the data collected in the initial year of the wellness program, the total cost avoidance for medical costs and lost productivity is more than \$367,000.
- The number of high-risk employees dropped by almost substantially while many others moved into the low-risk group.
- The number of healthy employees increased due in part to the focus on nutrition and stress.