



Building an Effective Wellness Program

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EWSNetwork

- ▶ EWSNetwork was founded in October 2003
- ▶ Clients in over 110 locations and in over 60 cities
- ▶ Over 25 wellness consultants and many more strategic affiliates
- ▶ Average client engagement for onsite programs is >85%.

Benefits Canada

- ▶ Winner - 2014 Benefits Health and Wellness Program of the Year Award
- ▶ Winner - 2014 Benefits Canada Engagement Award
- ▶ Finalist - 2014 Benefits Canada Communication Award
- ▶ Finalist - 2014 Benefits Canada Strategic Partnership Award
- ▶ Finalist - 2013 Benefits Health and Wellness Program of the Year Award
- ▶ Finalist - 2013 Benefits Canada Strategic Partnership Award
- ▶ Finalist - 2012 Benefits Health and Wellness Program of the Year Award
- ▶ Winner - 2012 Benefits Canada Strategic Partnership Award
- ▶ Winner - 2011 Benefits Canada Health and Wellness Program of the Year Award

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We're in trouble....



Conditions	% of Canadians
Overweight	60%
Physically Inactive	53%
High Cholesterol	40%
Report Stress	23%
High Blood Pressure	20%
Smoking	17%
Diabetes	8%

*Statistics Canada 2012

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Unhealthy Employees are Affecting your Bottomline

75% of health care costs are a direct result of unhealthy lifestyles. Factors such as:

- ▶ Obesity
- ▶ Poor eating habits
- ▶ Physical inactivity
- ▶ Smoking

are responsible for the vast majority of health risks and their associated costs. These health risks are skyrocketing in the Canadian population.

Making the Business Case for Investments in Workplace Health and Wellness, Conference Board of Canada, June 2012

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The Good News

Many chronic conditions are preventable:

- ▶ 80% of Type II Diabetes
- ▶ 80% of Heart Disease cases
- ▶ 40% of cancers are linked to lifestyle behaviours that can be avoided.



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Making the Business Case for
Investments in Workplace Health and
Wellness, Conference Board of
Canada, June 2012



What is a Corporate Wellness Program?

Wellness programs are on-site services that:

- ▶ Identify health-related risks in the employee population.
- ▶ Promote and sustain good employee health and encourage them to take these habits home.

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What is out there?

- EAP (72%)
- Flu shot (70%)
- First aid/cpr (64%)
- Employee recognition (61%)
- Ergonomic/workstation assessment (58%)
- Time off in lieu of overtime (55%)
- Flexible work program (55%)
- Staff appreciation events (54%)
- Wellness newsletter (49%)
- Nutrition education (40%)



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Others?

- Smoking cessation (36%)
- Fitness subsidy (35%)
- Blood pressure screening (30%)
- Onsite fitness program (29%)



- ▶ Only 26% took a strategic approach to improving employee wellness.



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Benefits and Objectives

- ▶ The right thing to do
- ▶ Improve the health and wellness of employees
- ▶ Improve the culture of the workplace
- ▶ Decrease the costs of health benefits
- ▶ Decrease STD/LTD and Workmen's Comp
- ▶ Improve productivity and decrease absenteeism
- ▶ Retention / Attraction
- ▶ Marketing

Return on Investment

Wellness programs save about 1.5 to 1.7 days in absenteeism per worker over 12 months, or an estimated \$251 per employee per year in savings. Sun Life-Ivey Canadian Wellness ROI study meta-analysis, 2012

For every \$1.00 spent on wellness programs:

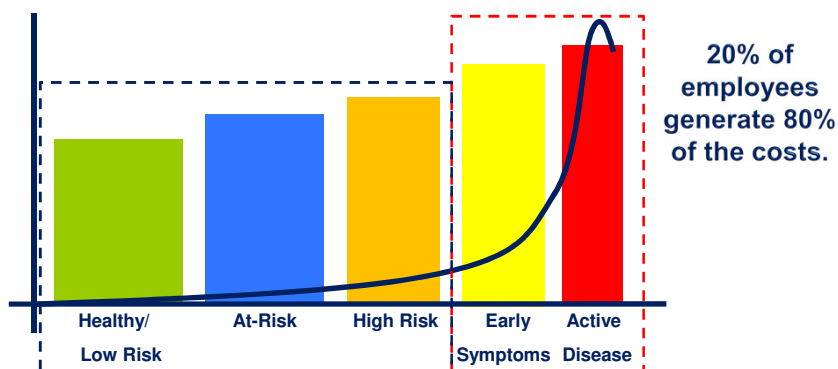
- Medical costs fall by about \$3.27

- Absenteeism costs fall by about \$2.73

Harvard University - Health Affairs, February 2010 USD

Claims Cost Distribution

"Disease Costs, Prevention Saves"



That means, 80% of employees generate only 20% of the costs.

Sit back for a moment and think about your workplace...

- ▶ Is there a place for physical activity – outside or in?
- ▶ When the company provides food, what is it? What kind of food is accessible? In vending machines?
- ▶ How does the company and leadership team approach stress and change management?
- ▶ How big is the smoking area?
- ▶ Do people take breaks throughout the day?
- ▶ Do you offer any resources for people to get help they need?

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Are your employees at risk?

- ▶ How many carry excess weight in their mid-section?
- ▶ How many have high cholesterol?
- ▶ How many have high blood pressure?
- ▶ Does heart disease run in the family?
- ▶ Do they exercise at least 3 times a week?
- ▶ Do they eat right?
- ▶ Do they have strategies to manage stress?
- ▶ Do they seem to have lots of energy?
- ▶ Do you have an aging workforce?

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Components of a Successful Wellness Program

1. Senior management support
2. Exciting program launch
3. Well-rounded Wellness Committee
4. Company analysis and health risk assessment
5. Targeted program design
6. On-going evaluation

Components of a Successful Wellness Program

Senior Management Support

- Approves the overall direction of the program and cultural objectives, including budget support!
- Helps with scheduling and department support.

Wellness Committee

- Committee made up of your peers.
- Ambassadors of the program.
- "Tentacles" of the program. Very valuable source of feedback.
- Meet bi-monthly to go over past, present and future initiatives.
- Marketing, implementation and feedback from previous events.



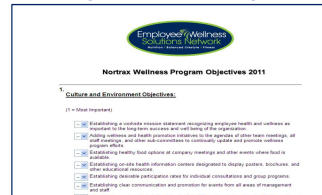
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First 30 days Analysis

Health Risk Assessment



Objectives Surveys



Consultation Analysis

Analysis of the First 30-days of One-on-One Consultations



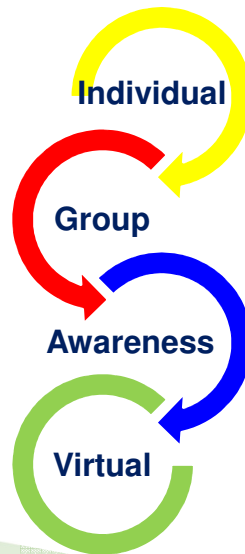
Analysis Matrix

- Drug Classification
- # Health Claims
- \$ Health Claims
- ... and more

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Program Design



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One-on-One Health / Wellness Coaching

- The services of a fitness advisor, nutrition advisor, stress/time manager and lifestyle coach, “all-in-one”!
- 30 minute one-on-one confidential appointments.
- Desired turn-around 4-5 weeks.
- Proven Results – behaviour modification is most effective working with the individual.
- Trust, rapport, accountability, motivation, on-going support



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Examples of Group Programs

Group Programs

- Pedometer challenges
- Lunch n' Learns, Workshops
- Weight Loss programs
- WorkLife Balance Programs
- Nutrition at Work
- Stress Management
- Extreme Lifestyle Makeover
- Lifestyle Poker games
- Sitting Disease
- And **many more!**

Group Exercise Programs

- Walking / Running Programs
- Pilates and Yoga Classes
- Muscle Toning classes
- Stretching Instruction
- Kick-Boxing, Zumba, Step Classes

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Awareness Programs

Materials / Campaigns

- Wellness Kiosks
- Awareness Posters
- POD (Point-of-Decision)
- Monthly Newsletters
- Health Fairs
- E-campaigns
- Recipe campaigns



Walk-arounds

- Consultant walks around the worksite to take information to the individual
- Spot consultations
- Opens up employee to consultant relationship
- Increases awareness
- Builds engagement within the wellness program

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Examples of Walkabouts

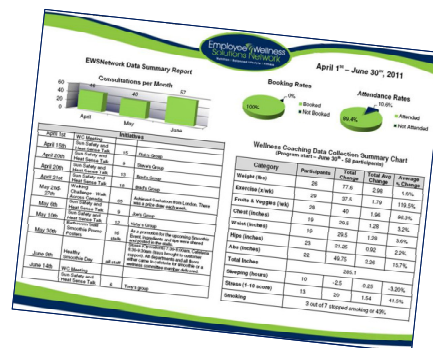
- ▶ Smoothies
- ▶ Green Tea
- ▶ Blood Pressure Checks
- ▶ Desk stretches
- ▶ Stress assessment and strategies
- ▶ Serving of almonds
- ▶ Ph tests
- ▶ Healthy hydration tips
- ▶ Snack suggestions

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Program Evaluation

- What are participation rates?
- What feedback is coming from employees?
- What benefits are people seeing?
- Is current programming moving towards set objectives?
- What component is having the biggest impact – individual, group or awareness?



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Next Webinar



April 28 and 30th

How to Optimize Engagement

By Meaghan Jansen

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