



# Workplace Wellness Champion Series

## *A ROADMAP TO ENGAGING EMPLOYEES*



THE WORKPLACE *wellness* MOVEMENT  **CHAMPION**

**MODULE 1 – Oct 7<sup>th</sup>**

Defining Workplace Wellness and Setting Objectives

- Workplace wellness fundamentals
- Defining a healthy workplace
- Key elements for planning
- Setting objectives

**MODULE 2 – Oct 14<sup>th</sup>**

Creating a Healthy Culture

- Leadership support
- Wellness champions – creating a dynamic committee
- Which wellness program components support a healthy culture

**MODULE 3 – Oct 21<sup>st</sup>**

Successful Implementation Strategies

- Successful keys to implementation
- Not the ABCs but the CEVs
  - Communication
  - Engagement
  - Visibility
- Creating program depth
- Building the strategy

**MODULE 4 – Oct 28<sup>th</sup>**

Evaluating Your Wellness Program

- Establishing value – What to measure and how to report
- VOI vs ROI
- Why, What, How to evaluate
- Next steps

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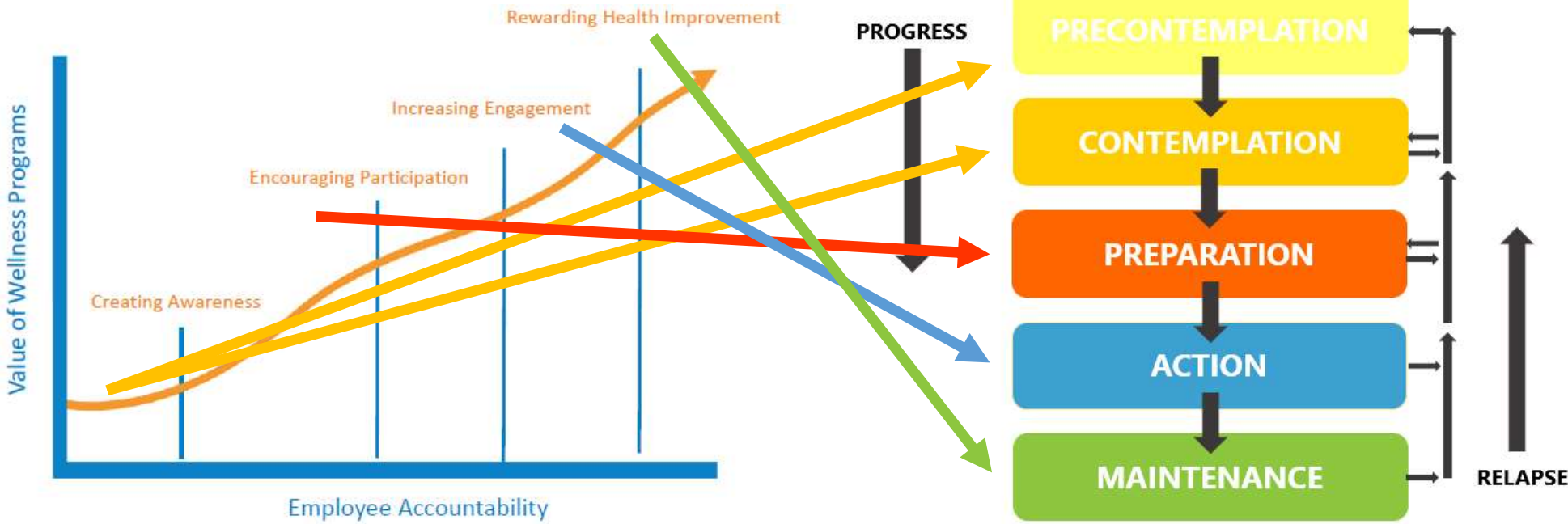
Successful Implementation Strategies

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# Building the Strategy



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Company ABC Jan-June At-A-Glance [subject to change as per wellness committee, needs and interests] HRA Focus [weight management, improved fitness, nutrition, heart health, stress]						
Initiative	Jan	Feb	March	Apr	May	June
Consultations	One-on-One Consultations – on-site					
Individual	NEW Virtual Online Profile, Wellness Tracking, Calendar of Events					
PWP						June
Exercise Class/Series					Walking routes/groups; site specific Yoga/morning stretching	
Lunch n' Learns/Webinars	Healthy Weights	Healthy Weights	It's In You to Move (coincide with site visit)			
Workshop						
Group Challenge [team]			Healthy Potluck at each site		Pedometer Challenge	
Virtual Challenge [team]	Portal and Challenge					
Newsletter	Ongoing Monthly Newsletter and Personal Challenge					
Kiosk / Poster Display	A Healthy Weight for You			It's in You to MOVE		
POD Posters	ongoing					
BPOS Sleeve Posters	ongoing					
Email/On-site/Pay-Stub Campaign	Healthy Weights	Healthy Weights		Taking Breaks	Step Into Summer	
Walk Around		Healthy Snacking with almonds		Desk Stretches		PWP Instructions
Promo Day	Healthy Eating Yogurt Parfaits – month tba					
Wellness Challenge [Individual]			Low GI Foods		Step Check IC	
Virtual Challenge [individual]	Individual Challenge					
Health Fair	Fall 2014					
Corporate Reporting			Q1 Report			PWP & Q2 Report

Programs

SOLUTIONS NETWORK

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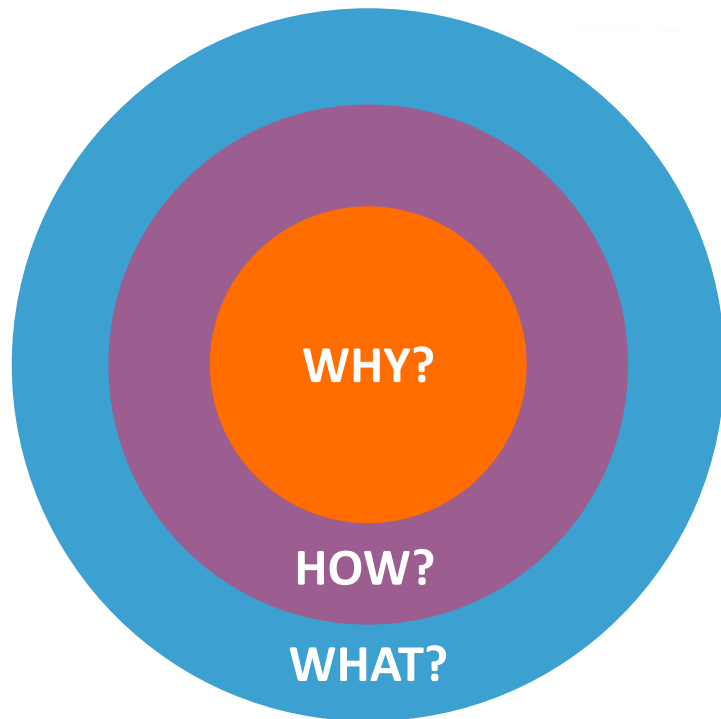
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**WHY** = The Purpose

*What is your cause? What do you believe?*

**HOW** = The Process

*Specific actions taken to realize the Why.*

**WHAT** = The Result

*What do you do? The result of Why. Proof.*

# What is Value?

“Value is determined by addressing the employee and population’s particular health, productivity, and work/life needs, and their (the employees) ability to benefit the organization, workgroups, and the individual.”

Pfeiffer, G. IAWHP, 2017



Value? Depends on who you ask!

## ProfitAbility



We exist to make a profit.

## EmployAbility



My work has meaning.

## Employer Values

- ✓ Health Care Cost Avoidance
- ✓ Impact Absence, Disability, and Workers' Compensation
- ✓ Increased Engagement
- ✓ Recruiting (Employer of Choice)
- ✓ Less Absence
- ✓ Improved Productivity

## Employee Values

- ✓ Improved Health
- ✓ Increased energy, resilience, feel better
- ✓ Enjoyment and fun during work and leisure
- ✓ Employer values their opinions
- ✓ Work Satisfaction
- ✓ Financial Health

Estey, C. IAWHP, 2018

# Global Business Needs



Importance of reasons for promoting wellbeing	All Regions	Asia Pacific	EMEA	Latin America	United States & Canada
Improving performance and productivity	1	2	2	1	2
Improving employee engagement/morale	2	3	1	5	1
Attracting and retaining employees	3	4	3	4	4
Furthering organizations values/mission	4	7	4	3	5
Improving workplace safety	5	1	5	2	6
Reducing healthcare and insurance cost	6	6	10	9	2
Maintaining workability	7	4	6	7	7
Promoting corporate image and brand	8	7	6	5	7
Reducing employee absences	9	10	8	8	9
Fulfilling social/community responsibility	10	7	9	10	10

# M.E. Factors

Meaningful  
Enterprise



Meaningful  
Employment



Meaningful  
Engagement



Meaningful  
Environment



# M.E. Factors

## Business Factors

- ✓ Management Quality
- ✓ Quality of Products/Services Offered
- ✓ Innovativeness
- ✓ Value as a Long-term Investment
- ✓ Soundness of Financial Position
- ✓ Ability to Attract, Develop, and Retain Talent
- ✓ Community Responsibility
- ✓ Wise Use of Corporate Assets

## Health Impact

- ✓ Medical spend
- ✓ Health costs
- ✓ Absenteeism rates
- ✓ Drug costs
- ✓ **Employee health and wellbeing is a business sustainability issue!!!**

Meaningful  
Enterprise



# M.E. Factors

## Business Factors

- ✓ Fair compensation
- ✓ Benefits
- ✓ Respect/Trust
- ✓ Autonomy
- ✓ Advancement
- ✓ Balance
- ✓ Connection
- ✓ Employability/training

## Health Impact

- ✓ Happy employees —twice as likely to be thriving in their lives overall as those who are disengaged and unhappy at work.
- ✓ “Thriving” organizations have less turnover.
- ✓ Thriving organizations have higher levels of well-being.



Meaningful  
Employment



## Business Factors

- ✓ Culture of Health
- ✓ Making health the easier choice
- ✓ Safety
- ✓ Good work climate
- ✓ Open communication/transparency
- ✓ Respect
- ✓ Trust
- ✓ Teamwork

## Health Impact

- ✓ Disengagement
- ✓ **Retention**
- ✓ **Attract/Recruit**



Meaningful  
Environment

## Business Factors

- ✓ Commitment to vision/mission
- ✓ Commitment to business goals
- ✓ Efficient teams
- ✓ Goal focused
- ✓ Fair incentives
- ✓ Balanced recognition
- ✓ Balanced work
- ✓ Well-being

## Health Impact

- ✓ Disengagement
- ✓ Overwhelm
- ✓ Productivity concerns
- ✓ Presenteeism
- ✓ Well-being is associated with greater engagement.
- ✓ Targeted stress and resiliency programs help reduce presenteeism.

Meaningful  
Engagement





## What is Value?

**VOI** = Value on Investment

**VOC** = Value on Caring

**ROI** = Return on Investment



“If employee health is merely a tactic, it can easily be replaced when it underperforms.”

“A *value* is part of an organization’s DNA.”

Pfeiffer, G. IAWHP, 2017

# M.E. Factors – What's the Goal?

Meaningful  
Enterprise

*Cost Management*

**ROI**



Meaningful  
Employment

*Employer of Choice*

**VOI**

**VOC**



Meaningful  
Engagement

*Productivity Management*

**VOI**



Meaningful  
Environment

**VOI**

**VOC**



*Recruitment/Retention*

# Cost of doing nothing?

**\$16.6** BILLION

Cost of absenteeism to  
Canadian employers each year



**37%**

Higher absenteeism

**60%**

More Errors & Defects

**18%**

Lower Productivity

**16%**

Lower Profitability

**37%**

Lower Job Growth

**65%**

Lower Share Price  
Over Time

# Investment of doing something?



Effective Wellness Programs impact employees professionally and personally and clearly contribute to establishing a Culture of Caring



**6 in 10** Canadians believe their employer has some responsibility in ensuring their good health. Research shows that companies that invest in employee health and wellness enjoy valuable returns...

Organizations with effective health programs report **11%** higher revenue per employee, **1.8** fewer days absent per employee per year, and **28%** greater shareholder returns.



Employees that participate in workplace wellness programs are more satisfied in their jobs - **70%** - than those who don't participate in the programs.

**91%** of workers at companies led by leaders that support well-being efforts say they feel motivated to do their best at their jobs.





# Where you today?

## Measuring Outcomes

**ROI** = Return on Investment

- Benefits Data
- Health Claims
- Premiums
- Drug Classifications
- Trend Data
- Absenteeism
- EAP Usage
- STD/LTD



Metrics Collection – what to track?  
**CHAT now!**

# Where you today?

## Measuring Outcomes

**VOI** = Value on Investment

Engagement surveys

Interest surveys

Participation/satisfaction surveys

Testimonials

Health Risk Assessments (both....)

Biometric Screenings (both....)



# Value on Investment (VOI)



# Return on Investment (ROI)

**Comprehensive Strategy**  
**Clear Communication**  
**High Participation**  
**High Engagement**  
**Several Touchpoints**  
**Leadership Support**  
**Reporting**  
**Individually-tailored**  
**Population Health**



# Value on Investment (VOI)



## Return on Investment (ROI)

- ✓ Reduction in sick days
- ✓ Reduction in health claims
- ✓ Reduction in STD/LTD
- ✓ Reduction in health costs
- ✓ Higher engagement
- ✓ Healthier culture



 **WORKPLACE WELLNESS**  
**CHAMPION SERIES**

Nov 4, 11, 18, 25 @11am

**90-Day Starter Kit**  
**Corporate Wellness Membership**  
UNLIMITED EMPLOYEES • FAMILY ACCESS

**FEEDBACK SURVEY!**

How can this series improve?

What did you like?

What would you add?

## To Help Build a Strong Foundation for Your Wellness Program...

**CORPORATE WELLNESS**  
**Professional Series**  
YouTube - @EWSNetwork

**STAY SAFE, STAY HEALTHY**  
[www.ewsnetwork.com/staysafestayhealthy](http://www.ewsnetwork.com/staysafestayhealthy)





## MODULE 4 : RECAP

- ✓ Recording of this Session; Slidedeck
- ✓ Connecting the Dots – article
- ✓ Value of Prevention
- ✓ Essentials to Workplace Wellness Checklist
- ✓ Access to Metrics Data Collection Form
- ✓ Access to November Series Sign Up
- ✓ Access to 90-Day Starter Kit - \$1500 value

<https://ewsnetwork.com/wwc-series/>  
PASSWORD: wwcseries2020

*Thank  
you*

**Meaghan Jansen, MSc.**  
**meaghan@ewsnetwork.com**