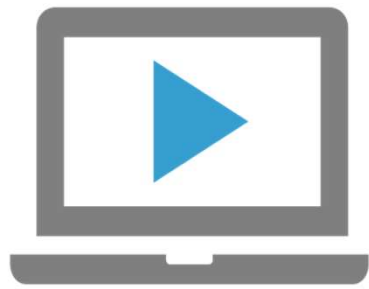


WELCOME! This session will begin at 11am EST



WORKPLACE WELLNESS
CHAMPION SERIES

A ROADMAP TO ENGAGING EMPLOYEES

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Webinar Recordings, Webinar Resources,
Content, Materials, Webinar Slides

Closes Friday, Nov 6th

***Constant Contact**

ewsnetwork.com/wwcs-hub-tbdhu



MODULE 1

Defining Workplace Wellness
and Setting Objectives

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

MODULE 3

Successful Implementation Strategies

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

MODULE 4

Evaluating Your Wellness
Program

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





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and Setting Objectives

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MODULE 4

Evaluating Your Wellness Program

- Establishing value – why evaluate?
- VOI vs ROI
- Why, What, How to evaluate
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How is Value Determined?...

“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



Why Evaluate?

- Maintain accountability
- Measure effectiveness
- Provide outcome-based reasons to continue to support the wellness program
- In conjunction with program design and implementation

helps define program's goals

Institute for Health and Productivity Studies Johns Hopkins
Bloomberg School of Public Health, 2015



Why Evaluate?

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helps define program's goals

What's important?

- Baseline measures (benchmarking)
- Process measures and outputs (program design/implementation)
- Program outcomes (short, medium, long-term goals)
 - short/medium = monthly/annual
 - long = 2-3 years

Institute for Health and Productivity Studies Johns Hopkins
Bloomberg School of Public Health, 2015



CHAT BOX

As it relates to your workplace wellness program/initiative, what do you measure/track?

M.E. FACTORS

Meaningful
Enterprise



Meaningful
Employment



Meaningful
Engagement



Meaningful
Environment



MEANINGFUL ENTERPRISE

Business Factors

- Cost containment/Profitability
- Management Quality
- Quality of Products/Services Offered
- Innovativeness
- Value as a long-term investment
- Soundness of financial position
- Community responsibility
- Bottom line

Well-Being Influence

- Some health costs
- Absenteeism rates
- Disability rates
- Paramedicals, EAP usage
- Employee health and well-being is a business sustainability issue!!!

Meaningful
Enterprise



MEANINGFUL EMPLOYMENT

Business Factors

- Fair compensation
- Benefits
- Respect/Trust
- Autonomy
- Advancement
- Employability/training



Meaningful
Employment

Well-Being Influence

- Engagement
- Satisfaction
- Culture/morale metrics
- *"I'm happy where I am..."*
 - 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.
 - Balance and connection.

MEANINGFUL ENGAGEMENT

Business Factors

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

Well-Being Influence

- Engagement
- Productivity
- *"I know how I fit in to the bigger picture"....*
 - Well-being is associated with greater engagement
 - Integrated work, teams
 - Work/life balance

Meaningful
Engagement



MEANINGFUL ENVIRONMENT

Business Factors

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

Well-Being Influence

- Retention
- Attraction/Recruitment
- Employee Turnover
- *"I want to work here!"*
 - Happiness
 - Purpose
 - Engaged work
 - Teamwork

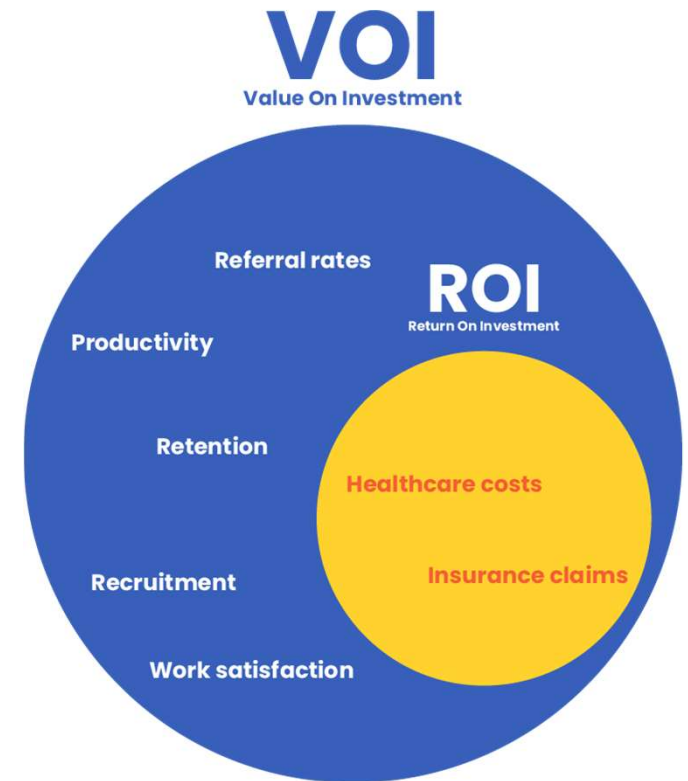


Meaningful
Environment

MEASURING OUTCOMES

ROI = Return on Investment
VOI = Value on Investment
VOC = Value on Caring

“Only attribute success to medical cost savings, missing big picture....”



Pfeiffer, G. IAWHP, 2017; Edington DE, Pitts J. Shared Vision, Shared Values, 2016

MEASURING OUTCOMES

ROI = Return on Investment
WHY?

- Health care costs
- Sick days
- Disability claims



- $ROI = (\text{effectiveness} - \text{costs of program}) / \text{costs of program}$
- Metric Trend Progress
= % changes / comparative data

Benefits

70% of global employers seeing ROI on employee well-being programs: survey

By: Staff | June 12, 2023 | 15:00

Baxter et al., .Am J Health Promot. 2014 Jul-Aug;28(6):347-63; O'Donnell, Am J Health Promot, 2015 Jan-Feb 2015;29(3):v-viii
Cherniak, Occupational Health, 2013.



Sample – drug classifications

Question		2018 (Aug 1/17 - July 31/18)	2019 (Aug 1/18 - July 31/19)	2020 (Aug 1/19 - July 31/20)	2021 (Aug 1/20 - July 31/21)
Top 10 Therapeutic Classifications (by Number of Claims)	1	Hormones and Synthetic Substitutes	Cardiovascular Drugs	Cardiovascular Drugs	Cardiovascular Drugs
	2	Central Nervous System Agents	Central Nervous System Agents	Central Nervous System Agents	Central Nervous System Agents
	3	Cardiovascular Drugs	Hormones and Synthetic Substitutes	Hormones and Synthetic Substitutes	Hormones and Synthetic Substitutes
	4	Unclassified Therapeutic Agents	Gastrointestinal Drugs	Gastrointestinal Drugs	Gastrointestinal Drugs
	5	Gastrointestinal Drugs	Anti-Infectives	Anti-Infectives	Anti-Infectives
	6	Autonomic Drugs	Autonomic Drugs	Autonomic Drugs	Autonomic Drugs
	7	Anti-Infectives	Eye, Ear, Nose and Throat Preparations	Eye, Ear, Nose and Throat Preparations	Unclassified therapeutic Agents
	8	Skin and Mucous membrane Agents	Unclassified Therapeutic Agents	Unclassified Therapeutic Agents	Eye, Ear, Nose and Throat Preparations
	9	Eye, Ear, Nose and Throat Preparations	Skin and Mucous Membrane Agents	Skin and Mucous Membrane Agents	Skin and Mucous Membrane Agents
	10	Serums, Toxoids, and Vaccines	Electrolytic, Caloric and Water Balance	Electrolytic, Caloric and Water Balance	Electrolytic, Caloric and Water Balance

Baxter et al., .Am J Health Promot. 2014 Jul-Aug;28(6):347-63; O'Donnell, Am J Health Promot, 2015 Jan-Feb 2015;29(3):v-viii
Cherniak, Occupational Health, 2013.



Sample - % change - drug claims cost

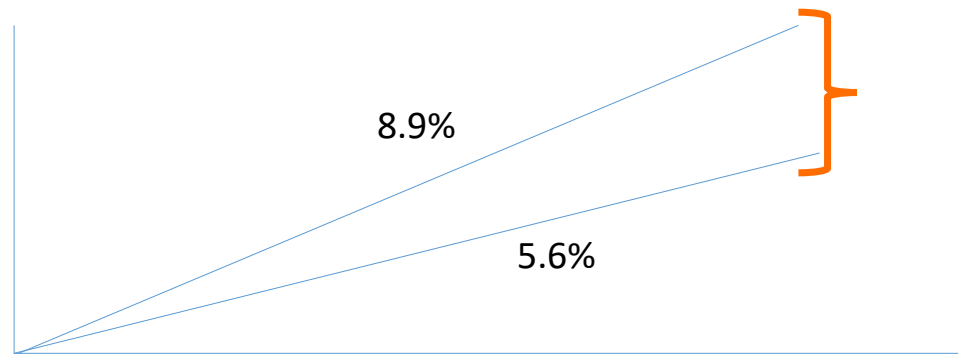
2020	2021	% change
\$1678	\$1545	-8.6% (reduction) $(1545-1678)/1545$
\$1123	\$1234	8.9% (increase) $(1234-1123)/1123$

Baxter et al., .Am J Health Promot. 2014 Jul-Aug;28(6):347-63; O'Donnell, Am J Health Promot, 2015 Jan-Feb 2015;29(3):v-viii
Cherniak, Occupational Health, 2013.



Sample - % change - drug claims cost

2021	2022	Slope changes
8.9% inc	\$5.6% inc	3.3% change in slope



Baxter et al., .Am J Health Promot. 2014 Jul-Aug;28(6):347-63; O'Donnell, Am J Health Promot, 2015 Jan-Feb 2015;29(3):v-viii
Cherniak, Occupational Health, 2013.



MEASURING OUTCOMES

VOI = Value on Investment

- Participation
- Health risks
- Job satisfaction
- Productivity
- Attract or retain talented employees
- On-the-job safety
- Impact business performance and profitability
- Fun factor

VOI measures how a wellness program affects qualitative business attributes

VOI is a measure of effectiveness
= % changes / comparative data

Aldana, 2020: Wellsteps;
hero-health.org/wp-content/uploads/2015/02/HERO-PHA-Metrics-Guide, 2015
Mercer Evaluation Report



MEASURING OUTCOMES

VOC = Value on Caring

- Improve relationships
- Improve connection
- Reduce churn
- Improve innovation
- Improve employee energy levels at work
- Improve comradery and team effectiveness
- Improve morale



VOC measures how a wellness program affects people

VOC is a measure of connection
= % changes / comparative data

Edington DE, Pitts J. Shared Vision, Shared Values, 2016
Sparling, Prev Chronic Dis, 2010 Jan; 7(1): A25.

What's the goal? What to measure?

Meaningful
Enterprise
Cost Management
ROI



Meaningful
Employment
Employer of Choice
VOI
VOC



Meaningful
Engagement
Productivity Management
VOI



Meaningful
Environment
VOI
VOC
Recruitment/Retention



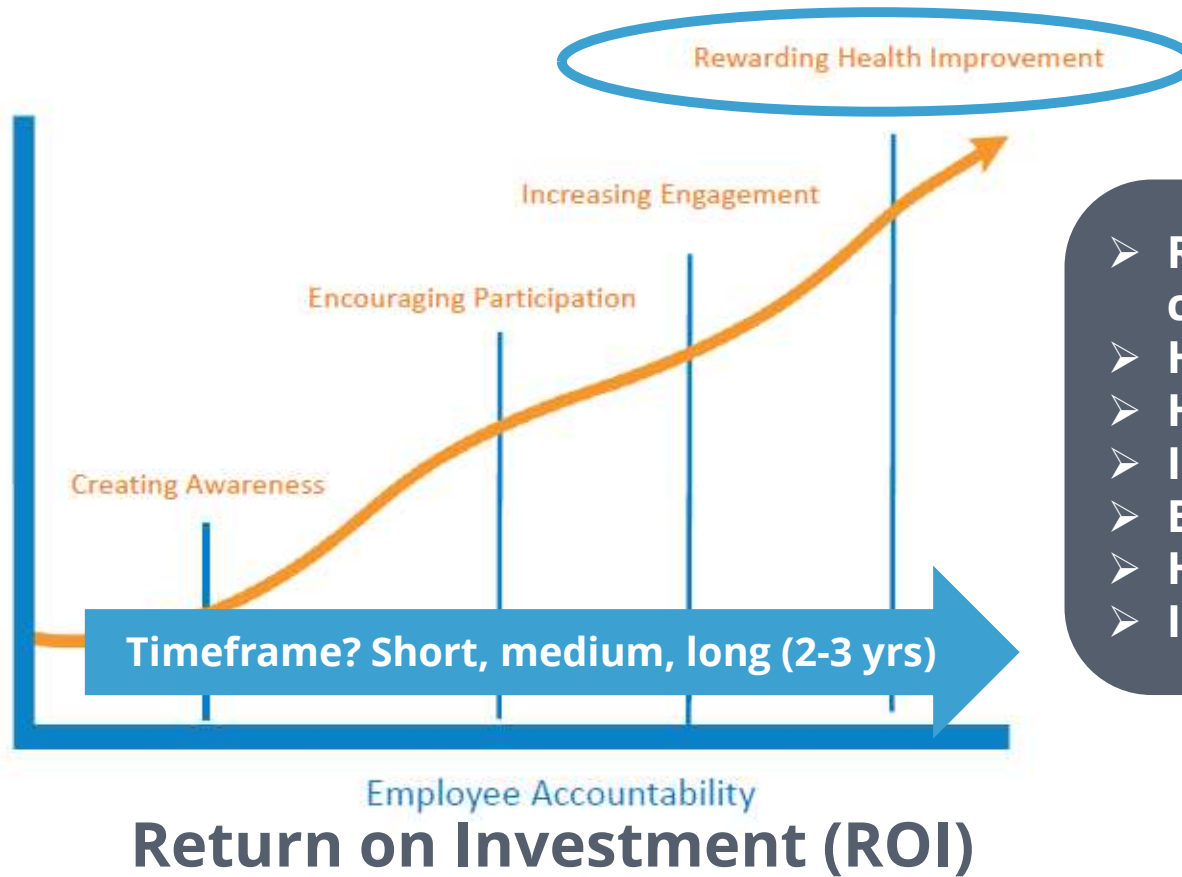
Value on Investment (VOI)



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)



- Reduction in health costs
- Higher engagement
- Healthier culture
- Improved morale
- Better culture
- Happier people
- Integrated teams

THANK YOU FOR PARTICIPATING!



Guidance & Support to Optimize Your Wellness Strategy

Stage 1 BENCHMARKING (approx. 8-10 hrs)

Objective: To complete the organizational audit and metrics assessment (data and events).

Process:

- Training & Action Items
- Review of Findings
- Complete Final Benchmarking

Stage 2 PLANNING (approx. 15-20 hrs)

Objective: To identify main objectives of wellness program, understand the connection to the corporate strategic plan, create multi-level toolbox with evaluation measures and develop a communication strategy.

Process:

- Training & Action Items
- Review of Findings
- Complete Final Planning

Stage 3 DESIGN (approx. 6-10 hrs)

Objective: To build the strategic plan and determine implementation schedules and tasking.

Process:

- Training & Action Items
- Review of Findings
- Complete Strategic Plan

Stage 4 IMPLEMENTATION (approx. 2 hrs*)

Objective: To identify how best to optimize your wellness program following the completion of the first three stages to ensure success.

Areas of discussion: program launch, building a wellness team, wellness assessment (HRA/PPWA), structured health campaigns, communications, events, evaluation measures.

Process:

- Training
- Enjoy your efforts!

mentorship@ewsnetwork.com

***4 month program:** Your EWSNetwork Corporate Wellness Specialist will be there step by step, month by month, to make sure each step is followed.



with Meaghan Jansen, MSc.



Meaghan Jansen, MSc.
meaghan@ewsnetwork.com



MEMBER PORTAL ACCESS

ewsnetwork.com/wwcs-hub-tbdhu



*Thank
you*

Meaghan Jansen, MSc.
meaghan@ewsnetwork.com

MODULE 4: *Recap*

- Recording of this Session; Slide deck
- Value of Prevention
- Essentials to Workplace Wellness Checklist
- Access to Metrics Data Collection Form
- Access to discounted **Mentorship Program**





FEEDBACK/EVALUATION SURVEY Until Friday, Nov 6th

What did you like?
What would you add?
Knowledge now vs beginning?

TBDHU.com/workplaces

