

Special Report: The Future of Employee Wellness



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SPECIAL REPORT:

The Future of Employee Wellness

Understand the Past, Present, and Future of Employee Wellness

REBECCA JASPER, LISW, ACSW, BCC
FOUNDER OF BALANCING CHANGE MINDFULLY



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EXECUTIVE SUMMARY

A Quick Look at the Future of Employee Wellness

The traditional concept and strategies of employee wellness are by no means new. However, due to significant communication and technological advances as well as, a shifting of the generational guard, a new paradigm of employee wellness will soon be upon us. It is imperative that forward-thinking companies accept and take responsibility for innovating more affordable, accessible and confidential employee wellness systems and programs in a market that is traditionally driven by government policy. It is proven that investing in high impact and powerful employee wellness solutions has a positive return on investment (ROI) as workplace productivity increases and more importantly, overall employee happiness not only scales but sustains.

If you're reading this, then you likely are in charge of or oversee a company that has plans to implement or improve an employee wellness program in the future. In this Special Report: The Future of Employee Wellness, we will be taking a look at the history of employee wellness: What has gone well, What needs improvement, and most importantly, How progressive companies can lead the way to scaling both happiness and productivity. While at the same time, reducing costs for their stakeholders.

You Will Understand and Learn:

- How to design an innovative and more effective employee wellness strategy
- How to measure the success of your employee wellness efforts
- The history of employee wellness and its current state
- The future of employee wellness and how to best position your organization

"It's imperative that forward-thinking companies accept and take responsibility for innovating more affordable, accessible and confidential employee wellness systems and programs in a market that is traditionally driven by government policy."

Rebecca Jasper



HISTORY OF EMPLOYEE WELLNESS

From the Beginning; to the Required; to the Game-Changing

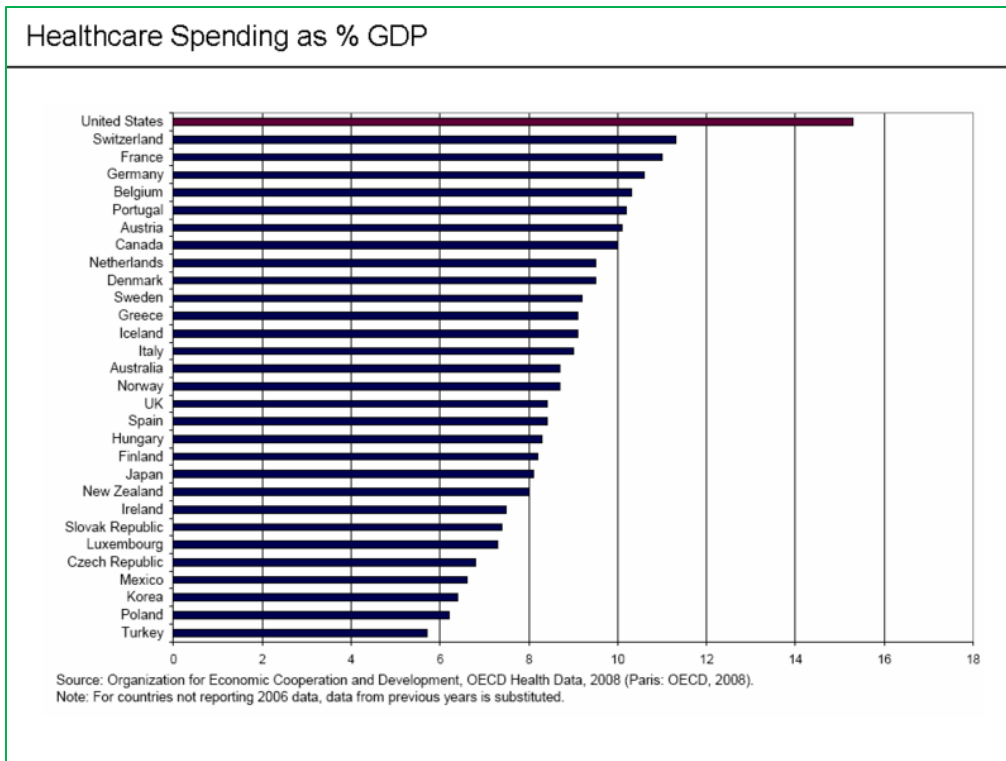
Employee wellness, also known as workplace wellness or corporate wellness, is defined as any workplace health promotion activity or organizational policy designed to support healthy behavior in the workplace and to improve health outcomes.

Mindful of the overall organizational benefits, innovative companies have been creating opportunities for their employees to stay healthy, both mentally and physically for quite some time. For example, The Pullman Company in 1879 established a company centric athletic association along with employee-only housing, shops and schools.

Due to the increasing costs of healthcare, to both the United States government and US based corporations, state funding and mandates pushing employee wellness programs have continued to increase since the 1960s. Employee Assistance Programs (referred to as EAP), initially gained large traction during the 1960s and early 1970s as in-house alcoholism programs for corporations.

During the mid to late 1970s, concerns of employee privacy pushed companies to seek outsourced providers and shift away from the in-house model. During the mid-1970s many companies began to expand their employee assistance focus to also include substance abuse, family issues and emotional services. Companies such as Wells Fargo Bank and Pacific Gas & Electric Company lead the way during this time period in rolling out organizational wide programs.

As major concerns over the United States obesity epidemic gained traction in the 1990s and early 2000s, innovative corporations incentivized by federal and state funding, began to push the envelope on employee wellness programs.



Today, when many individuals think leading-edge employee wellness, they think of Google, Quicken Loans, Intuit and other bountiful perk infused corporate giants that provide an incredible amount of benefits and other impressive amenities. These companies are constantly competing to be ranked in Forbes Magazines' "Top Companies to Work For" and due to their employee wellness benefits have developed some of the most impressive talent development pipelines in their respective industries. However, the majority of companies have nowhere near the resources or capabilities to pull off such an employee focused work-life wellness plan.

Nonetheless, the data proves that the companies whom make employee wellness a top priority, not just a necessary and required policy; show above average productivity, growth and revenue.

"If we leave the human factor out of our business calculations, we shall be wrong every time." William H. Lever, Founder of Lever Brothers

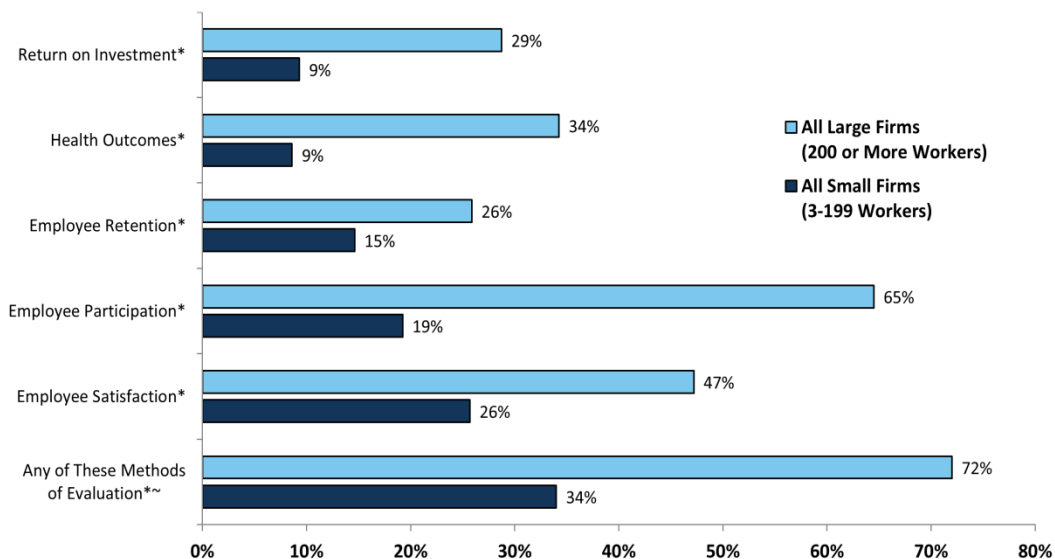


MEASURING EMPLOYEE WELLNESS SUCCESS

Tracking and Optimizing Employee Wellness Success

According to the Wall Street Journal, today nearly 90% of employers offer wellness incentives, up from 57% in 2009. However, the majority of companies who have implemented employee wellness programs still struggle to track the effectiveness of their employee wellness efforts as only 34% of organizations report actually measuring their results. A lack of proper evaluation methods inevitably leads to lag and lack of program optimization and improvement.

Among Firms Offering Health Benefits and Wellness Programs, Percentage of Firms Using the Following Methods to Evaluate Wellness Programs, By Firm Size, 2013



* Estimate is statistically different between All Small Firms and All Large Firms within category ($p < .05$).

** Includes firms that use any of the methods of evaluation indicated in this exhibit.

SOURCE: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2013.





The most effective metric to track your employee wellness success is being able to directly correlate organizational efforts to return on investment (ROI). Companies can calculate ROI in the absolute if it offsets the rate of increase in health plan costs. For example, if the trend was 11 percent per year for three years and becomes 8 percent per year after the implementation of an employee wellness program, then it's working.

However, there are many complexities to effectively measuring employee wellness ROI for many companies. Productivity metrics, such as employee morale, productivity and absenteeism, are challenging to calculate.

7 Ways to Start Tracking Employee Wellness Success

- Utilization of employees
- Positive feedback from employees
- Reduction of health insurance costs
- Improvement in employee satisfaction
- Requests for additional programs
- Reduction in sick days and absences
- Employee's likelihood to recommend

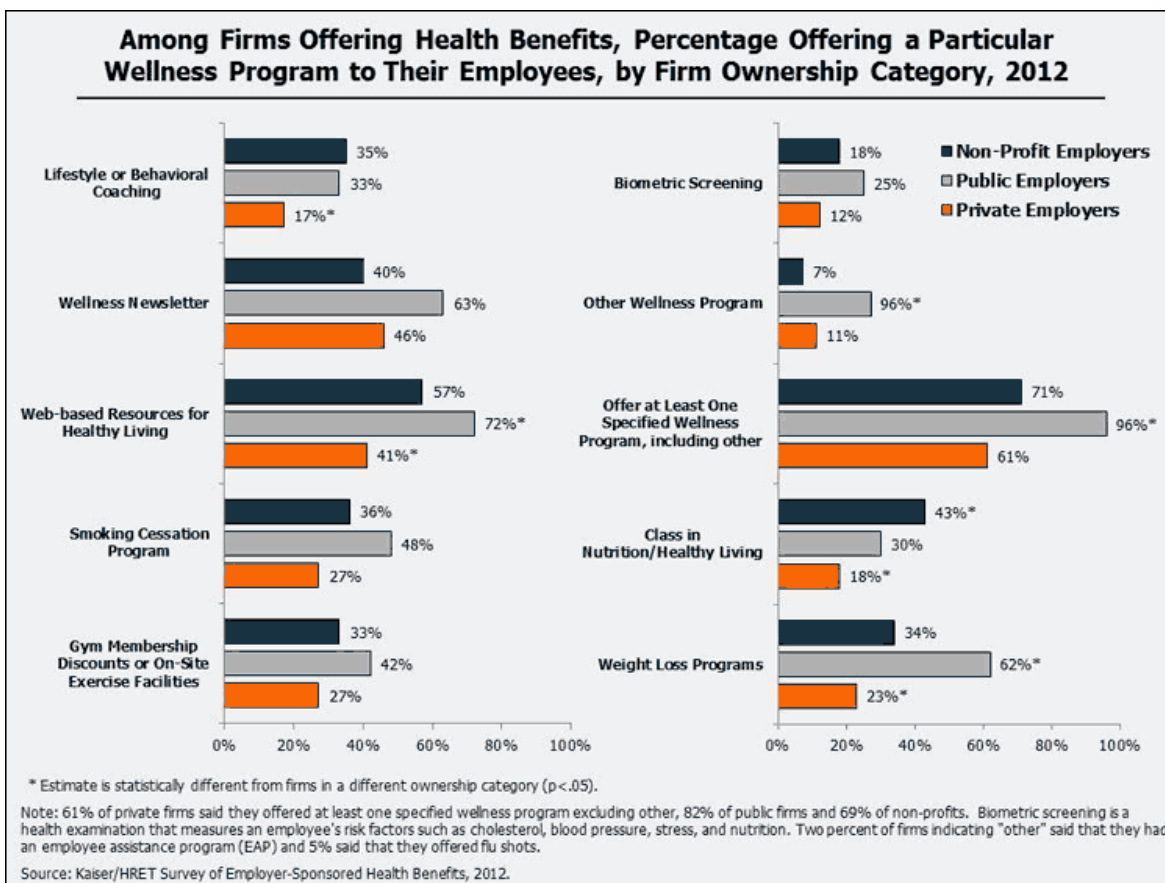
It is essential to implement and monitor a system that tracks organizational metrics and aggressively works towards understanding how your employee wellness program directly moves the needle on your company's ROI. Build a feedback system and employee wellness dashboard so your company is able to utilize your program to directly increase your organizational business drivers. This system will allow your business to best leverage your employee wellness program to accelerate human capital growth and improvement.



THE FUTURE OF EMPLOYEE WELLNESS

A New Paradigm of Employee Wellness and Growth is Here

Over the past sixty years, major change in the employee wellness space has been slow. Progress is often dictated by the bureaucracy of government policy. However, now there is hope. Today, the continued acceleration of technology is forcing companies to wake up and offer their workforce more innovative and impactful solutions.



Recently, 90% of employers confirm that technology has had a positive impact on employee engagement in wellness programs. In addition, 94% of employers who use technology for employee wellness believe it has been instrumental in improving employee perception of the organization's employee wellness efforts.



Companies that are early adopters in technology and services that improve employee wellness metrics are reaping the rewards. Not only are employees more motivated initially to get involved, companies are seeing much higher employee wellness participation retention and results.

From giving out physical exercise tracking hardware devices, to investing in software and employee wellness app technologies, innovative companies are continuing to test and invest in the future of their wellness efforts.

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More and more game-changing business leaders are now understanding and harnessing the power of the mental health side of employee wellness that focus on the improved overall health and behavioral changes. For far too long there has been a distinct and hard line between the physical and mental health side of wellness. However now, influential business leaders such as Richard Branson and policy makers such as President Barack Obama are pushing for an understanding and increase in not just mental health programs but including them in the wellness initiatives.

In order to improve physical health it is imperative to address underlying mental blocks and belief systems that cause people to sabotage success. Thus, the mental health component of employee wellness program is critical to having successful results in one's overall health. Accountability and education on various mental health topics is needed to raise awareness of one's comprehensive health needs.

Technology today provides the opportunity for employees at scale to receive affordable, accessible, confidential and most importantly, personal one-on-one mental health and wellness coaching and counseling services. Technological advancements, such as secure video conferencing, and accountability tools, has created a new paradigm of employee wellness that will undoubtedly scale the ROI of companies and organization's that invest in next generation employee wellness services.



CONCLUSION

Investing in Employee Wellness Technology Has a Positive ROI

As more companies take a proactive approach in designing their employee wellness programs, those that are investing in technology to better serve their constituency are seeing an uptick in their overall results. Employers investing in employee wellness offerings that utilize technology are experiencing not just happier more productive employees, but are seeing accelerated ROI and organizational revenues. This new paradigm of employee wellness, spear-headed via technology, is and will continue to increase employee accountability, education, goal-setting and results for years to come.

ABOUT THE AUTHOR

Learn About Rebecca Jasper, LISW, ACSW, BCC



Garnering over 30 years of experience in the counseling and coaching industry, Rebecca Jasper founded Balancing Change Mindfully to positively impact people all over the world at an affordable rate and with the utmost confidentiality by leveraging the power and convenience of the internet.

Learn more about Rebecca's company, [Balancing Change Mindfully](#), one of the national leader's spear-heading the future of employee wellness in the United States [here](#). Last, feel free to connect with Rebecca Jasper on [LinkedIn](#) or send her an email at rjasper@balancingchangemindfully.com to learn more about how to engage with her and her business.

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