



A White Paper by Quaintise
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CORPORATE WELLNESS

An obligation with great benefits

ABOUT QUAINTISE

Quaintise is a full-service healthcare marketing and advertising agency that is dedicated to helping health and wellness organizations maximize their marketing investment for success in their markets. The company's experts begin by analyzing the client's business plan, discussing long-term goals, and evaluating our client's competition to determine best practices. Based on the findings of this research and their deep understanding of the healthcare industry, the agency develops integrated marketing strategies and initiatives that are designed to achieve and exceed each client's goals.

Knowing that every health and wellness organizations business goals are different, Quaintise works personally with every individual organization that seeks its services to create the most personalized, effective, and impactful programs to achieve optimum results. Quaintise's healthcare marketing services include:

- Marketing campaign development
- Social media management
- Online marketing
- Content development
- Public relations
- Brand strategy and development
- Business development strategies
- Digital advertising
- Strategic marketing plans
- Corporate wellness marketing



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Healthy living & the workplace

The United States workforce demographics witnessed a relevant change in the recent years. This demographic shift generated changes within the American society on many levels; people's vision towards daily matters and their priorities evolved. In fact, the newer generation of Americans abide by a set of beliefs and ideas in every aspect of life, and apply new trends at home, in public spaces, and even at the workplace. The term "healthy" has gone on to mean more than just not being sick. Wellness is now a daily pursuit, a way of life, and sought-after as a life goal, especially at work.

To cope with this, employers have a responsibility to incorporate elaborate wellness programs that guarantees an attractive work-life balance. Such programs are magnets for top talents within any given industry. Corporate wellness has been the subject of many studies and all the yielded results seemed to pour in the same stream. Wellness programs appear to be highly valued by employees as their productivity and creativity increases and they gain higher control over healthy behaviors at work. In a nutshell, companies with strong health and wellness programs in place will attract high quality employees.

Executives should capitalize all the positive aspects of incorporating a wellness program. Reducing health-care costs, decreasing stress levels, lowering absenteeism, and improving morale are the immediate results of well implemented corporate wellness programs. These efforts offer an effective path towards achieving higher engagement and productivity on the employees' end.

Communication is a crucial while implementing the wellness program, and one of the best ways to tackle it is to elaborate a full-blown wellness marketing campaign that aims to better inform employees of their benefits and highlight the tools available to them within the program. Quintise highly recommends this approach that has been verified on the numerous experiences the company had while working with its clients on the creation and the transmission of a proper corporate wellness campaigns.

Choosing wellness program components

Overall wellness programs should target specific risk behaviors that lead to various preventable diseases. Companies ought to aim for comprehensive programs that help employees successfully mitigate health risks and move towards living more productive, healthier, and happier lives. The programs include:

- Stress reduction programs
- Weight loss programs
- Health risk assessments
- Health screenings
- Exercise and nutrition programs
- Nutrition education
- Flu vaccination clinics (can also include other vaccinations like the shingles vaccines)

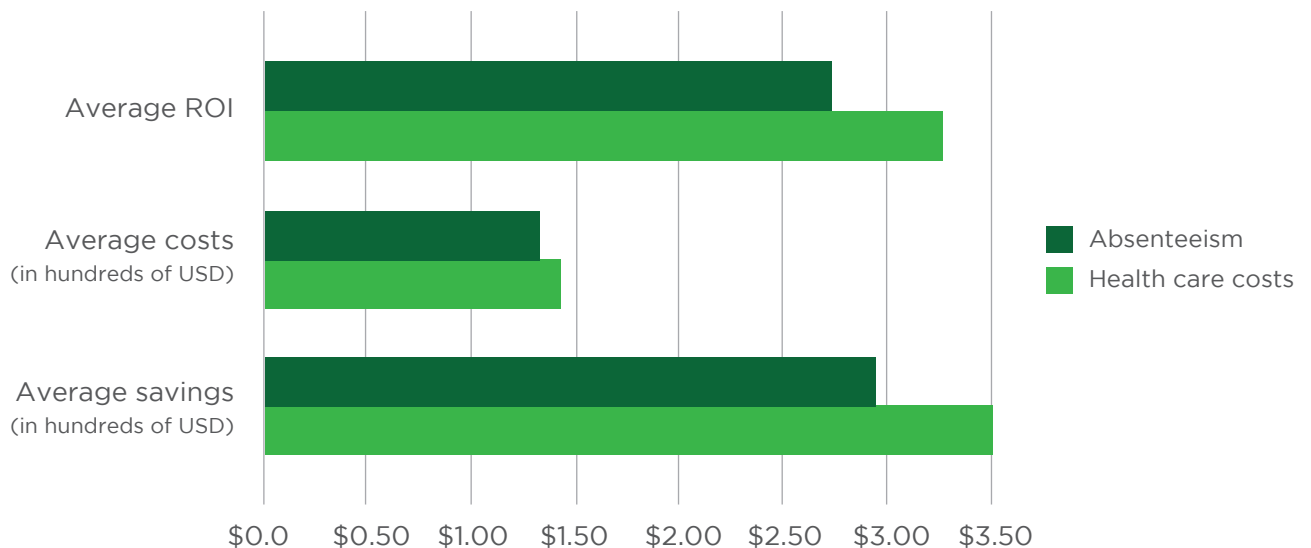


Return on Investment (ROI)

Many of the programs that are offered through worksite wellness deal with primary prevention of disease. According to Ron Z. Goetzel's review of the Assessment of Health Risks with Feedback (AHRF), employees are generally encouraged to be more physically active, receive education about adapting to a healthy diet on a daily basis, learn how to manage stress levels and if appropriate, stop smoking (Goetzel, 2010). These primary prevention techniques will ultimately lead to long-term health behavior change and reduce the risk of disease development.

A meta-analysis completed by the School of Public Health at Harvard University, in the United States, healthcare costs associated with worksite wellness programs fall about \$3.27 for every dollar that is spent on wellness programs and absenteeism costs fall about \$2.73 for every dollar spent. The results of this study show an increased return on investment in these wellness programs (Baicker, 2010). Similarly, several industries have suggested a positive return on investment for every dollar invested on the program. For example, the Citibank Health Management Program reported an estimated savings of \$4.50 in medical spending per dollar spent on their wellness program (Ozminkowski, 2010).

	Average savings (in hundreds of USD)	Average costs (in hundreds of USD)	Average ROI
Health care costs	\$3.58	\$1.44	3.27
Absenteeism	\$2.94	\$1.32	2.73



Summary of Employee Wellness Studies Analyzed

Study Focus	Number of Studies	Average Sample Size Treatment Comparison	Average duration (years)	Average savings*	Average costs*	Average ROI*
Health care costs	22	3,201 4,547	3.0	\$358	\$144	3.27
Absenteeism	22	2,683 4,782	2.0	\$294	\$132	2.73

Source: <http://content.healthaffairs.org/cgi/content/full/29/2/hlthaff.2009.0626/DC2> a Per employee per year, costs in 2009 dollars. b Average of the individual return-on-investment (ROI) figures for each study.

PRODUCTIVITY

According to the AHRF review, health promotion interventions that are provided at the worksite are found to impact employee health and productivity (Goetzel, 2010). With our rapidly aging workforce, we see an increased prevalence of chronic health diseases and low potential for longer working lives that would benefit both the individual and society. By not addressing the health needs of this aging population, it may cause the individual to spend more money to address those chronic conditions later and at a greater cost.

A study published in February 2017 completed by The Integrated Benefits Institute in San Francisco California analyzed the combined impact of workplace safety, employee health, and job demands on worker absence and job performance of 16,926 employees. An essential enrollment requirement was that the employees must be employed at a company where a worksite wellness program is available as a resource for health management. Work productivity was the main outcome of interest and was measured by absenteeism and presenteeism. The study concluded that if employers want to reduce health related productivity losses, they should implement a worksite wellness program. This is the way to reduce absenteeism and improve workers' health and productivity (Jinnett, 2017). Investing in employees' health and well being will establish advantages for both the employer and employee in terms of reducing health care costs and the amount of work that an individual is able to do. This kind of investment is only worth it when it is well planned, communicated, and executed. Quintise is an experienced partner when it comes to putting in place the right strategies to communicate the essence of these wellness ideas to employees.



CONCLUSION

It's essential for employers to take a deep dive into the factors that make worksite wellness programs successful and understand the most efficient ways to achieve a business model that embraces wellness as an integral part of the company's culture. This success is highly linked to how the program is structured, communicated, and marketed to the staff. Quintise has deep expertise with establishing corporate wellness initiatives and will actively work with companies to put forth the optimal program through strong marketing and communication strategies.

Employer-based wellness initiatives improve staff's health and result in substantial cost savings for companies. No matter what your company's size is, offering the most adequate wellness program to your team can only have a positive impact on your bottom line. Start by committing to the idea, then work on an efficient execution with the assistance of Quintise. A well-structured and efficiently marketed wellness program fitting your organization will be brought to life and will yield the expected impactful results that will improve health outcomes for employees.

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