

13TH ANNUAL OHIO

***Employee
Health &
Wellness***
CONFERENCE

Workshop B

Fundamental Practices – How Corporate Wellness Programs Can Motivate, Inspire & Retain Employees, Bolstering Morale & Building a Better Corporate Culture ... the Connection between Productive Employees & Wellness

9:45 a.m. to 11:00 a.m.

Biographical Information

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Dave has over 25 years of sales and operations experience in the health and wellness space both on the individual side and in the corporate wellness space with Life Time Fitness, Club Corporation of America, and with Wellness IQ. Dave has designed, developed, and implemented many different types of wellness offerings in the past 20 plus years and all of the corporate designs have led to greater workforce productivity, return on investment, and overall employee health. Dave is a Certified Health Care Reform Specialist, and has given many lectures and workshops on the topic of workplace wellness and its positive effects on employee population and employer bottom lines.

Wellness IQ is a best in class corporate wellness solution that can be customized for optimum results. Wellness IQ offers best in class loyalty and rewards platforms, biometric screenings, on site services, health coaching, and have designed hundreds of wellness calendars for corporate partners all across the country. WellnessIQ has hundreds of corporate clients in over 30 states with employee participation in all 50 states for employer groups from as few as 25 to as large as several thousand employees all across the country. WIQ has been featured as a recent Weatherhead 100 category winner, and is in the top 500 fastest growing companies in the United States according to Inc. 5000.

Wellness IQ

Earning Your Way to Better Health

The Connection Between Corporate Wellness and Productive Employees



Agenda

- Current research on employee productivity and engagement
- The environment of change and results
- Fundamentals of a successful wellness program
- Partnerships and investment
- Is it time for our company to introduce or change employee wellness?



The Competitive Edge: Your employees

- Long-range strategy for sustained results
- Well-being: Physical, mental, emotional and fiscal
- Building the health of the work community
- Leveraging current communications
- Return on investment



Top 5 Influencers of a Positive Work Environment

1. Transparent and Open Communications
2. Work-Life Balance
3. Training & Development
4. Recognition for Hard Work
5. Strong Team Spirit



The Wellness Effect



- **67%** of employees said participation in wellness programs **increased their engagement** in employer's mission and goals.
- **91%** of employees participating in wellness programs have **improved their fitness**, with **89%** indicating **improved happiness and well-being**.
- **46%** of employers and **51%** of employees agree the biggest obstacle to increased participation is **lack of time**.

Source: Study released by Humana and the Economist Intelligence Unit, Feb. 2017

Disengaged employees cost an estimated \$450 billion to \$550 billion a year in the U.S.

No more than one-third of employees are truly engaged at work

- Continuously seek feedback and upgrade skills and knowledge
- Work with team to execute organizational plans
- Advocate for positive change



Source: The Engagement Institute – a joint venture of The Conference Board, Deloitte Consulting LLP, Sirota-Mercer, ROI Institute and The Culture Works

Employer Results

- 1.48:1 Return on Investment
- 11% reduction in average workers' compensation claims
- 7.4% reduction in short-term disability and workers' compensation days taken
- Net reduction in lifestyle-risk factors in the population



Source: C. Everett Koop Award/Alcon Laboratories/The Vitality Group

Employer Results

- Over 80% of employers offer some form of wellness
 - Employer may already be invested without manageable outcomes
- Advancement of technology creates a true 24/7 program
 - Alleviates daily management by HR or Benefits team
- Reinforces employer support of the employee and families
 - Some programs offer options to include spouses and children

Source: [\[insert here\]](#)



Bolstering Engagement

Corporate leaders are urged to bolster employees' personal responsibility by regularly:

- Connecting their work to the organization's mission
- Recognizing their contributions
- Promoting a collaborative environment

Source: The Engagement Institute – a joint venture of The Conference Board, Deloitte Consulting LLP, Sirota-Mercer, ROI Institute and The Culture Works



Fundamentals of a Successful Wellness Program

- Communication
- Recognition and Reward
- Team Building
- Employer Support
- Wellness Partner
- Investment



Communication

- Goal: Advance awareness and improvement of employee wellness
- Design program around current forms of employee communication
 - Email campaign
 - Web-based and smart phone access – any time, anywhere
 - Consistent reinforcement of achievements
 - Involvement of volunteer employee champions
- EEOC and HIPAA compliance for U.S.-based employer



Communication: Introduction of Program

- 50-70% of your employees want to take action to improve their health
- Confidential and brief survey of lifestyle
- Voluntary option to complete assessment of medical health (blood pressure, cholesterol, BMI, diet and nutrition)
- Establish baseline and allow employees to set goals
- Option to synchronize fitness devices and mobile applications
- Gamification and social media



Recognition and Reward

- Employers with an incentive strategy realize +30% higher engagement
- Recommend a multi-year incremental program
- Build familiarity with foundation of improved health and the program
- Year 1 based on the completion of activities and rewards for completion
 - Complete wellness survey
 - Complete health measurements: biometrics
 - Activity tracking



Recognition and Reward

Options to coordinate with insurance benefits:

- Contribution to insurance premiums
- Deposits to Health Savings Account (HSA)
- Deposits to Health Reimbursement Account (HRA)
- Additional benefits



Team Building

- You have a core of employees already interested in “championing” the effort
- Wellness Partner to ensure consistent communication and address any employee questions
- Individual and Team competitions for participation are built into the program
 - Individuals select their preferred activities or alternatives
 - Create a collaborative and friendly competition
 - Employer able to setup activities to support corporate charities and community



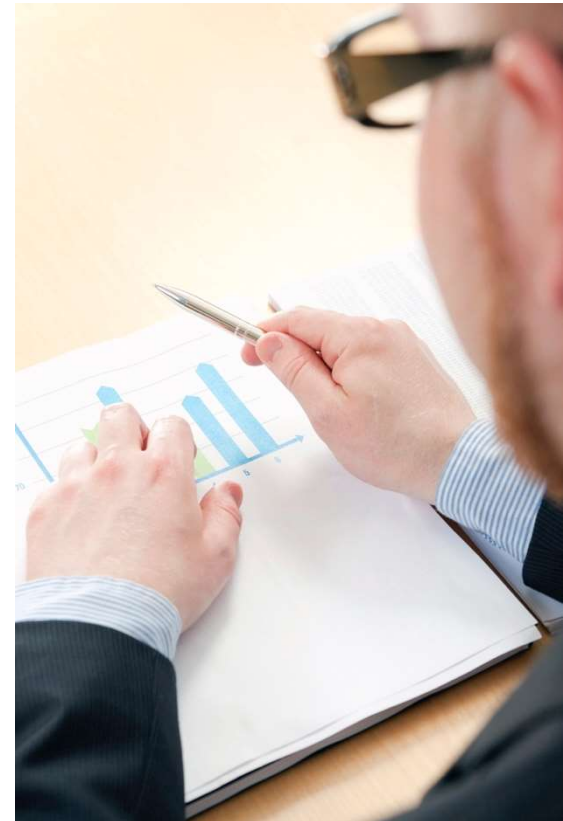
Employer Support

- Wellness Partner creates and introduces each step of the program
- Prepared emails and postings for the C-suite to reinforce the program
 - Create organization chatter around the activity and achievements
- Multi-generational application based on favorite activities



Wellness Partner

- Manages the program along with the designated Employer Contacts
- Alleviates daily management of program from Human Resources or benefits administration
- Specialization in the introduction of the program
- Expertise with the interpretation of the results
- Resolution of employee questions



Investment: A Cup of Coffee

- Includes monthly administration
- Medical measurements: biometrics
- Incentives and rewards
- Employee communications



Cost-effective Program with Results

- Use of employer communications
 - Reinforces work-life balance
 - Development of employee well-being
 - Recognition of achievements in both work and life
- Strengthens team building efforts with an integration of multiple departments, specializations and generations
- Dynamic and flexible



Cost-effective Program with Results

- Effective partnership with Wellness Partner
- Works with your current benefits advisor or directly with the employer
- Depth of support with expertise in various programs and wellness
- Coordination of entire program



Interested?

- Simple collection of information with number of employees
- Share current types and modes of communication with employees
- Identify interests and goals for both the employer and employees
- Effective program implementation
 - 90-120 days for set up



Exclusive Focus on Wellness

Wellness/Q provides wellness solutions aligned with the company goals and culture to promote an environment of employee engagement and measurable results.

The ongoing development of the solution is consistently measured and communicated with the employer to promote a results-oriented outcome.



Contact Us

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