

# FEARLESS IS KEEPING YOUR EMPLOYEES IN MOTION

Promoting wellness programs at  
your organization



Excellus    
LIVE  
FEARLESS 

# HOW HEALTHY EMPLOYEES HELP DRIVE YOUR BUSINESS FORWARD

There's no quick fix when it comes to managing health care costs. But there is one way you can help keep them under control: keep your employees healthy with a wellness program.

It's so effective that 92% of organizations now offer at least one type of wellness benefit to employees. And 61% offer complete general wellness programs.<sup>1</sup>

So rise to the challenge of managing your health care costs. Start doing more to promote employee wellness today.

## IT'S NEVER TOO EARLY TO START ENJOYING THE BENEFITS OF A NEW WELLNESS PROGRAM.

Investing in your employees' health is easier than you think. Especially when you have a partner focused on ensuring your employees have the health care coverage and support they need. We can help you:

- Determine which program is right for your organization by collecting and analyzing information on your workforce's wants, needs, and concerns
- Set measurable, achievable goals—and create a detailed, cost-effective plan based on your employee health profile to help you reach them
- Ensure your program stays relevant and engaging with ongoing support
- Track which initiatives are having the biggest impact on employee health and your bottom line

## WORKPLACE WELLNESS SHOULDN'T FEEL LIKE WORK.

Wellness programs don't just keep costs in check. By increasing employee happiness and productivity, they can also help you retain—and attract—the best talent. So keep your program fun. Use creativity to encourage your employees to live healthy. The more interesting you make your program, the more engaged your employees will be.

## 4 TIPS FOR AN ENGAGING WELLNESS PROGRAM

- 1 Talk to your employees to figure out what they're interested in doing.
- 2 Offer rewards or bonuses for employees who quit smoking, participate in weight loss programs, or adopt other healthy behaviors.
- 3 Get creative with it: introduce on-site yoga, scavenger hunts, standing desks, or an office smoothie machine.
- 4 Consider other benefits such as a 24-hour nurse line, CPR and first aid training, or an on-site blood pressure monitor.

\$1.50

The return on every dollar invested in overall wellness efforts<sup>2</sup>

\$3.80

The return on every dollar invested in programs targeting chronic diseases (diabetes, obesity, etc.)<sup>2</sup>

TO LEARN MORE ABOUT WELLNESS PROGRAMS, VISIT EXCELLUSBCBS.COM.

# WHY WELLNESS PROGRAMS REALLY WORK

Wellness programs offer a host of benefits for both employers and employees. That's why over half of employers in the U.S. now offer an overall wellness program to their employees.<sup>1</sup>

## THESE 8 RISKS AND BEHAVIORS...

- ① Poor Diet
- ② Poor Stress Management
- ③ Excessive Alcohol Consumption
- ④ Physical Inactivity
- ⑤ Smoking
- ⑥ Lack of Health Screenings
- ⑦ Insufficient Sleep
- ⑧ Poor Standards of Care

## ...DRIVE THESE 15 CHRONIC CONDITIONS

- ① Congestive Heart Failure
- ② Lung Disease
- ③ Diabetes
- ④ Coronary Artery Disease
- ⑤ Cancer
- ⑥ Arthritis
- ⑦ High Cholesterol
- ⑧ Allergies
- ⑨ Sinusitis
- ⑩ Depression
- ⑪ Kidney Disease
- ⑫ Hypertension
- ⑬ Back Pain
- ⑭ Obesity
- ⑮ Asthma

Sources:

1. 2016 Employee Benefits—A Research Report by SHRM.
2. "Do Workplace Wellness Programs Save Employers Money?," Rand Corporation, 2014
3. "Proof Positive," Zoe Consulting, 2012

Copyright © 2016, Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association. All rights reserved.



 **39%**  
of people with obesity reduce BMI by > 1 pt/year (5–10 lbs.)

 **\$2,554**  
lower Workers' Comp claims

 **20%**  
less in medical spend

 **\$451**  
less in Short-Term Disability claims

 **38%**  
more engaged

 **10x less**  
likely to be hostile

 **17%**  
more likely to still be working there in 1 year

 **28%**  
more likely to recommend their workplaces

 **18%**  
more likely to go the extra mile for the organization

**VISIT EXCELLUSBCBS.COM.**