

Developing and Implementing a Wellness Strategy



We improve the health of your employees and their families by measuring and monitoring the health factors individuals can manage, ensuring access to providers who have a track record of delivering the most effective care at the most reasonable price, and driving appropriate engagement in your programs.

It's no secret that unhealthy behaviors and health risk factors — including poor nutrition, lack of physical activity, excessive stress, and smoking — can lead to serious and expensive health problems that decrease the productivity of your workforce, ultimately impacting your organization's competitiveness. Employer sponsored wellness strategies and incentives encourage employees and their families to adopt healthier lifestyles through various programs — and can help reduce your health care costs, decrease your short- and long-term disability claims, positively impact absenteeism and presenteeism, and increase employee engagement.

Employer interest in — and the sophistication of — workplace wellness programs has grown dramatically. Today's programs aim to improve employee health and reduce the risk of disease by changing employee health behaviors, as well as the workplace environment and culture. A comprehensive wellness strategy includes program goals, a multi-year business strategy, and metrics to measure return on investment (ROI). When well designed, wellness programs can help improve the health and productivity of employees while delivering financial results to the organization.

What We Can Do for You

Knowing how to develop or refine your wellness strategy can be daunting. We'll work with you throughout the process to help construct a program that meets the near- and long-term goals and objectives of your organization. Specifically, we can help you:

Develop a strategic business plan for wellness. We'll work with you to establish program goals and a business case by helping you define your objectives, goals, and metrics, and create a strong argument to gain support and buy-in from senior management. Not surprisingly, we have found that companies with the most successful programs are those that consider wellness to be an investment, not a cost. Further, we can help you work with your leadership team to engage them in speaking out to support the organizational and cultural change needed. Experience shows this support to be vital in transitioning from a platform in which wellness was just a part of a benefits package to one in which wellness is truly a way of life.

We'll help you identify the right stakeholders to engage in leading this initiative, and work with you to get them involved from day one. We'll help you organize an internal wellness steering committee to make sure your programs continue to develop according to plan while also meeting your objectives. And we'll make sure you have a defined approach supported by the right infrastructure and governance to make your wellness program a success.

In addition, from the time we start working with you on your wellness initiatives, we'll make sure to establish methods to measure ROI. We'll help you focus on the right goal-based metrics that are most meaningful and produce the greatest benefit to your company. To date, we've found some of the most common metrics to include reductions in health care spending, a decrease in absence rates, improved morale, and reduced turnover, and we'll help you determine what makes most sense for your organization.

Assess your current programs and identify areas for improvement. We'll start by taking an inventory of all your current wellness activities, and determine their breadth and effectiveness. We can do this quickly and easily using an exhaustive inventory of employer best practices designed to measure the effectiveness of consumer-driven initiatives and health management programs.



Learn More

To find out more contact our
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www.conduent.com/hrservices

After we have an understanding of your current programs, we'll work with you to assess employee attitudes, perceptions, and behaviors by conducting interviews, surveys, and/or focus groups. We learn first hand the programs that your employees and their families are most interested in and the types of incentives that provide the greatest motivational power, and we'll use this knowledge to refine your programs. Further, we'll help identify the barriers preventing more widespread buy-in and participation in wellness efforts, so that program and communication tactics can target and help resolve any roadblocks. We can also benchmark your programs against your peers using results from our survey, Working Well: A Global Survey of Health Promotion and Workplace Wellness Strategies, to give you a better understanding of your peers' wellness offerings and how your activities compare.

Design programs that will motivate your employee population. Combining the insights gained from your employees with your company objectives and budget, we'll help you develop effective incentive reward strategies. We know the number of possibilities seems endless, but we also know what works. We'll work to find the right mix of tangible and intangible incentives to motivate your employees to adopt the healthier behaviors that will drive your desired program results.

We'll also work with you to evaluate and select your wellness vendors. We'll help you develop a Request for Proposals, negotiate the contract and fees, and make a final selection. We work with many well-respected vendors on a daily basis — we know what to look for in a successful partnership, and we know what to avoid. We also know how to separate hype from reality in this continually emerging field.

Through our work with clients, we've learned that the most effective wellness programs are those that are integrated with other health offerings, such as disease management, behavioral health, and medical and pharmacy benefits. Integrating tools and web-based resources is also critical to deliver a cohesive and streamlined message to employees that equips them to take action. We'll help you design your wellness programs to complement your existing initiatives, helping you control health care costs while addressing the health needs of your employees and their families.

Help ensure the success of your wellness program.

Once you've launched your wellness initiatives, you'll want to make sure your employees stay informed and involved. We'll work with you to develop communications that drive engagement and behavior change through a combination of vendor communication and targeted outreach designed to meet the unique needs of your employees and their families. We'll help ensure your programs stay fresh and fun so your employees remain interested and engaged.

Finally, we'll work with you to set milestones to capture and measure results. Through program analysis and feedback from employees and stakeholders, we'll determine what's working and what needs to be changed — and we'll work with you to refine your approach to continue to meet your business objectives and the ongoing needs of your employees and their families.

