

Getting Wellness Well: Examining the paradigm of today's wellness culture

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The most successful wellness strategies integrate wellness concepts into many aspects of the employee experience, in order to successfully:

- a) Return employer investment in wellness programming;
- b) Shift environmental, behavioral, and cultural patterns which impact wellness outcomes;
- c) Demonstrate and promote organizational commitment to influencing employee health and well-being.

Description

What if your wellness strategy wouldn't fit in a box? Hear inspired perspectives supplemented by data and theory in this interactive session designed to evolve the discussion about wellness programming.

Learning Objectives

- Propose an integrated framework to address wellness needs
- Explore the range of viable wellness performance indicators
- Establish a creative space in which to examine the foundational elements of wellness strategy

Engagement Strategies

Use both conventional and creative means to engage session participants. Throughout the session, provide participants with opportunities to both share and reflect upon experiences and insights. Use research (e.g., case studies, statistics, etc.) as the foundation for several interactive discussions designed to build consensus and guide key conceptual transitions during the session. Use activities and creative exercises to engage participants intellectually, psychologically, and creatively, and to facilitate understanding of key themes.

Session Highlights

Individuals: The "I" in Team

Invite the audience to participate in the session both as organizational representatives and as individuals. Briefly explore concepts of identity (e.g., roles/responsibilities assumed by individuals) and fulfillment and their relationship(s) to individual wellness states and wellness challenges. Validate the challenges faced by HR leaders in their efforts to mitigate increasing costs in an environment of increasing health risk. Establish a creative space in which to explore wellness concepts, challenges, and opportunities, and integrated solutions to answer them.

Wellness Concepts vs. HR deliverables

Engage audience as session participants. Broadly explore the concept of wellness. Clarify terminology to be used during the session (e.g., wellness; wellness program; wellness strategy; known risk and emerging risk, etc.). Gather feedback on present-day HR deliverables for workforce wellness (i.e., How is a wellness strategy directive articulated to HR/by HR? How clear are the deliverables?)

(continued)

Session Highlights (cont.)

Wellness Program vs. Integrated Wellness Strategy

Based on discussion about wellness as a concept/HR deliverable, explore the key differences in the design and delivery of a.) a wellness program and b.) an integrated wellness strategy. Explore the relationship of goals to potential efforts.

Best Practices and Current Outcomes

Establish wellness programming as a viable method of improving employee health with ROI studies and documented best practices. Review published research on wellness program outcomes documenting ROI; Review common program elements from published case studies.

Best Practices vs. Better-Than Best Practices

Discuss opportunities for innovation in employer-sponsored wellness strategies and programs. Reflect on current wellness practices and propose guiding principles consistent with current HR thought-leadership (e.g., people/strategy/culture alignment strategies; performance indicators and metrics; diversity of resources; trust-building; self-awareness; accountability; etc.). Review data from recent YES Universe Wellness Gap Analysis.

Proposing an Integrative Framework

Identify the relationship of wellness goals to organizational performance. Identify the relationship of wellness goals to organizational mission, vision, and values. Evaluate organizational engagement strategies to identify direct and indirect engagement opportunities. Introduce the concept of experiential engagement. Propose an integrated framework to address wellness needs/goals.

Benchmarking Tools & Performance Indicators

Review common benchmarking tools. Explore opportunities to enhance common tools (e.g., HRAs, feedback surveys). Discuss methodologies for gathering benchmarks outside the area of known risk. Evaluate feasibility of benchmarks around emerging risk indicators and lifestyle balancing factors. Review commonly used wellness program performance indicators; propose an expanded set of performance indicators to measure expanded engagement strategy impacts.

According to Ron Goetzel, PhD, Founding Director, Institute for Health and Productivity Studies (IHPS), Cornell University:

- The average employer spends between \$2,500 and \$5,000 per employee, per year on healthcare delivery.
- With a well-designed, well-implemented, science- and evidence-based wellness program, it is very possible to achieve an ROI of \$3 for every \$1 invested, based on current research on health promotion outcomes.

Supplemental Materials

Provide a “Wellness Strategy Facilitation Toolkit” to session participants. The Toolkit will help facilitate wellness strategy conversations and meetings. It will also provide practical strategy development, execution and engagement tools.

Guides and tools such as the following will be included:

- Strategy Development and Integration guides
- Employee Engagement Channel maps
- Strategy Development and Engagement worksheets
- Goals/Solutions and Resource Planning worksheets
- Solution Integration checklists