7 Benchmarks for
Building a successful Wellbeing Roadmap

Emily Brainerd – September 27, 2018
Physical health emphasis

Benefits strategies for cost management

Right program and vendor

Participation incentives

Inconsistent alignment with mission/vision/values, desired culture, key business objectives

Multi-dimensional (employee and family) wellbeing with strong social networks

Employee Experience, becoming an employer of choice

Right culture and environment

Inspire change, support sense of purpose

Wellbeing as a cultural imperative that drives engagement and enables high performance
WELCOA’s 7 Benchmarks

- Leadership
- Collaborate
- Data
- Plan
- Whole Employee
- Environment
- Evaluate
Benchmark #1

Committed and Aligned Leadership
Align with Operational & HR Priorities

- Revenue or Sales Growth
- Maintain or Decrease Overall Operating Costs
- Control Benefit Costs
- Employee Engagement & Productivity
- Employee Training and Development

Attracting & Retaining Competitive Talent!!

Benchmark #2

Collaboration in Support of Wellness
Top 3 Reasons for Not Offering a Wellness Program

- 54%: No staff and/or time to plan or implement programs
- 32%: Budget
- 28%: Lack of Employee Interest

Benchmark #3

Collecting Meaningful Data to Evolve a Wellness Strategy
Benchmark #4

Crafting an Operating Plan
Despite wellbeing being a high priority by over two-thirds of employers (68%)…

Only 18%

Have a comprehensive strategy

Benchmark #5

Choosing Initiatives that Support the Whole Employee
Benchmark #6

Cultivate Supportive Health Promoting Environments, Policies, and Practices
Dimensions of Wellbeing

The WHOLE person comes to work every day....

&

each employee’s wellbeing influences individual and organizational performance
Benchmark #7

Conduct Evaluation, Communicate, Celebrate, and Iterate
Evaluating wellness program performance

Program measurement metrics

- Employee participation: 55%
- Employee engagement: 36%
- Biometric data: 29%
- Health risk assessments: 27%

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