

IMMEDIATE RELEASE

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SIBSON'S *HEALTHY ENTERPRISE STUDY* REVEALS EMPLOYERS WITH HEALTHY CULTURES EXPERIENCE LOWER COSTS, TURNOVER AND ABSENCE

NEW YORK, March 1, 2011 -- [Sibson Consulting](#) recently conducted a *Healthy Enterprise Study* to examine how organizational health improvement efforts evolve over time and to assess how a healthy culture impacts an organization. In the course of exploring the nature, scope and effectiveness of employers' healthy enterprise efforts, Sibson created a **Healthy Enterprise Index**. This index establishes a quantitative basis for characterizing organizational effort. Sibson found higher scores associated with lower health care costs, turnover, extended absences, and workers' compensation costs.

According to **Steve Cyboran**, Sibson Vice President and study leader, "The return on investment in becoming a healthy enterprise is potentially considerable. Employers should carefully design their initiatives to ensure an effective business outcome."

Michael Wilson, CEO of the [International Foundation of Employee Benefit Plans](#) added, "Our members are invested in the importance of leading their organizations toward becoming healthier enterprises. We believe that developing a healthy enterprise strategy with dedicated leadership and an effective workplace is key to decreasing long-term health care costs and improving employee health."

Other key findings include:

- **Strategic focus is important to program effectiveness.** Leadership, a strategic plan, and collaboration among vendors correlate with overall wellness effectiveness.
- **Metrics matter.** Investing in a healthy culture can be measured through lower health care costs, turnover and absence.
- **Effectiveness matters.** Although only 17% of the organizations were effective at strategies that focus on optimal health and behavior, these organizations enjoyed the greatest impact.

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The Healthy Enterprise Study results suggest that to become a healthy enterprise, employers should:

- Establish a dedicated initiative leader and a wellness committee.
- Create a vision for a healthy culture and develop a healthy enterprise strategy that aligns with and supports the business strategy.
- Involve key stakeholders.
- Measure outcomes.

Background:

In late 2009 through 2010, Sibson sent invitations to participate in the *Healthy Enterprise Study*. In addition, several professional business organizations, including the **International Society of Certified Employee Benefit Specialists (ISCEBS)** and the **International Foundation of Employee Benefit Plans (IFEBP)** asked their corporate members to participate. Nearly 300 employers participated, representing more than 2 million employees, in a range of industries in 44 states, the District of Columbia and Canada.

To view the complete survey, click here:

<http://www.sibson.com/publications/surveysandstudies/HEall.pdf>

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Sibson Consulting (www.sibson.com) a Division of Segal, provides strategic human resources solutions to corporate and non-profit employers. Sibson's services include benefits, compensation, talent and performance management, communications, sales force effectiveness and change management. Sibson has offices throughout the U.S. and Canada.

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The **International Foundation of Employee Benefit Plans** (www.ifebp.org) is a nonprofit organization dedicated to being a leading objective and independent global source of employee benefits, compensation and financial literacy education and information. Its membership represents corporate, multiemployer, public sector and Canadian organizations. The **International Society of Certified Employee Benefit Specialists** (www.iscebs.org), a subsidiary of the International Foundation, is a nonprofit educational association providing continuing education opportunities for those who hold or are pursuing the Certified Employee Benefit Specialist (CEBS) and other designations offered through the CEBS program.