

WELLNESS FACTORS^{inc.}

empowering self-care

Thank you for taking the time to learn how investing in your employee's health can:

- impact the quality of their social, mental and physical health.
- improve your businesses performance and bottom line.

Think about the logic of creating a culture that sends a message saying: "We care about the wellness of our employees and their family members."

The logic underlying workplace wellness has continued to prove, during the last decade, how returns on investments (ROI) for wellness initiatives in the workplace go beyond the direct financial savings: reduc-

tions in stress, disability, absenteeism, as well as increasing healthier home life, they can lead to overall higher performance and a more innovative workplace.

"Organizations that will thrive in today's highly competitive global market place will create a workplace environment that foster optimal social, mental and physical health – it is this that evokes people to their best performance."

- Vic LeBouthillier

To learn how to implement wellness activities into your workplace, our team built this 15 minute tour. Additionally, at your request, a more comprehensive 45 minute onsite presentation from one of our senior wellness directors can be conducted.

- **WHAT IS INVOLVED IN INSTALLING A WELLNESS PROGRAM IN YOUR BUSINESS?**
- **WHAT WILL THE SHORT AND LONG TERM BENEFITS BE?**
- **HOW MUCH WORK IS REQUIRED?**
- **WHAT IS THE RETURN ON INVESTMENT (ROI)?**



WHAT IS INVOLVED IN INSTALLING A WELLNESS PROGRAM IN YOUR BUSINESS?

Program Design: Because the wellness needs of each business are unique, a wellness program needs to be tailored differently. A leadership team made up of 2-3 people from your business and one of our senior wellness directors will meet to determine a wellness program that will best suite your business. The program includes initiatives within these four categories:

- Corporate wellness promotions, activities and measures
- 24/7 Counselling access for employee and family members
- 24/7 Coaching (Work-Life) access to help employee and family members achieve personal wellness goals
- Human Resource Best Practice Tools and Consulting

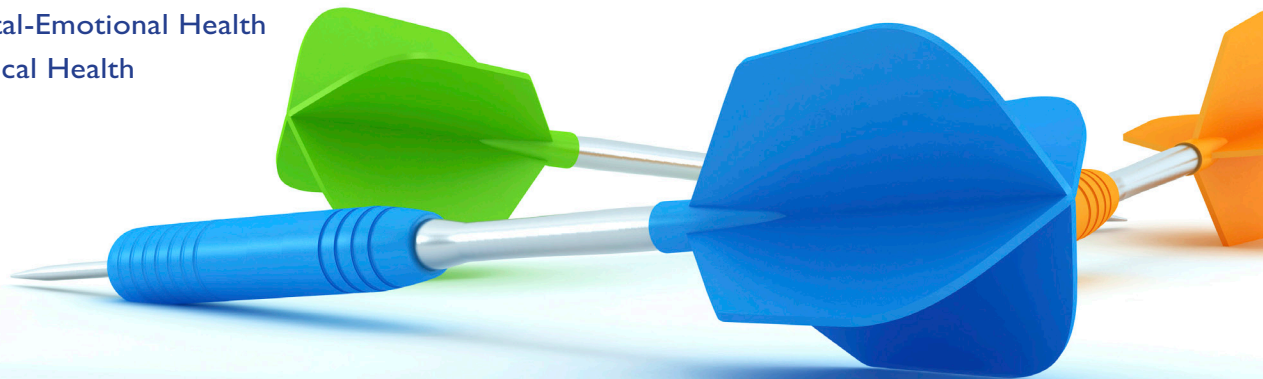
To learn more about each category, [click here](http://www.wellness-factors.com/wellness_programs.php).
([http:// http://www.wellness-factors.com/wellness_programs.php](http://www.wellness-factors.com/wellness_programs.php))

Implementation is carried out after the program design is completed. It begins with an announcement and promotional initiative to both employees and family members, consisting of emails, mail, posters and wallet cards. This phase involves minimal work on the part of the wellness leadership team since it mostly involves online activities carried out by Wellness Factors administrative personnel.

Ongoing Maintenance includes carrying out promotional initiatives, conducting lunch & learns, team challenges, as well as the ongoing development and implementation of new materials developed from the latest in social, mental and physical health sciences. The time committment for your organization is low, but requires your leadership's involvement to model higher levels of self-care by participating in the activities - as the leaders go, so go the people.

Measure: Once the wellness program is implemented, measuring the health of your organization through 8 important criteria is carried out annually. Your corporate health and wellness report card is established by these measurements. This report helps determine the direct and indirect savings experienced for every wellness dollar spent. It also identifies which of the following three areas of your organization's health requires fortification:

- Relationship health
- Mental-Emotional Health
- Physical Health



WHAT WILL THE SHORT AND LONG TERM BENEFITS BE?

Studies of those who adopted corporate wellness programs early on claim significant direct and indirect benefits:

- Since 1995, the percentage of Johnson & Johnson employees in good health has improved significantly. That's great, obviously, but should it matter to managers? Well, it turns out that a comprehensive, strategically designed investment in employees' social, mental, and physical health pays off. J&J's leaders estimate that wellness programs have cumulatively saved the company \$250 million on health care costs over the past decade; from 2002 to 2008, the return was \$2.71 for every dollar spent.

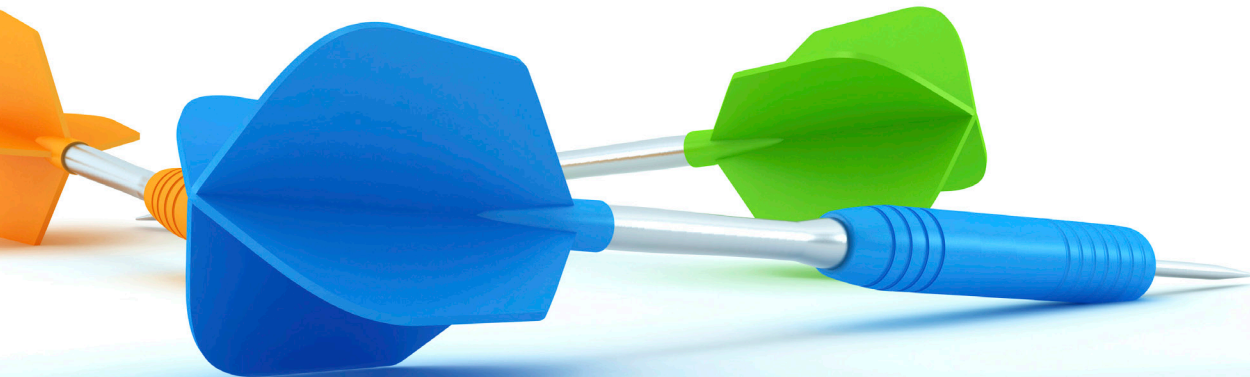
HARVARD BUSINESS REVIEW

- Sun Life Financial and the Ivey School of Business conducted a two-year study to determine the ROI in the workplace. Management's concern was: Do we need such rigor towards corporate wellness? The study director, Dr. Michael Rouse, said, "Yes." It is one thing for us to know in our hearts and minds that it is the right thing to do and will pay off in many ways. It is quite another to make the case for a business to invest in these initiatives during a time when investment dollars are tight. Staff was initially sceptical, but by the study's completion, marked improvements (in some cases dramatic) were observed in all areas, including absenteeism, drug plan usage, smoking cessation, weight loss, overall health and well-being. There was an over 50% improvement in job satisfaction and an increased sense of job control. There was a vast increase in the belief that leadership cared. The ROI was more than enough to convince the board of directors and the staff of the wisdom in making this investment.

CANADIAN OCCUPATIONAL SAFETY

- Wellness programs have often been viewed as a nice extra, not a strategic imperative. Newer evidence tells a different story. Healthy employees cost you less. Doctors Richard Milani and Carl Lavie demonstrated this in a study of 185 randomly selected workers (same employer) and their spouses. Significant improvements were seen on a number of measures after involvement in the wellness program. The bottom line: Every dollar invested in the program yielded \$6 in health care savings.

HARVARD BUSINESS REVIEW



HOW MUCH WORK IS REQUIRED?

Two to three people will be required to join a Wellness Leadership Team that will be facilitated by our Wellness Director. The program start-up is a one year process during which time different employees can take a turn in the leadership role. Leadership team meetings during the first month occur weekly for 1 hr each. After the first month, the meetings are conducted bi-weekly. Two-three months after this, meetings only need to happen once a month. Beyond the leadership meetings, an additional 1 hr per week will be required for the first month and then 30 minutes per week thereafter from each leadership team member. When you think about it, the commitment in time is small given the sizeable improvement in the health of employees and their family members.

The leadership team's mandate is to design and implement the wellness program that will best suite the demographics of your employees and their family members in these three categories:

- Relationship health
- Mental Emotional Health
- Physical Health

The majority of the work is carried out by the Wellness Factors team. The individuals from your business, who are part of the leadership team, are only involved in the program design, promotional initiatives for garnering involvement, and participating in the activities to model self-care to others.

Your leadership team members will have ongoing access to the Wellness Factors' Wellness Director and the team facilitator.



WHAT IS THE RETURN ON INVESTMENT?

Return on Investment (ROI) is a key measure of success for Wellness Factors and will become a critical measurement to your organization as your leadership team gains insight into the costs that unhealthy relationships, as well as poor mental, emotional and physical health can have on your business.

Because introducing wellness into a company requires creating a wellness culture, the first year is focused on laying down the foundation needed for successful implementation. Therefore, the initial return on investment will be one dollar returned for every dollar spent.

During the second year, we work towards achieving a 2-1 ROI, while the goal of the third year is 3-1. Higher returns on investments can be realized as your wellness culture matures.

To learn more about implementing a wellness culture into your workplace, email farida@wellness-factors.com or call 250-862-1927.

