

Measuring The Success of Your Corporate Wellness Program



Your organization's wellness programming begins well before its implementation. We've identified five critical elements of successful wellness programming:

- Senior Leadership Involvement
- Culture
- Environment
- Motivation and Engagement
- Health Management
- Measurement and Evaluation

The following questionnaire is a tool designed to help your organization evaluate your worksite wellness initiatives and identify your program's strengths and weaknesses.

Although this list is linear, all elements must work together to create and maintain success. Upon completion, you'll have a strong idea of where your organization is in its journey to wellness, and actionable next steps to create success.

Let's get started!

Senior Leadership Involvement

When senior leadership supports and empowers its employees, employees do their best for the company and support the vision and mission of the organization. After all, healthy, committed employees are the driving force behind successful companies.

When senior leadership continues to support and participate in your program, they send a powerful message to employees. Senior leaders can help establish successful wellness programs through policies, resources, communication, and participation. These elements become the foundation of your healthy, thriving workplace culture.

Is your organization's leadership the driving force for successful wellness programming?

☐ A dedicated budget has been allocated or created to fund the wellness program, vendor resources, and incentive strategy.

☐ Not yet ☐ We're working on it ☐ This is us!

☐ Senior leadership has a clear understanding of the relationship between employee health and productivity.

☐ Not yet ☐ We're working on it ☐ This is us!

☐ Senior leadership believes that optimal employee health significantly contributes to the success of our organization.

☐ Not yet ☐ We're working on it ☐ This is us!

☐ Managers and supervisors below senior leadership have been given an annual briefing detailing the link between health, productivity, and economic value of the wellness initiative.

☐ Not yet ☐ We're working on it ☐ This is us!




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Our organization has a wellness initiative approved by senior leadership.

☐ Not yet ☐ We're working on it ☐ This is us!

Senior leadership actively supports and communicates various aspects of our wellness initiative throughout the year.

☐ Not yet ☐ We're working on it ☐ This is us!

A specific person has been designated or given the title as Program Coordinator.

☐ Not yet ☐ We're working on it ☐ This is us!

At least 50% of senior leadership would be considered wellness champions.

**A champion is an advocate that participates in wellness committee meetings, helps run wellness activities, and/or adds vocal support to leadership within their charge.*

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization's senior leaders, managers, and supervisors participate in various wellness activities and meet the same criteria as other participants.

☐ Not yet ☐ We're working on it ☐ This is us!

Our senior leaders, managers, and supervisors are able to explain to new employees, to customers, and to the public that our wellness program is an important benefit of our organizational culture.

☐ Not yet ☐ We're working on it ☐ This is us!




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Leadership positions are held accountable for wellness participation and/or outcomes goals.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization's vision/mission statements have language indicating that the health, safety, and welfare of our employees is a necessary factor to the realization of our vision.

☐ Not yet ☐ We're working on it ☐ This is us!

Our well-defined vision for our population's health is understood and can be articulated by employees.

☐ Not yet ☐ We're working on it ☐ This is us!

Senior leadership clearly communicates the link between employee health, productivity, and the financial success of our organization.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization uses a network of employee wellness champions or ambassadors to promote our wellness activities.

☐ Not yet ☐ We're working on it ☐ This is us!

Our management encourages employees to participate in the wellness program.

☐ Not yet ☐ We're working on it ☐ This is us!



Annual health promotion planning is an integrated effort that includes senior leadership as well as Human Resources, a wellness committee, safety, and related vendors.

☐ Not yet ☐ We're working on it ☐ This is us!

Annual communication from senior leadership reiterates the link between employee health, productivity, and financial success of our organization.

☐ Not yet ☐ We're working on it ☐ This is us!

Motivation and Engagement

A Culture of Health is an environment where employee health and safety are valued, supported, and promoted through workplace wellness programs, policies, benefits, and environmental supports. Building a culture of health involves all levels of your organization and establishes the wellness program as a routine part of business operations aligned with overall business goals.

Employees spend more waking hours at work than anywhere else. Naturally, the work environment has a powerful effect on their well-being. So, it makes sense that changing the environment as part of the culture helps individuals with their behavior change process.

However, employees can't participate in a program that they don't know about. It's crucial to communicate the availability of the program, what employees need to know to participate, and why your organization is investing in the program.

Organizations with successful wellness programming strive to create an environment that supports employees with lifestyle change and creates an environment where everyone can do their best every day.

One of the goals of a worksite wellness program is to motivate and engage employees to manage their own health.

Along with leadership support, engagement is driven by three things: Culture, communication, and incentives.

What does your culture say about your priorities?



Our employees know that the pursuit of optimal health is an organizational value and has an impact on business success.

☐ Not yet ☐ We're working on it ☐ This is us!

Wellness signage is posted throughout the company (or, perhaps email reminders for your remote employees) to help support healthy lifestyles.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization reduces barriers to participation in health promotion programs by including biometric screenings, health assessments, campaigns, participation on wellness committees etc, during work hours.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization periodically hosts celebrations to acknowledge individual health achievements.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization offers an Employee Assistance Program.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization offers a wide range of initiatives to help make the healthy choice the easy choice, such as: healthy food options in vending machines and company events, bike racks, walking paths, well-lit stairwells, and standing or walking stations.

☐ Not yet ☐ We're working on it ☐ This is us!




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Our communication strategy compliments our annual wellness plan by keeping our employees engaged.

☐ Not yet ☐ We're working on it ☐ This is us!

Our communications use a variety of mediums such as print, email, app, and web portal.

☐ Not yet ☐ We're working on it ☐ This is us!

Health Management (Program Elements)

A wide range of program elements contribute to the success of your organization's wellness initiative. Employees are each at different points in their readiness to change. It is just as important to offer activities to help the healthy stay healthy as it is to help individuals change.

Health management tools work hand-in-hand with engagement and motivation to create a holistic, successful wellness program.

Take a moment to evaluate the program you have in place:

Our organization offers a full suite of activities that includes biometric screenings, health assessments, online tools and resources, campaigns and challenges, health coaching, newsletters, and on-site classes and seminars.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization encourages participation in health-related activities such as health assessments, biometric screenings, and other health management tasks throughout the year.

☐ Not yet ☐ We're working on it ☐ This is us!



Our wellness program is branded with a unique program name, logo, and/or tagline that is easily recognizable.

☐ Not yet ☐ We're working on it ☐ This is us!

Our communications use a variety of mediums, such as print, email, app, and web portal.

☐ Not yet ☐ We're working on it ☐ This is us!

Our communication strategy ensures that all activities or programs are marketed at least 60 days prior to launch.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization provides targeted communications to each eligible population based on health risks and readiness to change.

☐ Not yet ☐ We're working on it ☐ This is us!

Communications continue throughout the duration of each initiative and include both company wide communication and targeted participant communications.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization shares aggregate outcomes with employees at all levels of the organization, such as participation, health assessment results, employee satisfaction, and testimonials.

☐ Not yet ☐ We're working on it ☐ This is us!




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Measurement and Evaluation

Measurement and evaluation are important throughout your wellness program. Knowing where you came from and how you got there gives you a knowledgeable boost to take your success further. Actionable data illuminates what works and what doesn't. It empowers you to make changes to your program, try a different approach, and further elevate what is successful.

How well do you know your wellness program?

Every year, our organization establishes program participation goals, and attaining them requires the joint effort of employees, leadership, and the program itself.

☐ Not yet ☐ We're working on it ☐ This is us!

Our population's health is analyzed from year to year and translated into metrics that show impact to the organization.

☐ Not yet ☐ We're working on it ☐ This is us!

Participant health assessments are instrumental in setting annual outcome goals for our organization.

☐ Not yet ☐ We're working on it ☐ This is us!

We use cohort comparison to evaluate lifestyle health risks based on health assessments annually.

☐ Not yet ☐ We're working on it ☐ This is us!

Our program planning utilizes lifestyle health risks from employee health assessments.

☐ Not yet ☐ We're working on it ☐ This is us!



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We measure wellness program satisfaction annually.

☐ Not yet ☐ We're working on it ☐ This is us!

We make use of program satisfaction feedback in our yearly planning to enhance our offerings.

☐ Not yet ☐ We're working on it ☐ This is us!

We collect biometric screening data at least every other year to assist in program planning and to measure outcomes.

☐ Not yet ☐ We're working on it ☐ This is us!

We analyze and benchmark trends in health risks, health care utilization, and biometric data annually.

☐ Not yet ☐ We're working on it ☐ This is us!

We have a method of collecting data in real time to continuously measure our program's success.

☐ Not yet ☐ We're working on it ☐ This is us!

Data is not only relevant to our organization's wellness goals, it is fully aligned with our overall mission.

☐ Not yet ☐ We're working on it ☐ This is us!

Our organization uses trends we uncover to properly inform annual planning and goal setting.

☐ Not yet ☐ We're working on it ☐ This is us!




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Program performance data is shared annually with stakeholders including senior management.

☐ Not yet ☐ We're working on it ☐ This is us!

We solicit and report employee success stories and testimonials annually to emphasize the value of our wellness program to the wellness of our organization.

☐ Not yet ☐ We're working on it ☐ This is us!

That's it! How did your organization do?

Successful wellness programming has a profound impact that extends well beyond the program itself. The bottom line: A healthy, happy workforce = A solid business.

If you found that your current program is lacking, then it might be time to shift your organization's wellness strategy. Wellvation can provide a comprehensive report with suggested to-do's. Reach out to get yours.



Let's talk