

Getting the Full ROI from Your Wellness Program



Wellness — being of healthy body and mind. Many organizations have wellness initiatives to help employees get and stay healthy. But are your organization's wellness initiatives getting the most bang for your buck?

Your corporate wellness program should reap positive returns on investment — helping to lower absenteeism, increase job satisfaction and work productivity, improve employee retention and lower health care costs.

A recent study examined a Fortune 100 employer's wellness program — specifically the lifestyle management component and the disease management component. The study found an overall return on investment of \$1.50 for every dollar invested in the wellness program.

Unfortunately, not all programs are implemented and communicated to allow for a full return on investment. Your wellness efforts are more likely to be successful if you keep them in sync with your corporate culture, allocate wellness resources to health risks specific to your employee group, and provide quality, targeted communications, among other key success factors.

And healthy employees tend to stay with your company. Another recent study revealed that organizations with highly-effective wellness programs report significantly lower voluntary attrition than organizations with less-effective wellness programs.

Clearly, education is critical to the success of any wellness effort. A recent survey found that 52% of employees working for organizations with wellness programs are somewhat or not at all knowledgeable of these programs. And workers who are younger, less educated and lower-paid are less likely to take advantage of these programs.

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