

Background

- 50% of all employer in US offer wellness programs
- 70% of large employers with over 1,000 employees¹
- \$1 Billion 2011 → \$6.8 Billion in 2016²

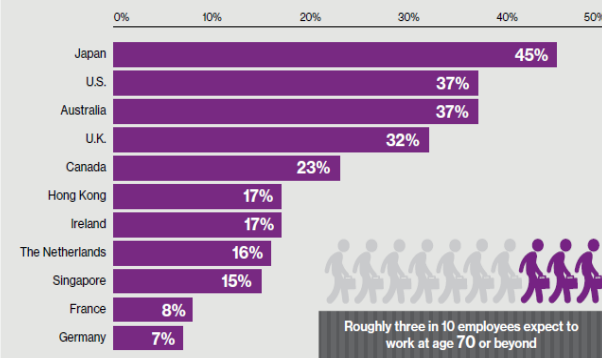
Main Drivers

- Increasing obesity and chronic conditions
- Support employees across age demographics
- Technology is a game-changer

1. Matthe S, Liu H, Caloyeras JP, et al. Workplace wellness programs- Final report. US DoL/DHHS. Santa Monica, CA: Rand Corporation; 2013.

2. <https://www.ibisworld.com/industry-trends/specialized-market-research-reports/life-sciences/wellness-services/corporate-wellness-services.html>

Figure 5. Many employees expect to work to age 70 or later



2017 Global Benefits Survey, N = 31,240 Willis Towers Watson



What Works.

- 1** Let people choose
Provide choice of engagement modality and focus
- 2** Communicate frequently
Use a mix of topics and media
- 3** Use rewards wisely
Make them frequent, relevant and in the right amounts
- 4** Make it social
Include spouses, families and offer support
- 5** Create a health-friendly culture
Use top-down, bottom-up, and environmental tactics

A look at measuring Culture

BMI consistent with supportive culture.

Tobacco use correlates with regional norms

SCORES	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6
Overall Culture Score	71	67	62	59	58	60
Leadership	70	67	60	58	57	59
Policies	76	74	66	64	62	64
Programs and Environment	63	63	59	56	55	54
Manager Support	74	71	64	61	65	62
Peer Support	73	68	67	62	62	64
Climate/Mood	70	61	55	55	47	55
Work Engagement	77	74	68	70	64	64
Percent BMI ≤ 24.9	34%	21%	20%	20%	16%	15%
Tobacco Use	5%	22%	27%	28%	8%	16%

*Culture Check and Compass® health assessment data from large manufacturing employer with multiple US locations

Don't overlook the obvious: Could move unhealthy choices move to less prominent location



Water at eye level, Mountain Dew “state drink”

