

The

10

COMMANDMENTS

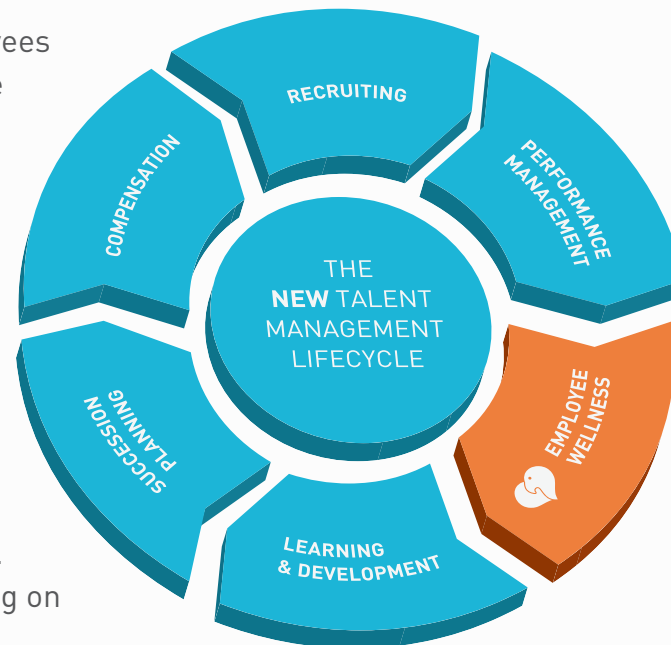
OF

EMPLOYEE
WELLNESS

IT'S TIME TO RETHINK WELLNESS.

Your business is important, and so are the employees who make it great. When they're healthier, they're happier and when they're happier, they're more engaged at work. That's why having a wellness program that works—one that's used, enjoyed and proven—is crucial. If you've tried programs before with little success, don't be discouraged.

Keep reading and find the 10 keys to bringing a successful wellness program to your workforce. You'll see how motivating your employees to feel better about themselves and their work is easier—and more important—than you may think. Just consult this handy checklist before embarking on your next employee wellness program.



I

PUT WELLNESS FRONT AND CENTER.

Your business strategy is no longer just about meeting the goals of the organization—it's about meeting the needs of the people who are investing their time and energy into it, too. Employee wellness matters. A lot.



Unhealthy workers cost employers an average of

\$11,176

per active employee every year.¹

Do the math and you quickly realize that omitting employee health and happiness from your talent management “stack” is also unhealthy for your company.

CASE IN POINT

Executives in a 2010 study ranked employee health, satisfaction and productivity above energy costs and real estate as top corporate concerns.²

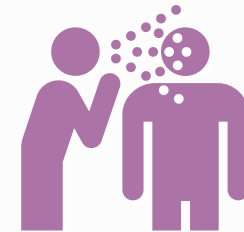
1. “Employee Health, Productivity, Gain Importance in Sustainability Survey,” CoreNet Global/Jones Lang LaSalle Sustainability Survey, National Real Estate Investor, 14 February 2011, http://nreionline.com/brokernews/greenbuildingnews/news/employee_health_survey_0214/

2. The Road Ahead: Shaping Health Care Strategy in a Post-Reform Environment, 16th Annual Towers Watson/National Business Group on Health Employer Survey on Purchasing Value in Health Care, 2011.

II

SOME VIRUSES ARE GOOD. MAKE PARTICIPATION CONTAGIOUS.

Viruses are notorious for infecting all who come in contact with them, but don't get out the vitamins just yet. Going viral doesn't always result in unhealthy outcomes. When your wellness program goes viral, it's quick to catch on. And (unlike a real virus) it leads to happier, healthier employees—and higher engagement.



CASE IN POINT

Pinterest became an (almost) overnight sensation, reaching

11.7 M
users in nine months ³

and then cracking the top 30 U.S. websites. ⁴ How? By using social registration: invitation-only access and tight integrations with Facebook and Twitter.



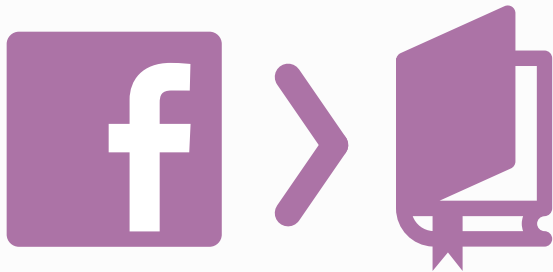
One way to promote virality is by using proven social media and online game mechanics to create contagious actions and elements. A well-designed wellness program will employ tactics such as personal invites, social sharing and community activity to draw participants in and keep them interested.

3. <http://thenextweb.com/insider/2012/02/08/formspring-beat-pinterest-to-10-million-active-users-by-months>

4. <http://thenextweb.com/insider/2012/03/12/pinterest-continues-explosive-growth-cracks-top-30-websites-in-the-us>

III

MAKE WELLNESS FRIENDLY: MORE LIKE FACEBOOK, LESS TEXTBOOK.



Creating a program that looks and works like Facebook feels comfortable. It also engenders a sense of community, a common connection between all participants. In this empowering, supportive community, people track and share their progress, build relationships with co-workers and have fun!

Wellness can be overwhelming, but it doesn't have to be. By offering your wellness program as an interactive social platform, people will actually want to participate.

CASE IN POINT

1 in every 6 minutes spent online is in social networking.

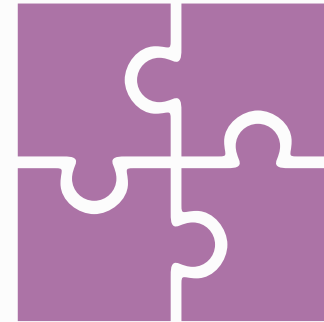


With the average person online for 2.3 hours every day, that's 23 minutes a day on social networks. Imagine if people spent just a fraction of that time learning about health and working toward fitness goals every day. ⁵

IV

KEEP THEM ENGAGED. MAKE IT A GAME.

Getting healthy takes effort. But when you turn health into a game, that effort seems more like fun and less like work. Games are powerful motivators that are proven to change behaviors. By creating a wellness program that incorporates interactive games and fosters competition, employees are motivated to challenge themselves and those they compete against to develop healthy habits.



Games help sustain engagement over time, too. Employees will stay committed to the game because they want to win—and they'll have fun doing it! Offering cash, prizes or other incentives is a great way to add an extra element of fun and keep employees committed to improving health.

CASE IN POINT

On average, Human Resource teams are investing

35%

more money into health and wellness programs this year,⁶ but the solutions are still sadly underutilized.

Why? Low employee engagement is the number one obstacle to behavior change. You just can't buy health.

6. "Wellness Spend Up, But Measurement is Lacking," *Human Resource Executive Online*, 1 April 2011, <http://www.hreonline.com/HRE/story.jsp?storyId=533334568>

V

MAKE IT COOPERATIVE. TEAMS WORK.

Peer pressure is a good thing when it affects the good of the group. People don't want to let their co-workers down. That's one reason that social reinforcement from multiple health buddies creates a 166% increase in participants' willingness to change behavior. ⁷



 **Employees participating on teams are**

600%+

more likely to sustain engagement over time ⁸

Team members make sure that everyone is succeeding and meeting goals on both a personal level and as a group. And because of that, employees are more likely to stay committed to the program until the very end.

7. MIT study by Damon Centola et al. 2010 <http://web.mit.edu/press/2010/health-networks.html>

8. Keas Pfizer Challenge

VI

MAKE IT COMPETITIVE —AND OFFER INCENTIVES.



Competition is fun, especially when there is something worth winning.

Creating challenges or quests is a fun way to motivate employees and increase engagement in your wellness program. Implementing a points system or offering incentives and rewards can help drive healthy behaviors that will help employees reach their health and fitness goals.

CASE IN POINT

According to the Incentive Research Foundation, “Less than one in five employees will participate in wellness programs that do not offer rewards.”



4 in 5 will participate
when incentives are offered.

— Rodger Stotz, IRF Chief Research Officer⁹

VII

MAKE IT FUN FOR EVERYONE.

Whether your company is a modest family empire or a billion-dollar enterprise, each employee has different needs and is on a different path to health.

When creating a wellness program, it's important to keep the needs of everyone in mind. "Wellness" isn't just about dieting and exercise. It's about making improvements to nearly every aspect of our being—physical, emotional and spiritual. If your program only targets people who want to lose weight, those who are more concerned with reducing stress are less likely to participate.



Allow employees to customize their program by setting personal goals that cover the gamut of wellbeing. They'll not only feel more involved in the overall process but also want to see it through to the end.

VIII

MEASURE SUSTAINED ENGAGEMENT AND HEALTHY BEHAVIORS.

A successful wellness program tracks more than just registrations. It measures sustained engagement of employees and tracks progress toward healthy behaviors as it occurs. Tracking progress and engagement is the most important part of any wellness program because it allows employees to visually compare individual and team progress to help determine which goals need to be set and compare goals that have already been met.

Speaking of goals, what do you measure?

We recommend tracking these benchmark healthy behaviors:



Do you smoke?



Do you exercise regularly (3x/week or more)?



Do you have a healthy BMI?



Do you eat enough fruits and vegetables?



How many nights per week do you get eight hours of sleep?

IX

MAKE YOUR CASE BY REFOCUSING THE ROI CONVERSATION.

Measuring ROI for your wellness program is more than calculating insurance premium savings. A successful wellness program requires companies to shift their focus from dollars to healthier lifestyles.

These are just a few of the questions employers can ask to measure the ROI of a company's wellness program:

- How many pounds have been lost overall?
- Has there been a reduction in employee stress levels?
- Are employees exercising more?
- Are they changing their diets?
- Have any employees quit smoking?
- Are employees getting more sleep?

Happier & healthier employees raise productivity and increase work performance naturally.

They feel better about the work they produce and they enjoy doing it, too. And that's all great for your bottom line.

X

SOME COMPANIES “GET IT.” (SOME DON’T.) CHOOSE CAREFULLY.

As with everything else these days, methodologies for supporting wellness are evolving rapidly. Technological advancements make it easier than ever to connect people throughout your company, collect data and distribute information. And people are now more likely to consume their media on a smartphone than at their computer.

If your company is using an external vendor that’s still relying on paper



trails, emails and outdated software, now’s the time to get with the program and find a forward-thinking wellness partner.

Look beyond the sizzle and make sure you’ve found an innovative company that’s incorporating behavioral research, gamification principles and human factors studies to improve engagement and participation in their corporate well-being program.

HOW MANY COMMANDMENTS ARE YOU BREAKING?

1. Do you see wellness as core to your business strategy? YES / NO
2. Is participation social? YES / NO
3. Does your program make wellness approachable? YES / NO
4. Are you using game dynamics to keep employees engaged? YES / NO
5. Are you promoting the formation of teams? YES / NO
6. Is healthy competition key to the program? YES / NO
7. Does it meet the needs of all your employees? YES / NO
8. Does it measure both sustained engagement and healthy behaviors? YES / NO
9. Are you evaluating wellness ROI beyond insurance premium savings? YES / NO
10. Are you working with a partner who really understands wellness? YES / NO

If you answered YES to more than 8, congratulations! You are on the right track.

If you answered YES to 8 or fewer, it's time to call Keas and get serious about supporting wellness throughout your organization.