Corporate Wellness Guide
Help Your Employees Map a Personal Path to Wellness
Why Wellness?

Recent research shows that a majority of U.S. employers see the increasing costs of healthcare and the rise of chronic disease as inextricably linked. Chronic diseases like obesity, diabetes, and heart disease, which once were problems of older age groups, have become commonplace issues for young and middle-aged Americans in today’s workforce.

These chronic health issues have become a growing part of employer health insurance coverage claims, which are now skyrocketing in cost. In addition, chronic health problems negatively impact absenteeism, productivity and employee happiness. Stress, anxiety, depression and sleeplessness all add to the mix and incrementally impact employees and, consequently, a company’s bottom line.

This impact to corporate America isn’t going unnoticed. Corporate wellness as an industry is gaining momentum and is expected to be worth $6 billion by 2015. Companies nationwide are experimenting with wellness programs in an effort to reduce the effects of chronic health issues, loss of productivity, absenteeism and distress among their workforce.

What is your company doing to support your employees’ health and wellness?

Wellness programs are as varied as the companies that implement them. However, the most successful programs all seem to share a few basic factors and core program elements.

Five Key Success Factors in a Workplace Wellness Program

1. **COMMUNICATION**
   Create programs that target multiple health issues and explain those programs in detail through every communication channel available. Employees are looking for information in many different places and they are looking for solutions to a variety of issues - for themselves and their loved ones.

2. **ACCESSIBILITY**
   Make every element of your program easy to understand and implement — both for you and the employee.

3. **CHOICE**
   Your employees want flexibility and control over their own health and wellness. Align your wellness activities with employee preferences. They will participate if offered something valuable and impactful.
SUPPORT
Ensure buy-in from senior leadership. When employees see the company’s managers, executives and CEO engaged, they are more likely to participate.

TRACKING
Set goals, measure progress, then revise your program to maximize results. Successful programs are continuously measured, edited and enhanced.

Many wellness programs incorporate devices and social media to entice employee participation with fun and interactive components. While these programs can be engaging, research shows that meaningful change comes when employees find resources and programs that not only pique their interest but also significantly impact how they feel, look and think.

High-Impact Elements of a Successful Workplace Wellness Program

1. INVOLVE HEALTH & WELLNESS PROFESSIONALS
   Provide group or 1:1 employee sessions hosted by professionals (i.e., health coaching, meditation, fitness training and yoga).

2. BASE GOALS ON INDIVIDUAL METRICS
   Offer employees HRA and Biometric Screenings to identify health targets and help them create their own custom path to achieving those goals.

3. OFFER INCENTIVES OF VALUE
   Motivate with substantial and meaningful rewards (over $50 or a paid day off).

The Future of Corporate Wellness

Research reveals that very little substantial data is being collected by employers about the actual impact of corporate wellness programs. Better data requires better tools that enable correlations not only between productivity and employee happiness (which are both very important), but also between efficacy and impact on health insurance claims costs.
MINDBODY Connect Workplace helps employers capture this data while also providing a wellness tool that employees can use to take control of their own wellness solutions. Within MINDBODY Connect Workplace, employees can search for and book appointments with providers to treat a multitude of chronic health issues.

Employers can use MINDBODY Connect Workplace to gather aggregate data on what types of employees (gender, age, etc.) are using what types of solutions (fitness classes, massage therapy, yoga, etc.) for particular health issues or as preventive care. Over time, employers can correlate program participation with claims data and measure the efficacy and cost-effectiveness of particular program elements. And employees gain a program that constantly evolves to better serve their interests and needs.


Empower healthy employee choices with MINDBODY Connect Workplace.

Your employees struggle with different health issues and need different solutions. MINDBODY Connect Workplace offers a corporate wellness solution with the flexibility your employees crave and the simplicity you need. Employees can find and book everything from yoga to massage to personal training through a convenient wellness network accessible from their mobile device. The MINDBODY Card allows you to subsidize those services through a customizable, trackable program.

See how MINDBODY Connect Workplace works at [connectworkplace.com](http://connectworkplace.com).