



CyHRMA

partnering people and business

PRESENTATION: CORPORATE WELLNESS (CW)

George A. Ioannou CCWS, FCCA, IIA

Managing Director

DEAREST WELLNESS LTD

Thursday 8th December 2016

CW - Definitions



Adapted from Swarbrick, M. (2006).
A Wellness Approach. *Psychiatric
Rehabilitation Journal*, 29(4), 311–314.

CW - Definitions

“ Corporate Wellness is the actions that the employer takes to demonstrate his care and interest in the wellness of his employees.

It is the sum of workplace organizational policies, standing instructions and/or activities, which are designed to support and promote healthy behaviours in the workplace, assisting individual and corporate health and wellness. ”

CW - Definitions

WHO MAKES THIS INDUSTRY?

EMPLOYERS

GOVERNMENTS

=

STATUTE

SERVICE PROVIDERS

ACADEMIA

CW – The history

80s

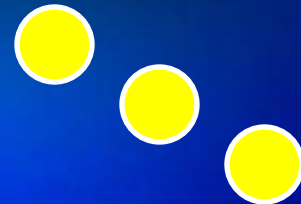


National Cash Register built an employee gym, and later added a 325-acre recreation park for its workers.



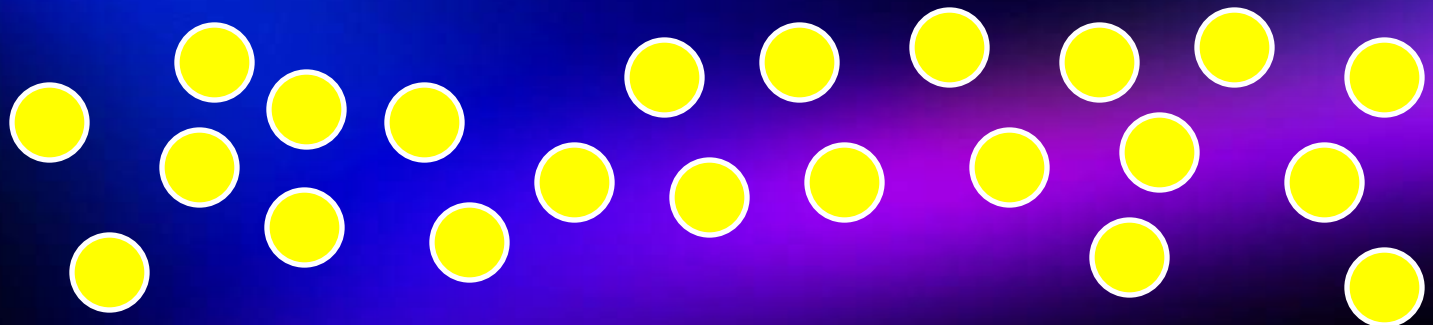
Pullman Co (US) establishes employee athletic association

50s



Texas Instruments, Rockwell and Xerox instituted employee fitness programs.

70s-To date



CW – The Performance

Review of the available literature and case studies provided by the Health Work Wellbeing Executive supports the idea that wellness programs have a positive impact on intermediate and bottom-line benefits.

By having a workplace wellness program in place you will be investing in human capital not just human labour. This will ultimately add to your triple bottom line whilst creating a positive organisational reputation

Cost of reduced productivity without EAP

USD 6.5M

Cost of reduced productivity with EAP

USD 4.5M

Targeting medical costs - a return on investment

2.3

Targeting absenteeism – returns on Investment

3, 5, 10

Targeting presenteeism - returns on investment

2, 3, 9

Targeting musculoskeletal issues - benefit-cost ratio

15, 25, 85

CW – The Performance

Car manufacturer

Estimated gross cost savings of owing to a 1 percentage point reduction in absenteeism rates.

GBP 11M

Manufacturing company

Estimated costs associated with short-term injury sickness absence were cut from

GBP 130 000
to
almost zero

Manufacturing company

Estimated gross savings associated with reduced sickness absence (including additional over-time and temporary recruitment)

GBP 50 000

Professional services organisation

Estimated the cost saving associated with reduced staff turnover owing to a reduction in staff-turnover by 10 %

GBP 464 000

Employee case study






Costs of poor mental and physical health

USD 15 000

Early intervention

USD 7 000

CW – The future

-  Annual growth rate for the foreseeable future at approximately 5 %
-  80% of employers will maintain and / or increase their wellness programmes
-  Amendments in the statute enhancing the regulatory environment
-  Shifts in CW strategies leaning toward broader implementation
-  Strengthening and widening of scope of CW Services

CW – The Business case

- Increase in workforce age and change in its composition
- Rising costs of chronic disease and ill-health
- External governmental and business pressures (corporate social responsibility and competition)
- The perpetual call to achieve the business objectives AND its effect on our people
- Socioeconomic adverse conditions in the country

THE FACTS
AFFECT THE
BUSINESS



LEADING THEM
TO ENGAGE IN
PROFESSIONAL
WAYS OF
COMBATING.

HUMAN CAPITAL IS THE BUSINESS

CW – The Strategy

Assess your methodology, scope & objectives

Secure the necessary capital by understanding the workload

Ascertain current position & stakeholders' perceptions

Analyse & understand the findings in order to identify the areas to work on

Set targets & expectations



Create awareness to the stakeholders

Create interest to the stakeholders

Engage the stakeholders

Sustain & increase engagement



CW - The Applications

Work place & Family
Balance

Assertiveness &
Conflict mgt

Therapeutic
treatments

Primary Care
Screening

**Administer
Monitor
Adapt
Evaluate
Report**

Smoking
Cessation

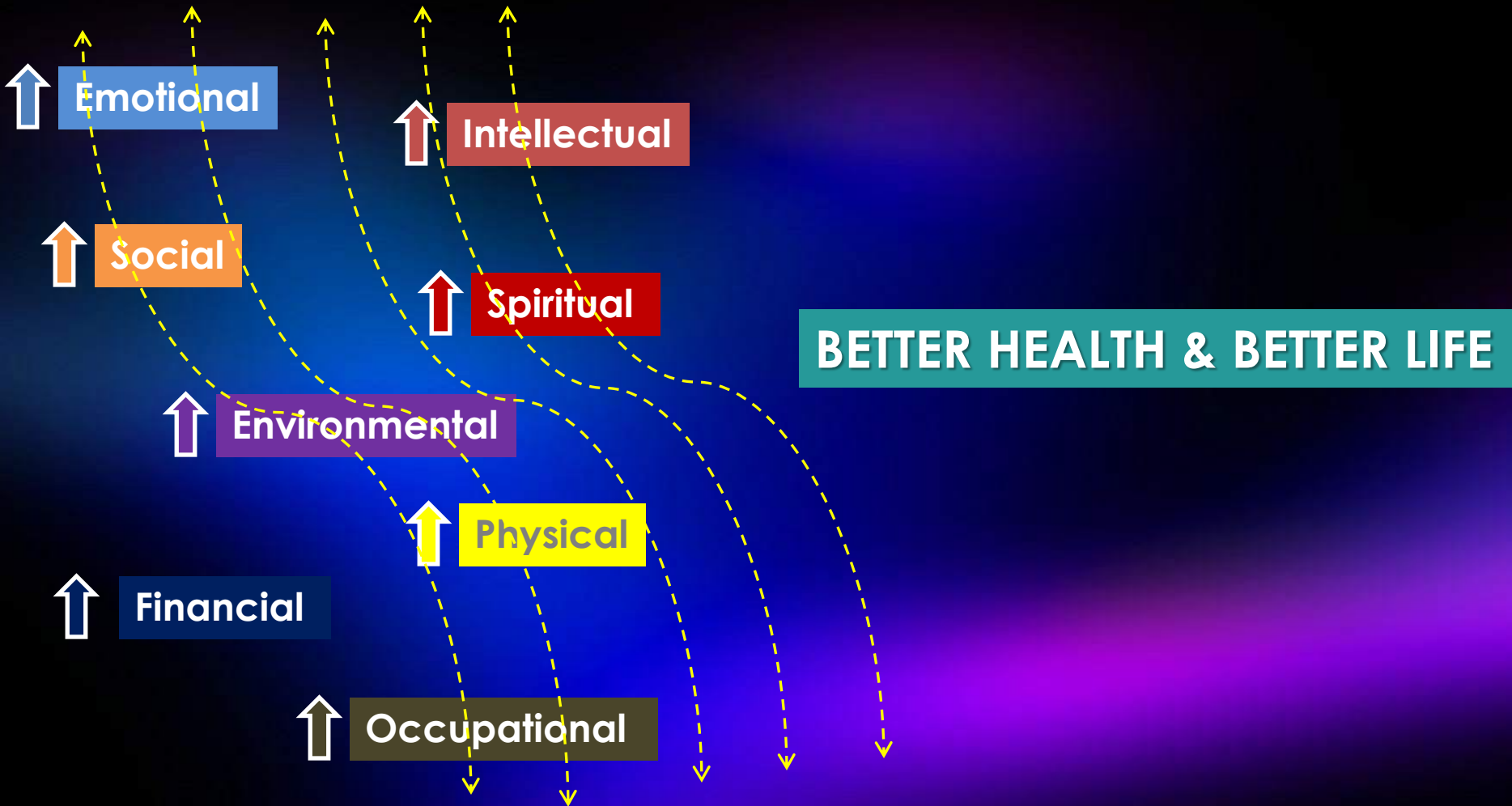
Positive
nutrition

Stress mgt

Time mgt

Return to work
facilitation

CW - Benefits to the employee



CW - Benefits to the business

Profitability
Maintaining profitability means making sure that revenue stays ahead of the costs of doing business, according to James Stephenson, writing for the "Entrepreneur" website. Focus on controlling costs in both production and operations while maintaining the profit margin on products sold.

Productivity
Employee training, equipment maintenance and new equipment purchases all go into company productivity. Your objective should be to provide all of the resources your employees need to remain as productive as possible.

Customer Service
Good customer service helps you retain clients and generate repeat revenue. Keeping your customers happy should be a primary objective of your organization.

Employee Retention
Employee turnover costs you money in lost productivity, the cost associated with recruiting, which include employment advertising and paying placement agencies. Maintaining a productive and positive employee environment improves retention, according to the Dun and Bradstreet website.

Core Values
Your company mission statement is a summary of the core values of your company, according to the Dun and Bradstreet website. It is a summary of the core values of your company, according to the Dun and Bradstreet website. It is a summary of the core values of your company, according to the Dun and Bradstreet website.

Growth
Growth is planned based on financial projections. Growth requires the careful use of company resources such as finances and personnel. Maintaining a productive and positive employee environment improves retention, according to the Dun and Bradstreet website.

Maintain Financing
Change Management
Marketing
Competitive Analysis

Profitability
Maintaining profitability means making sure that revenue stays ahead of the costs of doing business, according to James Stephenson, writing for the "Entrepreneur" website. Focus on controlling costs in both production and operations while maintaining the profit margin on products sold.

Productivity
Employee training, equipment maintenance and new equipment purchases all go into company productivity. Your objective should be to provide all of the resources your employees need to remain as productive as possible.

Customer Service
Good customer service helps you retain clients and generate repeat revenue. Keeping your customers happy should be a primary objective of your organization.

Employee Retention
Employee turnover costs you money in lost productivity, the cost associated with recruiting, which include employment advertising and paying placement agencies. Maintaining a productive and positive employee environment improves retention, according to the Dun and Bradstreet website.

Core Values
Your company mission statement is a summary of the core values of your company, according to the Dun and Bradstreet website. It is a summary of the core values of your company, according to the Dun and Bradstreet website. It is a summary of the core values of your company, according to the Dun and Bradstreet website.

Growth
Growth is planned based on financial projections. Growth requires the careful use of company resources such as finances and personnel. Maintaining a productive and positive employee environment improves retention, according to the Dun and Bradstreet website.

Maintain Financing
Change Management
Marketing
Competitive Analysis

CW - Benefits to the business

**better management of technical issues relevant to productivity?
more rational, accurate decision making?
developing more mature, accomplished and competent teams?
better planning capabilities and therefore better planning results?
achieving current and budgeted sales targets?
demonstrating professional human capital care and development?
promoting & sharing the corporate principles & values?
promoting the brand internally & externally?
adding value to the process for talent acquisition?
adding value to the process of talent retention?
increasing presenteeism? decreasing absenteeism?
better cost management culture?
enhanced efficiency in general process across the business?
winning human capital loyalty & morale?
achieving future sales budgets? process for new products / services development? fostering &
developing better intra business communications and co-operations? demonstrating professionally
the policy of investing in people? demonstrating professionally business engagement in corporate
social responsibility?**

WILL THE BUSINESS GAIN A COMPETITIVE ADVANTAGE?

CW – The next steps for a business

Lead your business to a healthier tomorrow

Thank you


George A. Ioannou - Certified Corporate Wellness Specialist

Managing Director
Dearest Wellness Ltd

List of References (extract)

1. Embracing Wellness – Corporate Wellness Association
2. 6th European working conditions report - Eurofound
3. Integrating psychological Injury management into your safety & wellness programmes - KPMG
4. EU-OSHA
5. Department of work and pensions – UK
6. The art and science of well-being at work – McKinsey & Company
7. 2016 Global Health Care Outlook - Deloitte
8. Citizenship sustainability report - JNJ
9. Workplace wellness programmes - Department of Labour US
10. Equal employment opportunity commission – US
11. Center for wellness - Harvard University health services
12. Building the case for wellness - PwC
13. National Center for Chronic Disease Prevention and Health Promotion –US
14. www.dearestwellness.com
15. <http://www.healthfitnessrevolution.com/fortune-100-fitness-wellness-programs/>
16. <http://hrcouncil.ca/hr-toolkit/workplaces-health-safety.cfm>
17. <http://wellnessproposals.com/>
18. <http://www.corporatewellnessmagazine.com/>
19. <http://blogs.worldbank.org/health/healthier-workplaces-healthy-profits>
20. <https://www.linkedin.com/topic/corporate-wellness>

Contact the presenter for more details.

 2016 All rights reserved