



IN THE BUSINESS OF YOUR SUCCESS®

ADP RESOURCE*

Deep Dive

Wellness That's Integrated with Your Business

Most employers agree that keeping their employees healthy, happy and on the job is a key factor in the success of their business. In today's health and wellness market, there is a wide selection of wellness programs available such as health screenings and incentives for achieving health goals. But what most experts say is the most critical driver of wellness success is making it part of your business, not just part of employee benefits. Here are a few questions to ask yourself as you integrate wellness with your business goals.

How will healthier employees enhance my business?

There are a lot of statistics that show how wellness programs can improve productivity and enhance employee engagement. For instance, in a 2011 study by the Principal Financial Group, company wellness programs resulted in the following:

- 43% of employees felt motivated to work harder and perform better
- 28% of employees missed fewer days of work
- 38% of employees experienced improved energy and productivity at work

Figures like these motivate companies to offer wellness programs. But there are other good reasons that could be directly related to your business. For example:

- What does a healthy workforce say to your customers and clients about your company? Healthy employees who are on the job and focused are going to provide better service to your customers. Plus, healthy and fit employees reflect positively on your company's brand, especially if you're in a health-related industry.
- How can wellness help you attract and retain the best and brightest workforce? Nothing says you care about your employees more than a wellness program. It can be a key differentiator when you're recruiting top talent.





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- What effect does the cost of lost productivity and disability have on your profitability? Maximizing productivity and reducing absence is a good way to keep your balance sheet looking healthier (pun intended!).

These are just a few ways that wellness is more than just a benefits matter.

How ADP Resource can help. Emotional wellness is an important part of overall well-being. The Life's Solutions Employee Assistance Program offer 24/7 services that can help worksite employees manage the challenges of their lives. For free and confidential assistance, employees can contact Life's Solutions at 888-231-7015 or www.lifessolutionseap.com (enter the user code "adprso").

How they made wellness work for them. Employees of Excelas, a Cleveland medical consulting firm with 44 staffers, get one extra hour of paid time off for every 33,000 steps they take during the first three months of the year, for up to three extra days of paid leave.

How does my company's culture support employee well-being?

Does your company offer work/life balance, or does it regularly require employees to work overtime or on the weekends? Does your company offer healthy food options in vending machines, or are doughnuts a staple around the coffee pot?

Are your wellness messages clear, or are you sending mixed signals? For example, is a pizza party the appropriate reward for employees who meet safety goals? Offering an incentive to be safer at work is an effective motivator, but what does it say when the reward is a high-fat, high-calorie food?

In other words, is your organization doing all it can to create and promote a wellness culture?

How they made wellness work for them. At Bandwidth, a communications technology company, employees get 90-minute lunches instead of 30 or 60 minutes. Employees are encouraged to use the time to eat healthy and do something physical, like take a walk or go to the gym.



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What is our data telling us?

Overall health and well-being is something we all strive for. However, that's a pretty lofty goal. Company-sponsored biometric screenings offer a great way to identify general workforce health risks. These short medical tests measure key health metrics such as blood pressure, cholesterol, blood glucose and body mass index. The company administering the screenings will generally provide confidential, aggregate reports you can use to develop a wellness strategy that's tailored to your organization.

How ADP Resource can help. *The ADP Wellness Solution offers on-site biometric screenings at your work locations, making it easy and convenient for your worksite employees to get these important health tests.*

Once employees receive their report of the results and their health risks, they can access online support tools for help in taking steps to better health.

What will work with my worksite employees?

It's important to address your company's specific health issues. But also consider the demographics and mindsets of your workforce. For example, if your worksite employees are mostly younger, they aren't likely to pay a lot of attention to cancer awareness and prevention. However, they may be a bunch of sports enthusiasts who would respond well to participating in the Race for the Cure or other fitness competitions and team challenges.

You'll reach the greatest number of employees and get the best outcomes when your wellness strategy is targeted to your workforce.

How they made wellness work for them.

Manufacturing company Ashcroft implemented a yearlong fitness program that focused on friendly competition. Employees formed teams or competed in one-on-one programs created by GlobalFit. After one year, 68% of employees voluntarily participated in the program.



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What are the barriers to offering wellness programs at my company and how do I overcome them?

For many companies, it comes down to resources and cost.

With a little creativity and out-of-the-box thinking, these challenges can be solved. For example, you may be able to use free or low-cost programs offered in your community, by local hospitals and health care providers, and through your health insurance company.

Another option is to tap into the brainpower of your workforce by establishing a volunteer wellness task force or wellness ambassadors who are interested in championing wellness at your company.

And if you have the budget for it, a third option is to outsource wellness to a third party. By taking advantage of outside expertise, you'll get the benefit of wellness experience without taking your focus away from your business.

Making wellness your business

Knowing the importance of employee well-being in your business is the first step toward using it to improve your business. The right wellness initiative will empower your workforce to make good choices. A healthy workforce is an engaged and hard-working workforce. And isn't that what drives your business's success?

How ADP Resource can help. *The ADP Wellness Solutions program gives you cost-effective, scalable resources that enable you to offer the level of wellness that works for you. We can help you develop a wellness strategy, explore potential programs and services, assess the cost and implement your strategy.*

According to a joint 2012 National Small Business Association and Humana study, 69% of business owners said they would be more interested in a wellness program if they could customize it. The ADP Wellness Solutions program is designed with that goal in mind.