



# The Best Is Yet To Come: The Future of Employee Wellness



Denise Dumont-Bernier  
Executive Director

# + Agenda

- Introduction
- Six Pillars of Success
- Current Status of Wellness
- The Future- 5 Key Areas
- Q & A



## Denise Dumont-Bernier, PT

- Executive Director,  
Occupational Medical Consulting, LLC
- 20+ years in occupational health and wellness
- Last week OMC acquired by Wellness Workdays
  - Headquartered in Hingham, MA
  - Founded in 2004
  - Debra Wein, MS, RDN, President and CEO
  - Chair, Worksite Wellness Council of MA
  - New England Employee Benefits Council, Chair
  - President's Council of Cornell Women, Steering Comm.





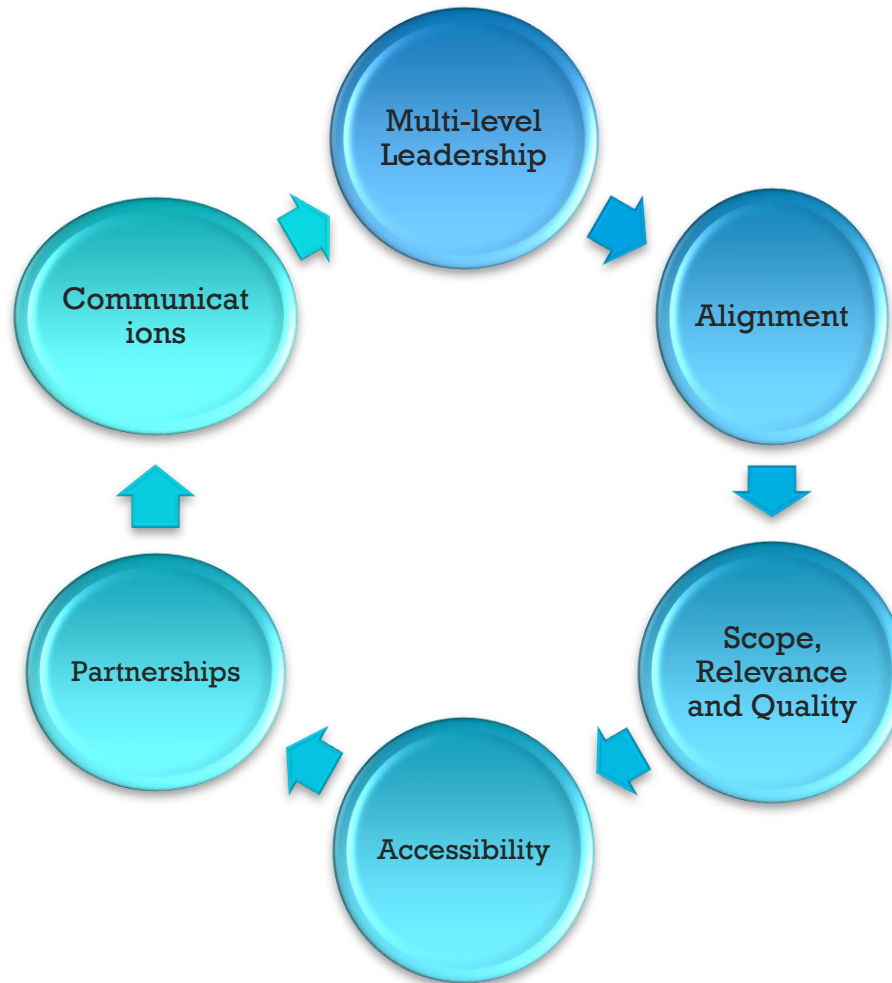
## Our Mission

At OMC/Wellness Workdays we provide the strategic direction, tools and resources required by clients to design and deliver a comprehensive worksite wellness program that improves employee health, productivity and the bottom line.

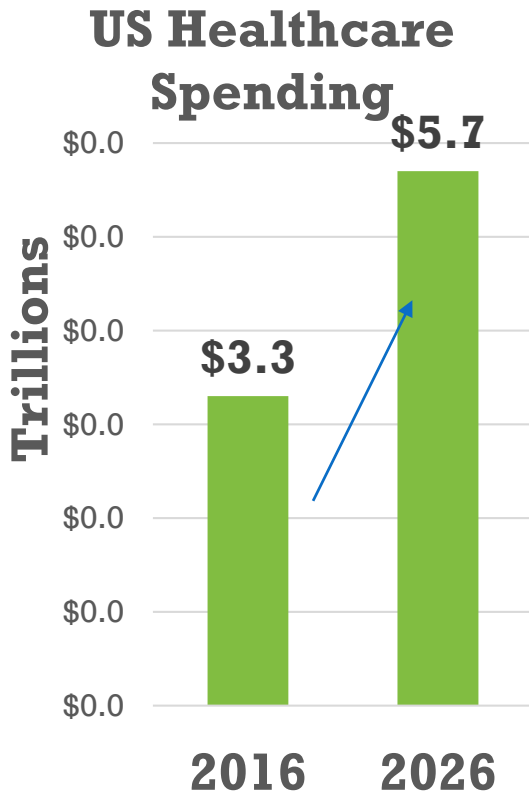
# + Six Pillars of Success

## Harvard Business Review

Research Elements of Wellness Program Success



# + Current Status of Wellness: Trends Are Not Sustainable



CMS.gov

**64%  
Employers**



**>10%  
Increase  
In Health Insurance  
Costs**

2017- Mercer

**50% of  
consumers are  
“health illiterate”**



2015 Accolade Consumer Health Index

# + Health Trends Are Not Sustainable

- Inactivity/sedentary lifestyles
- Rising obesity rates
- Poor nutrition
- Rising diabetes rates
- Stress/poor sleep habits





# Our Workforce Is Aging



- Poor retirement planning
- Stimulation
- Medical benefits supplement
- Maine's % of population over age 65 is growing at a faster pace than rest of the country



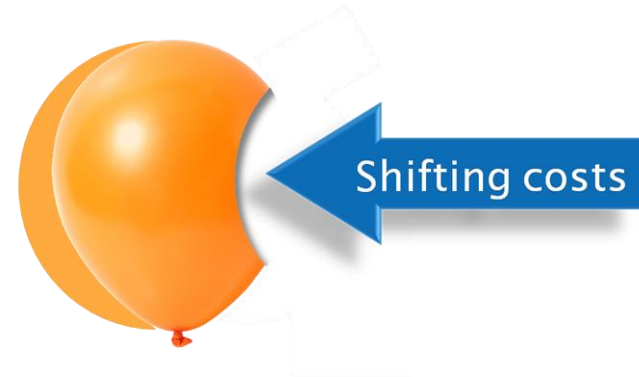


# + The Potential Is Huge

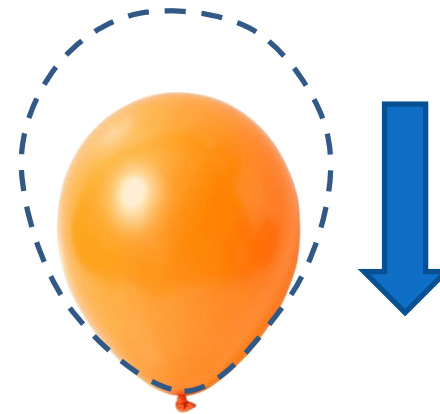


We are all aging and at risk for developing chronic diseases.

We are all concerned about paying for healthcare.



**Health Enhancement**



Reduce Lifestyle Risks leading to **HEALTHIER POPULATIONS** and measurable **COST DECREASES**

# + Good Health is Good for Business

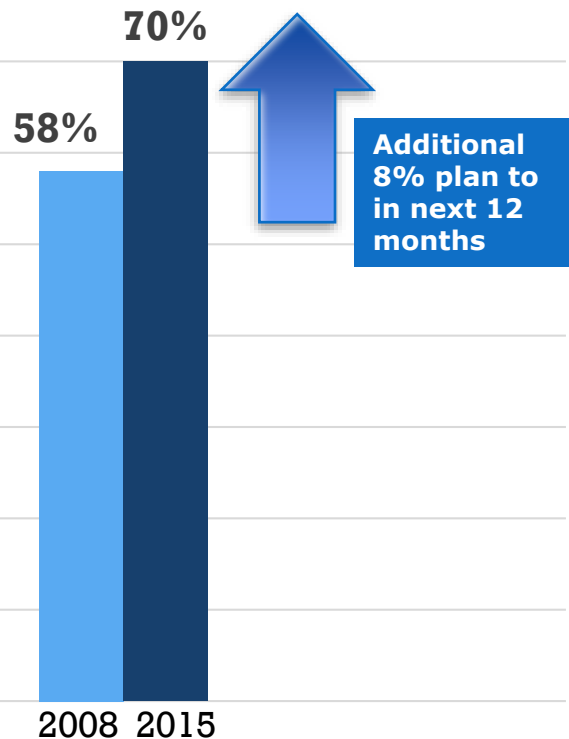


Employees are the back bone of most businesses. "If you take care of your employees they will take care of your clients." Richard Branson



## Wellness Programs on the Rise

Employers with some form of wellness program in place, 2008 vs. 2015



SHRM surveyed 463 HR professionals from 22 industries throughout the country.

Source: SHRM Employee Benefits Report  
Healthy Enterprise Study (Winter 2011)  
210/2011 Staying@Work Report | National Business Group on Health/Towers Watson

40 percent of all wellness programs are not considered effective

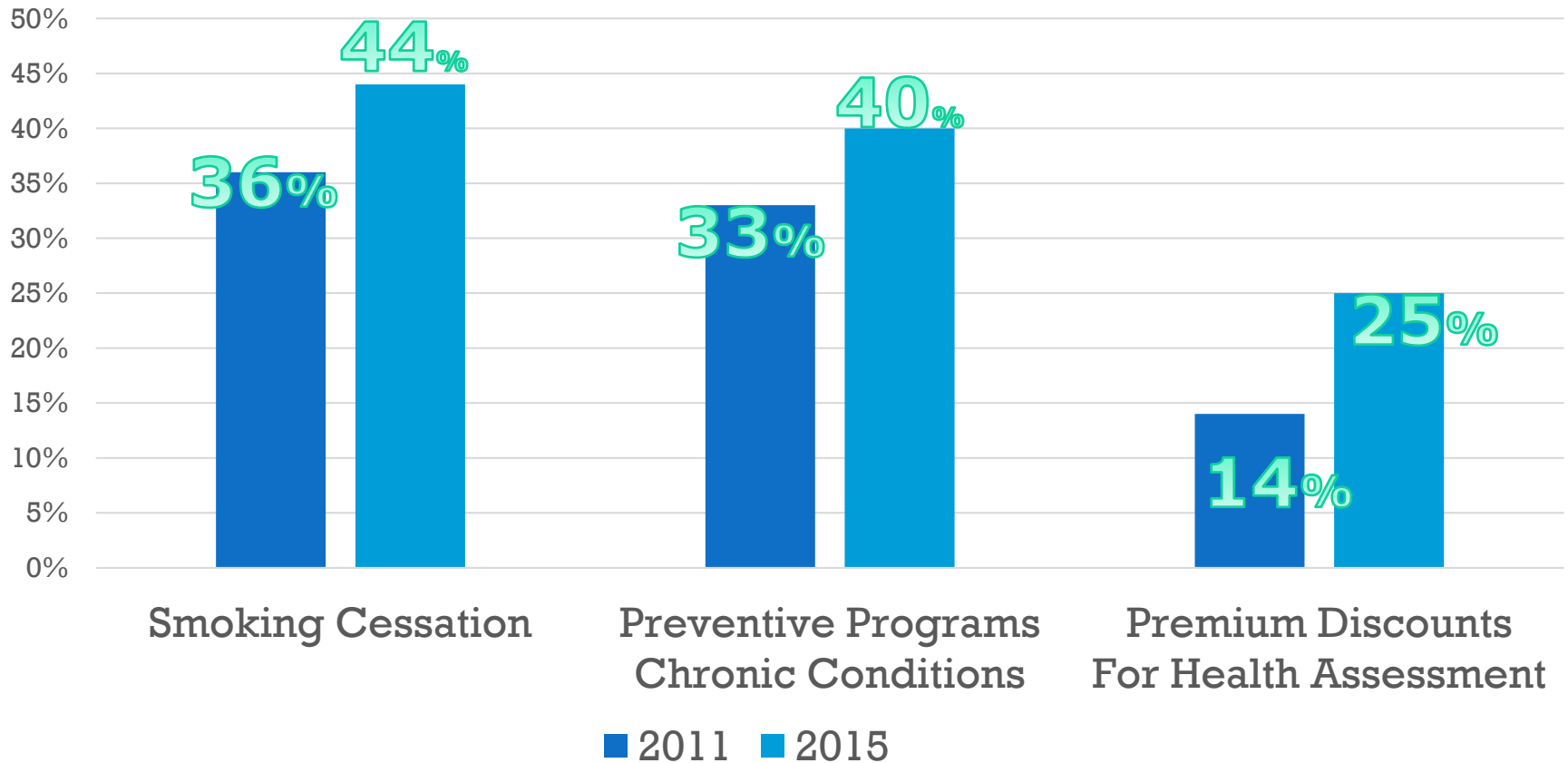
## The Goal is Effectiveness, Not Just Presence

- Effective wellness programs generate much greater rewards compared to less effective programs:
  - *Health Enterprise Study:*
    - 16% lower healthcare costs
    - 35% lower rate of cost increase
  - Towers Watson and National Business Group on Health report:
    - 40% higher revenue compared to less effective wellness programs



# + What's Up?

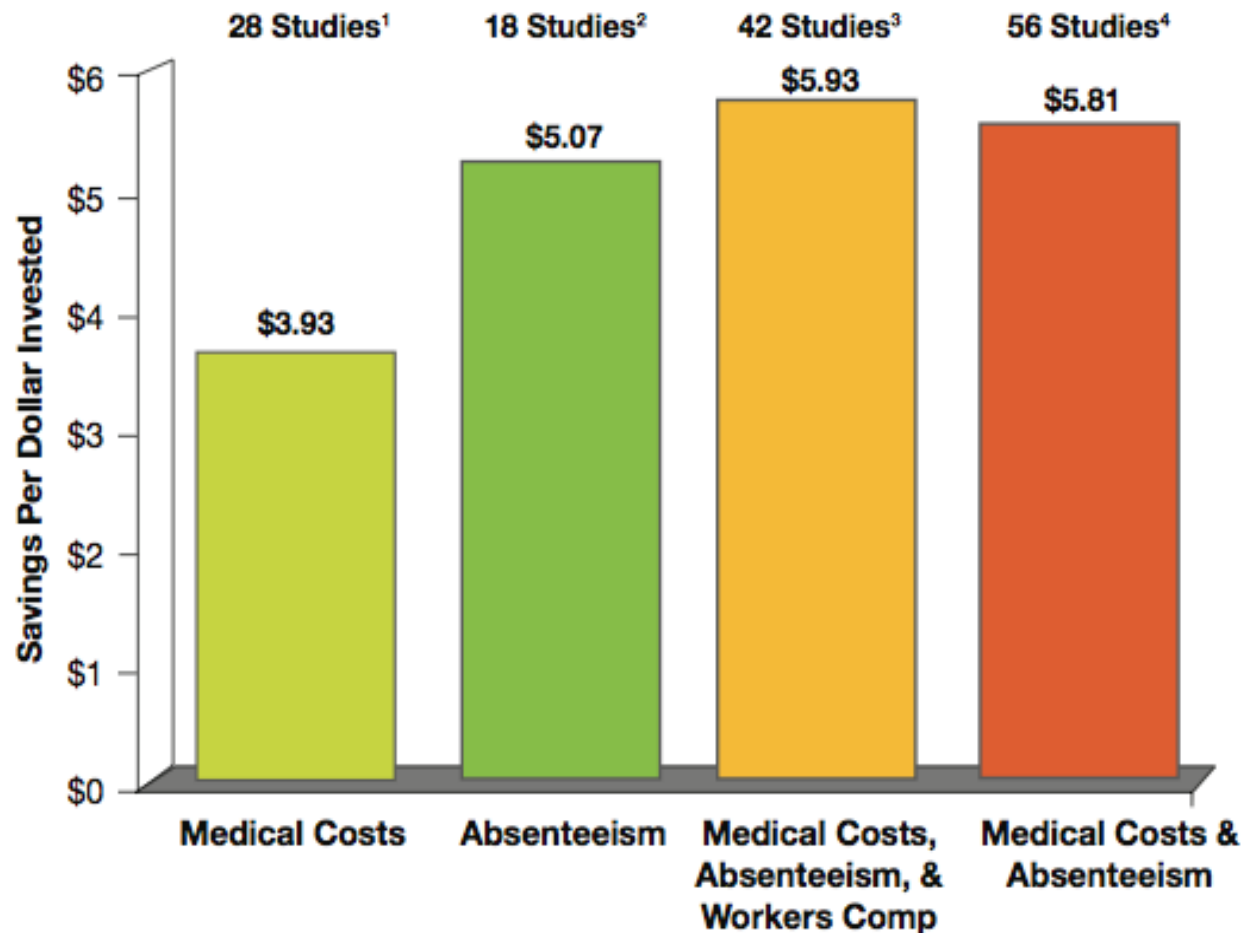
## Demand Increase





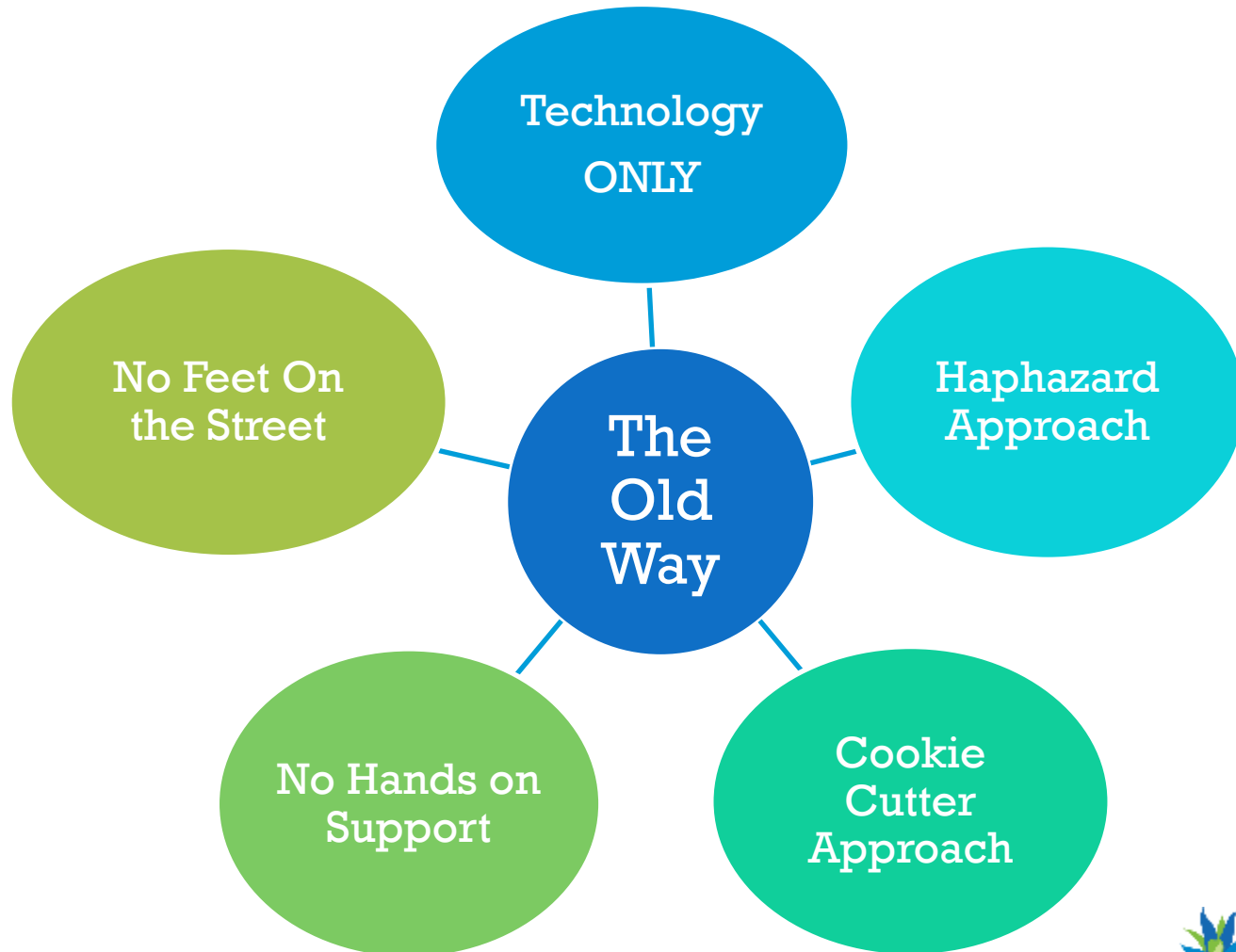
## Return on Investment In Worksite Health Promotion

A review of scores of published studies on worksite wellness found that the Return on Investment is \$3.48:1 due to reduced medical costs and \$5.82:1 due to reduced absenteeism.



1. Source: Aldana, SG, *Financial impact of health promotion programs: a comprehensive review of the literature*, *American Journal of Health Promotion*, 2001, volume 15:5: pages 296-320.
2. Source: Aldana, SG, *Financial impact of health promotion programs: a comprehensive review of the literature*, *American Journal of Health Promotion*, 2001, volume 15:5: pages 296-320.
3. Source: Chapman, LS, *Meta-evaluation of worksite health promotion economic return studies*, *Art of Health Promotion*, 2003, 6:6, pages 1-16.
4. Source: Chapman, LS, *Meta-evaluation of worksite health promotion economic return studies: 2005 Update* *Art of Health Promotion*, 2005, p. 1-16.

# + Old Ways Won't Open New Doors





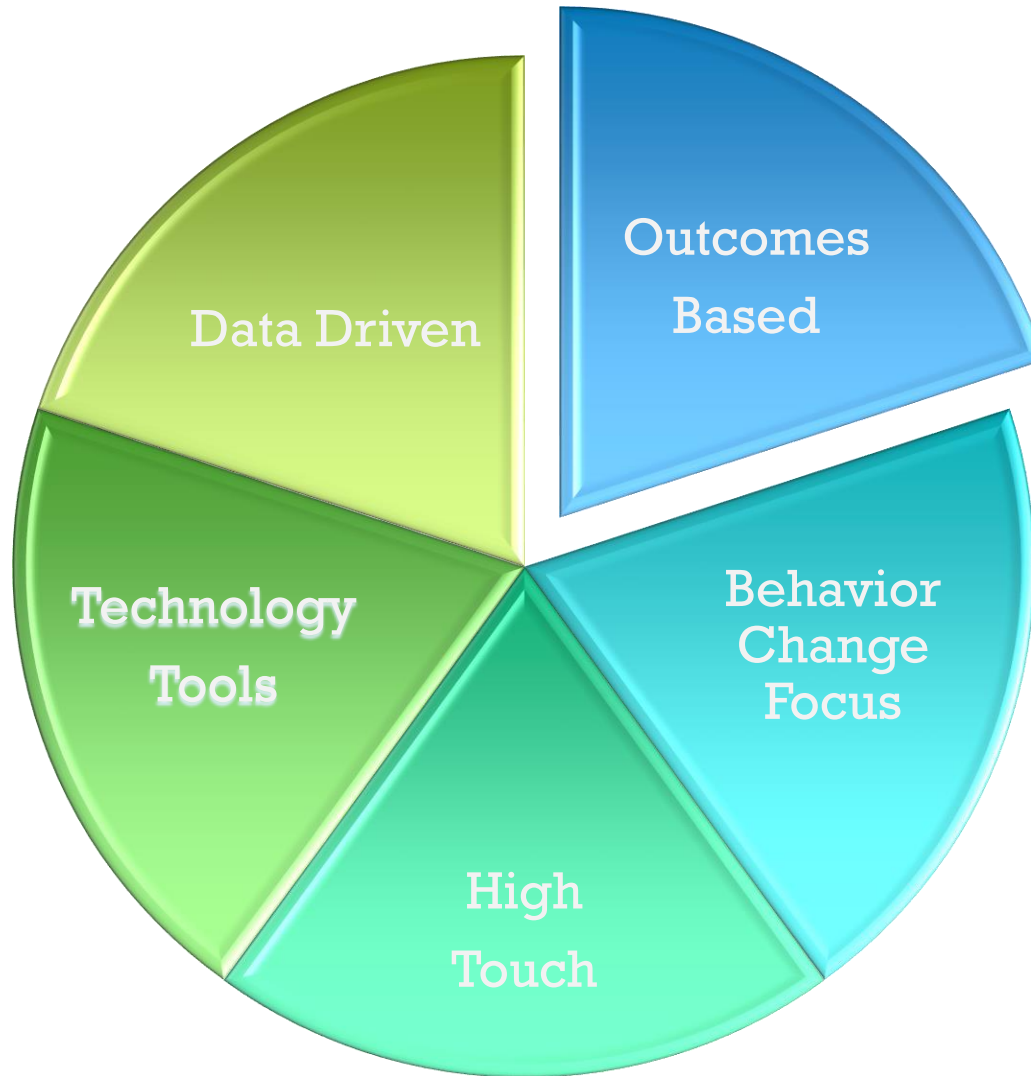
"We're having a big meeting  
today to kick off our  
Employee Wellness Campaign.  
Did anyone remember to  
bring in soda and doughnuts?"







# The Future of Well-Being

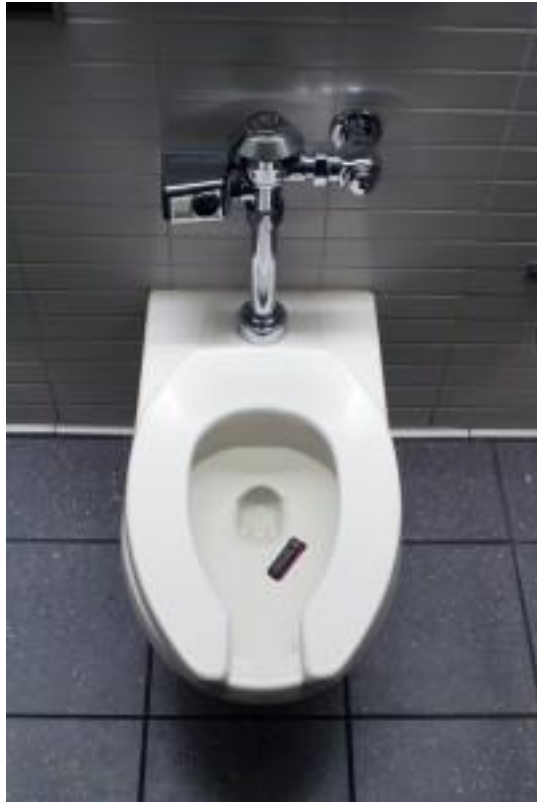




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# Technology IS the Program ?





# Technology Tools

Verifiable Measures;  
Data Integration;  
Driving Outcomes



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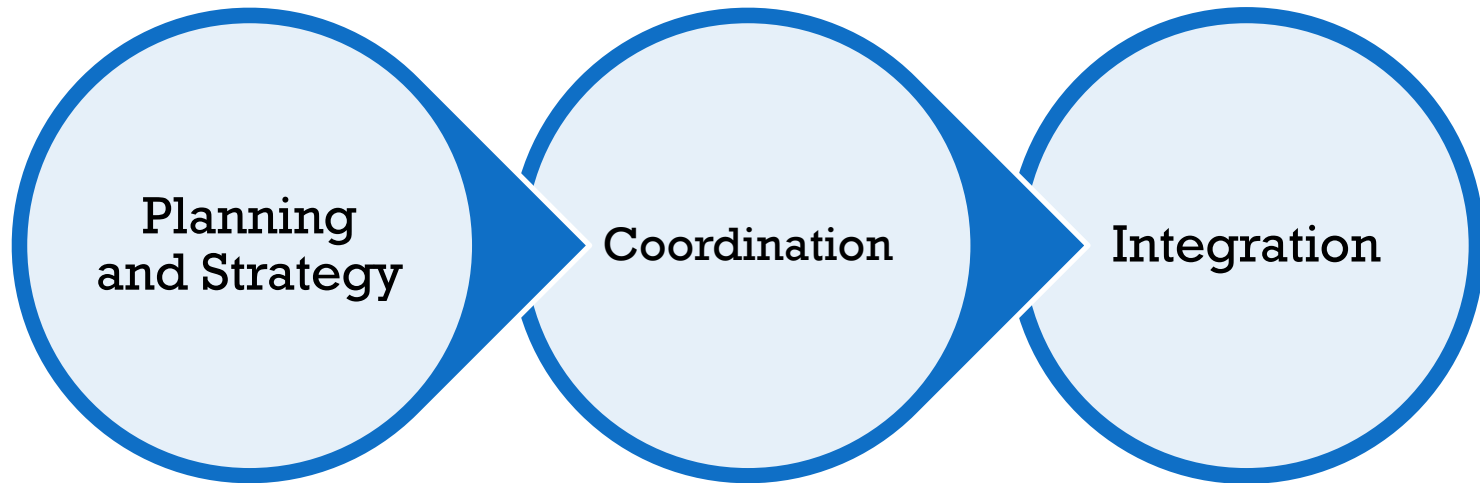




# High Touch= High Engagement

*“Wellness programs are something we do with and for employees, not something we do to them.”*

*D. Hunnicutt, Former CEO, WLECOA*







# Support Individual Behavior Change: Offer Health Coaching

- Coaches trained in MI
- Personalized approach
- Teaching moments
- Behavior/lifestyle change
- Wellness plan
- Accountability
- One size does not fit all



# + Hands On Approach

**Technology combined with hands-on**

**Outsourced wellness with an insourced feel**

**Client has a voice – tailored programs**

**Relationships, Continuity, Guidance, Support**



# + Data Driven

## TOP 10 REASONS TO COLLECT DATA

- 1. Provides a snapshot of the overall health and well-being of workforce at any point in time.**
- 2. Ensures a longitudinal account of the overall health status of your workforce.**
- 3. Ensures senior level execs are kept in the loop with employee health.**
- 4. Ensures that health management process is kept transparent.**
- 5. Provides accountability.**
- 6. Informs workforce of overall health and well being of company.**
- 7. Excellent recruitment vehicle for new employees.**
- 8. Allows you to benchmark against others.**
- 9. Allows you to definitively measure change.**
- 10. Allows you to demonstrate value to shareholders.**



# + Data Driven Continued...

Assessments,  
Biometric  
Screenings,  
HRAs,  
Surveys,



Outcomes  
Focused,  
Change  
over time,  
same  
cohort

Aggregate  
Data  
Available to  
Employers

Assess Pre  
and Post  
Program

# + Data Driven Continued...

What Can Data Show?

Productivity



Engagement



Morale



Health  
Claims



+ Beyond The Biggest Loser and  
Smoking Cessation Programs

Yoga/Meditation  
Mindfulness  
Food Tastings  
Resilience  
Standing Desks  
Wearable Devices  
Nutrition/Fitness  
Counseling

+ Beyond Brown bag lunches and  
Lunch & Learns

Interactive Seminars  
Branded  
Newsletters

Team Challenges  
Contests Games

Tailored Incentives

Health Screenings/Flu Clinics

Healthier Snacks



# + Outcomes Focus Wellness



# + Healthier companies = Better Bottom Line

- From 2009 to 2014, HERO studied the **stock performance** of 45 publicly traded companies that had earned top scores on the HERO Health and Well-Being Best Practices Scorecard.

These companies ranged in size from **762 employees to nearly 300,000 employees.**

- Researchers found that collectively, as a simulated portfolio of companies, this group outperformed the S&P 500 in appreciation (235% vs. 159%) and comparable dividend yield (1.97% vs. 1.95%).



# + Only in New England!



Right  
message to  
right person

**“Lose some weight, quit smoking, move  
around more, and eat the carrot.”**

# + Join the Wellness Workdays mailing list and follow us on social media

<https://www.wellnessworkdays.com/>

Stay Connected!



Stay informed on the latest trends in wellness and nutrition programs.  
Sign up for our monthly newsletter.

JOIN OUR MAILING LIST

## STAY UP TO DATE

EVENTS



THE  
WELLNESS  
BLOG



RESOURCES



# + Pre-recorded Webinars and 2019 Live Webinars

2018 Webinar Series



November 13, 2018 11:00 a.m. EST  
How to Finance Your Employee  
Health and Wellness Program



2018 Webinar Series



September 11, 2018 11:00 a.m. EST  
The Return on Corporate Wellness:  
Separating Fact From Fiction



<https://www.wellnessworkdays.com/resources>

+ Please join us.

6th Annual  
**Emerging Trends in Wellness Conference**

April 10-11, 2019 | Boston, MA

<https://www.wellnessworkdays.com/wwconf2019>



**REGISTRATION IS NOW OPEN!**

REGISTER NOW

# + For Employers Only

## Complementary Needs Analysis

- HR execs / Senior management
- Cost of preventable diseases
- Strengths & Weakness of current program
- Opportunities
- Executive Summary of Needs and Expert Suggestions

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Thank you!!

