

Summary of Key Conclusions from Working Towards Wellness, 2007

Document	Conclusions
<p>Business Rationale (prepared by PricewaterhouseCoopers)</p>	<ul style="list-style-type: none"> • Chronic diseases drive healthcare costs: In the US alone people with chronic diseases account for more than 75% of the nations US\$ 2 trillion in medical spending • Productivity losses associated with chronic disease are even greater, as much as 400% more than the cost of treatment • Organizations invest an average of US\$ 290 in labour costs to generate US\$1,000 in revenue – organizations can protect the asset of human capital through workplace wellness • As the burden of chronic disease grows it could crowd out finances needed to improve other critical issues and threaten sustainability efforts
<p>Measuring Change (prepared by Right Management, a Manpower Company)</p>	<ul style="list-style-type: none"> • Wellness is evidently important but still not a boardroom priority in many organizations, primarily due to inadequate and inconsistent methods approaches and items of measurement used • The strategic approach to measurement should be simple, consistent and actionable, and should make use of four key measures: lifestyle, psychological health, physical health and engagement levels • Best practice dictates that measures are made across the whole organization with data collection that is accurate, proactive and employee-centric and uses online assessments wherever possible • Effective organizational reporting and data management needs to be technologically advanced and linked to KPIs
<p>Practical Steps (prepared by BT Group)</p>	<ul style="list-style-type: none"> • Health promotion has traditionally been seen as the role of governments and NGOs. Increasingly companies are being seen, and are seeing themselves, as key partners in this activity • Leadership is critical and partnerships with employee representatives and NGOs offer many advantages • Focusing on small lifestyle changes that, if sustained, can have lasting benefits, is a practical and achievable way to succeed • Tailored communication must be at the heart of any programme; simple messaging works best • Campaigns can be evaluated by objective measures which demonstrate changes in behaviour
<p>Global Examples (prepared by The NHS Institute)</p> <ul style="list-style-type: none"> • Dow Chemical • Eskom • Discovery Holdings • Becton Dickinson 	<ul style="list-style-type: none"> • Strategies from across three regions and four sectors typically: <ul style="list-style-type: none"> – Focus on four key elements: prevention, quality and effectiveness, healthcare systems management and advocacy – Include all aspects of health for family members as well as the individual – Include physical activity, healthy eating, stress/anxiety management and smoking cessation – Integrate health activities into the working day – Centralize management and coordination and decentralize local delivery