

Wellness makes for a healthy bottom line for businesses

Pursuit of wellness is a growing global trend. From products and services that support health and well-being, to companies' impact on local communities, wellness initiatives benefit people, the planet and profitability. Prioritizing wellness makes good sense for business.



Why is wellness important?

Health and well-being are gaining increased attention due to alarming trends associated with poor health.



Chronic illnesses such as heart disease, cancer and diabetes, are responsible for **7 OUT OF 10 DEATHS** among Americans each year



and account for **75%** of the nation's health spending.⁴



Toxic chemicals found in common products impact human health and cost the U.S. more than **\$340 BILLION** a year in health costs and lost earnings.¹



Workers with poor health are more than **TWICE AS LIKELY** to be disengaged.²

Productivity losses linked to employees who miss work cost employers over \$225 billion or **\$1,685** per employee, each year.³



Wellness is growing



The wellness economy is now valued at **\$3.7 TRILLION**⁵



78% of organizations view employee wellbeing as a critical component of their business strategy.⁶

The business case for wellness

Investments in wellness feed healthier bottom lines for companies. From growth to cost savings, consider how many companies are benefitting from their wellness initiatives.

Increased productivity



An investment of \$1 in **improved indoor air quality** has the potential to return anywhere from \$9 to \$14 in benefits including reduced absenteeism, increased productivity, reduced health care expenses and more.⁷

Of employees who participated in their companies' wellness programs, **77%** said it made them feel more energetic and productive, both at work and beyond.⁸



Reduced costs



In one study, more than **60%** of survey respondents reported that workplace wellness programs **reduced their organizations' health care costs**.⁹

Potential annual savings and productivity gains from improved Indoor Air Quality (IAQ) in the U.S. are estimated as high as **\$14 billion from reduced respiratory disease, \$4 billion from reduced allergies and asthma, \$30 billion from reduced sick building syndrome, and \$160 billion from direct improvements in worker performance unrelated to health**.¹⁰



Revenue growth



Debuting in 2015, one provider of fitness trackers made a name for itself in consumer technology by targeting corporate wellness programs and earned a **\$4 billion valuation** in less than two years.¹¹

As many as **73%** of consumers are happy to pay a **higher retail price** for a food or drink product made with ingredients they recognize and trust.¹²



WELLNESS SAVES

A study from RAND Corporation showed a significant return on investment on corporate disease management programs. The study found that, on average, every dollar invested in disease management returned **\$3.80**. Among program participants, the disease management programs **saved \$136 per member, per month in health care expenses, largely due to a nearly 30% reduction in hospital admissions**.¹⁴

Employee loyalty and retention



Approximately **62%** of employees whose companies offer wellness programs said that well-being programs made them feel more **loyal and engaged**.¹³

Some steps companies can take to improve wellness

Protect brand integrity with safe, non-toxic products

To protect brand integrity, **companies should ensure that their products and services support human health and well-being**. That may mean offering goods that reduce exposure to potentially toxic chemicals during use, ensure the physical safety of the user, or offer material transparency. Responsible marketing practices and education can also support health and wellness by making complete information available to consumers, protecting children from direct marketing of unhealthy items, and suggesting responsible usage.



A survey conducted by the Consumer Goods Forum (CGF) showed that in 2017 **88% OF COMPANIES** introduced products that have been reformulated and/or reformulated to support healthier diets and lifestyles.¹⁶

Ensure a healthy workplace environment

With productivity and employee health at stake, it's critical to **ensure a healthy workplace environment**. To accomplish this, procurement policies should prioritize the selection of healthy products including low-emitting products, those with chemical content transparency information, and ergonomically designed products that support comfort and proper usage. Use UL.com/SPOT to find products that take into account human health impacts and can improve indoor environments.



Potential annual savings and productivity gains from reduced sick building syndrome are an estimated **\$30 BILLION**.¹⁵

Establish a culture of wellness

Championing wellness means establishing a culture of health and well-being. From providing a healthy indoor environment that supports employee wellness and productivity, to encouraging healthy lifestyles with benefits like health education programs, screenings and gym memberships, to offering balance with remote working options, flexible schedules, and on-site childcare, companies that truly create a culture of wellness see reduced absences, increased productivity and greater employee loyalty.



According to a survey from Virgin Pulse, **90%** of employees believe their companies' well-being programs positively impact work culture.¹³

Advocate wellness in local communities

By advancing wellness locally, companies demonstrate their support of health and well-being in the communities they serve. Some possible community wellness initiatives may include: donating food to local shelters, sponsoring wellness education events in local communities, and/or sponsoring walks, runs and other activities that include employees and advance local lifestyles.



Respondents in the Consumer Goods Forum reported partnering with over 527,000 schools to help children learn healthy eating habits **UP 37% SINCE 2016**.¹⁶

Make sure wellness is a consideration as you plan your own sustainability goals, design products, create indoor environments and build corporate culture. Find more ideas and resources at **UL.com/Perspectives**

Sources:
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