Wellness makes for a healthy bottom line for businesses.

Why is wellness important?

Wellness is an essential component of an overall strategy to improve productivity and well-being. Wellness programs can help employees achieve their health and well-being objectives while reducing health care costs to companies; improve the workplace environment by reducing the incidence of accidents and injuries; and enhance a company’s reputation as a good employer.

The business case for wellness

Investments in wellness feed healthier bottom lines for companies. From growth to cost savings, a wellness-focused approach can make good sense for business.

Wellness makes for a healthy bottom line. ⁷

Some steps companies can take to improve wellness

1. Conduct a needs assessment to understand what types of wellness programs would be most relevant to your employees. ⁸
2. Engage your employees to ensure that programs are developed and implemented with their needs in mind. ⁹
3. Identify key stakeholders, including human resources, IT, finance, and marketing, to ensure that wellness programs are integrated into your company’s overall strategy.

Ensure a healthy workplace environment

Wellness programs can help improve a company’s bottom line by reducing health care costs, increasing productivity, fostering a healthy work culture, and improving employee satisfaction. The return on investment for wellness programs can be significant; a study by Aetna found that for every dollar invested in wellness programs, companies can expect a return of $3.80.

Advocate wellness in local communities

By advocating for wellness locally, companies can help improve the health and well-being of their communities. This can involve forming partnerships with local organizations, funding wellness initiatives, and providing resources to support the creation of a culture of health and well-being in the community.

Sources:

- Paragon Controls Incorporated, “Cost of Poor Indoor Air Quality,” 2010
- The Wellness Alliance, “The Wellness Economy,” 2018
- The Lancet Diabetes and Endocrinology, “Toxic chemicals tied to $340 billion in health care costs,” 2019
- The Wellness Institute, “Global Wellness Economy Monitor,” January 2017
- CDC, “Chronic Disease Overview,” 2017