Worksite Health Promotion
Defining Value

Does Your Work Have Meaning?
Worksite Health Promotion
Defining Value

I Helped Make This!
Worksite Health Promotion

What is Value?

“Value is determined by addressing the employee population’s particular health, productivity, and work/life needs, and their (the employees) ability to benefit the organization, workgroups, and the individual.”

Adapted from Porter and Teisberg, 2006
Value: In the Eyes of the Beholder

ProfitAbility
Value: In the Eyes of the Beholder

ProfitAbility vs. EmployAbility

Pfeiffer, CJ 1998
Value: In the Eyes of the Beholder

ProfitAbility vs. EmployAbility

We Exist to Make Profit

Pfeiffer, CJ 1998
Value: In the Eyes of the Beholder

ProfitAbility vs. EmployAbility

We Exist to Make Profit       My Work has Meaning
Value: Measuring It

ROI: Return on Investment
Value: Measuring It

VOI: Value of Investment
Value: Measuring It

VOC: Value on Caring

Worksite Health Promotion

Tactic versus Value?

If employee health is merely a tactic, it can easily be replaced when it underperforms.

A value is part of an organization’s DNA.
In the Beginning…

An idea
A Vision
A Mission
A Business!
In the Beginning…

It’s all about M.E.!
The M.E. Factors

Meaningful Enterprise
The M.E. Factors

Meaningful Enterprise

Meaningful Employment
The M.E. Factors

Meaningful Enterprise

Meaningful Employment

Meaningful Environment
The M.E. Factors

Meaningful Enterprise

Meaningful Employment

Meaningful Engagement

Meaningful Environment
The M.E. Factors: Meaningful Enterprise

Fortune Most Admired Companies

- Management Quality
- Quality of Products/Services Offered
- Innovativeness
- Value as a Long-term Investment
- Soundness of Financial Position
- Ability to Attract, Develop, and Retain Talent
- Community Responsibility
- Wise Use of Corporate Assets
- Effectiveness in Conducting a Global Business
The M.E. Factors: Meaningful Enterprise

Sad News

• Healthcare costs equal 18% of GDP

• Direct medical costs 50%/59% of before and after-tax profits

• Employee health and well-being is a business sustainability issue!

The M.E. Factors: Meaningful Enterprise

Good News

- Worksite Health Promotion
  - ROI—3.27 healthcare
  - ROI—2.73 absenteeism\(^1\)
- ACOEM—Culture of Health—79% increase vs. -.77%\(^2\)
- C Everett Koop Award—325% vs. 105%\(^3\)
- HERO Scorecard—higher scores, higher value\(^4\)
- Reduce 1 day of productivity loss out of 8 days—employer’s market cap would increase by $244 million!\(^5\)

---

5. Loeppke, R http://www.slideshare.net/ClevelandHeartLab/ron-loeppke-final-updated-10-17-13
The M.E. Factors: Meaningful Enterprise

Big Strategies

• Provide a comprehensive, integrated worksite health promotion program

• Align with business goals

• Cross-functional approach to human capital management (e.g., safety, HR, benefits, training/development, EAP, work/life)

• Engage leadership!
The M.E. Factors: Meaningful Employment

- Fair compensation
- Benefits
- Respect/Trust
- Autonomy
- Advancement
- Balance
- Connection
- Employability/training
The M.E. Factors: Meaningful Employment

FORD Motor: 1913

- 10.5% absenteeism
- 370% turnover
- Doubled salary $5/day
- Turnover dropped to 16%
- Absenteeism dropped to .4%
The M.E. Factors: Meaningful Employment

Sad News

• $11 billion annually lost as a result of employee turnover.¹

• Unhappy employees—higher stress, depression and cardiovascular disease risk.²

• Unit sales and profits predicated by employee feelings toward organization at earlier points in time.³

• Family medical costs—$16,834 (2014)⁴

3. Gallup Organization
The M.E. Factors: Meaningful Employment

Good News

• Happy employees — twice as likely to be thriving in their lives overall as those who are disengaged and unhappy at work.¹

• “Thriving” organizations have less turnover.¹

• Thriving organizations have higher levels of well-being.¹

• Employees determine 90 percent of most businesses’ profitability.”²

1. Gallup Organization
The M.E. Factors: Meaningful Employment

Big Strategies

- EmployAbility!
  - Position well-being as a “transferable” job skill!

- Align worksite health promotion as a recruitment/retention strategy.

- Policies and benefits that protect, support, and enhance employee health and well-being.
The M.E. Factors: Meaningful Environment

- Culture of Health
- Making health the easier choice
- Safety
- Good work climate
- Open communication/transparency
- Respect
- Trust
- Teamwork
The M.E. Factors: Meaningful Environment

Sad News

• 79% human resource managers believe they have significant engagement and retention issues

• 75% struggle to attract/recruit top talent

• 83% do not believe they have a compelling and engaging employment brand

1. Bureau of National Affairs
The M.E. Factors:
Meaningful Environment

Good News

• Parnassus Workplace Fund — 9.63% annualized return — S&P 5.58% — 2005 to 2013.¹

• Great Place to Work 100—80% of employees look forward to coming to work every day—bottom 100—61%²

The M.E. Factors: Meaningful Environment

**Big Strategies**

- Build your environment
  - Safety
  - Physical activity
  - Healthier eating
  - Stress management
  - Tobacco-free

- Make health the easier choice

- Expand your “touch points”
The M.E. Factors: Meaningful Engagement

“A heightened emotional and intellectual connection that an employee has for his/her job, organization, manager or coworkers that, in turn, influences him/her to apply additional discretionary effort to his/her work.”

The M.E. Factors: Meaningful Engagement

- Commitment to vision/mission
- Commitment to business goals
- Efficient teams
- Goal focused
- Fair incentives
- Balanced recognition
- Balanced work
- Well-being
The M.E. Factors: Meaningful Engagement

Sad News

• 69% of employees are not engaged in their work

• 2/3 of employees feel that they are overwhelmed

• $300 billion lost productivity

• Presenteeism is biggest contributor to health-related costs

2. Edington, DW. Zero Trends. 2009
The M.E. Factors: Meaningful Engagement

Good News

• Well-being is associated with greater engagement\(^1\)

• Targeted stress and resiliency programs help reduce presenteeism.\(^2\)

• Physical activity is associated with enhanced “fluid intelligence”.\(^3\)

---

The M.E. Factors: Meaningful Engagement

**Big Strategies**

- Rebrand and reengineer
- “Energy management”
  - physical activity
  - eating for performance
  - mindfulness
  - healthy sleep
- Manage health risks/conditions
- Build fun into your programs!
- Engage work teams in challenges
The M.E. Factors

Cost Management? Focus Here!

Meaningful Enterprise

Meaningful Employment

Meaningful Engagement

Meaningful Environment
The M.E. Factors

Employer of Choice? Focus Here!

Meaningful Enterprise

Meaningful Engagement

Meaningful Employment

Meaningful Environment
The M.E. Factors

Meaningful Enterprise

Meaningful Employment

Meaningful Engagement

Meaningful Environment

Recruitment/Retention? Focus Here!
The M.E. Factors

Meaningful Enterprise

Meaningful Employment

Meaningful Engagement

Meaningful Environment

Productivity Management? Focus Here!
The M.E. Factors
Returning Full Circle

Meaningful Enterprise
Meaningful Employment

R.O.I
V.O.I

Meaningful Engagement
Meaningful Environment

V.O.I
V.O.C
V.O.I
V.O.C
The M.E. Factors

Meaningful Enterprise

Meaningful Employment

Meaningful Engagement

Meaningful Environment

THE BOTTOM LINE?
The M.E. Factors

Meaningful Enterprise

Meaningful Employment

Meaningful Engagement

Meaningful Environment

THERE ARE MULTIPLE BOTTOM LINES!
George J Pfeiffer, MSE, FAWHP

The WorkCare Group, Inc.

www.workcaregroup.com

georgeworkcare@earthlink.net

- 434-823-4033 Office
- 434-242-3050 Mobile