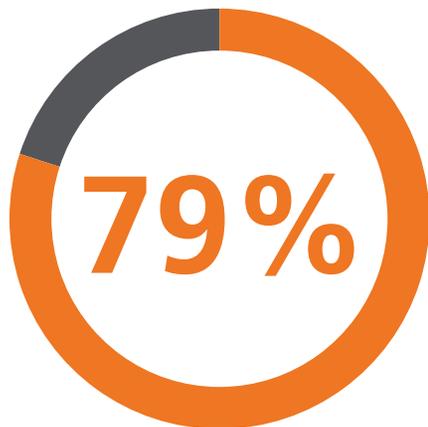


## To bridge a big gap, you need big solutions.

Nearly 80 percent of mid-sized employers believe in the importance of establishing a culture of health ownership for employees. Yet fewer than 40 percent are confident they've created one.

Optum expanded its 6th annual Wellness in the Workplace Study in order to better understand how mid-sized employers are approaching employee wellness and compare their current efforts to the best practices of large employers.



**79% percent of mid-sized employers say it is extremely/very important to establish a culture of health ownership.**



**But only 39% feel confident they have established one.**

### INSIGHTS ABOUT PROGRAM OFFERINGS AND INVESTMENT

- ▶ 77% of mid-sized employers are offering five or more wellness programs



**79%** flu shots



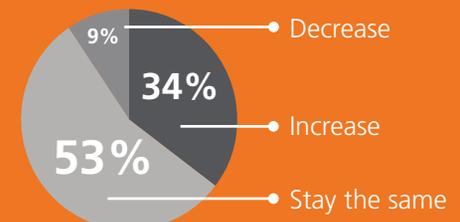
**78%** employee assistance programs



**60%** health risk assessments

- ▶ 34% of mid-sized employers are increasing their wellness program spending over the next three years.

### CHANGES IN WELLNESS PROGRAM SPENDING OVER THE NEXT THREE YEARS



## What are best practices for wellness programs in mid-sized companies?

There are a number of signs of a growing commitment to wellness programs among mid-sized employers.



**9 in 10**

are offering incentives, compared to 76% in 2013.



In addition, more than

**1/3**

are altering the physical work environment to support wellness, and more than one in four are considering making changes to physical space.



The most common of those changes includes implementing **smoke-free campuses** and offering **healthier food and beverage options** in vending machines and cafeterias.

### INSIGHTS ABOUT PROGRAM INCENTIVES AND TECHNOLOGIES

- ▶ Most popular programs offering incentives to employees



**88%** of health or fitness challenges



**85%** of health biometric screenings



**82%** of health risk assessments

- ▶ Most common technologies being used to drive participation



**27%** online competitions/challenges



**22%** activity-tracking/wearable devices

## What lessons can be leveraged from large employers?



### Program delivery:

The most popular program-delivery options among mid-sized and large employers are online communications and on-site events.



### Program focus:

Like their mid-sized counterparts, the primary focus of large employers is on physical aspects of wellness, but large employers are also more likely to invest in financial health and social well-being programs than mid-sized ones.



### Physical environment:

Large employers are significantly more likely to make changes in their cafeteria menus, provide healthy catering options for meetings, improve access to water, upgrade on-campus walking paths, and add on-site fitness centers.



### Technologies:

Large employers are using online challenges significantly more often than mid-sized employers. They're also adding more technological engagement methods, such as social networks, games, mobile apps and mobile messaging.



### Evaluation methods:

In addition to tracking reductions in health costs and risks, large employers are using benchmarking tools and scorecards as well.

### ▶ THE BOTTOM LINE

For mid-sized employers, well-managed health care is critical to attracting and retaining talent.

### ▶ CALL TO ACTION

Leverage insights and ideas from this survey to help you implement meaningful solutions for your mid-sized company.



To learn more about our solutions, seminars and studies for mid-sized customers, visit [Optum Broker Hub](#).

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