What metrics can employers track to demonstrate health & wellness value of investment?

Only 33% of employers report having the metrics they need to justify investment in health & wellness programs.* Clearly, employers need a broader set of metrics to demonstrate the full value of their health & wellness strategy.

Optum, together with the National Business Group on Health, created the Value of Investment Study to understand what metrics employers are currently tracking and what metrics are more difficult for them to track.

**Top three tracked metrics**
- Program participation
- Health care costs
- Days absent

**Metrics that will help employers build a more complete business case for health & wellness**
- Retention
- Morale
- Recruitment
- Wellness program satisfaction
- Health risk
- Job satisfaction
- Safety
- Business performance
- Productivity
- Food consumption

Based on these findings, it’s evident that employers are comfortable tracking traditional metrics (such as health care cost savings) and operational metrics (such as program participation). However, that is only the tip of the iceberg. There are many more metrics that could be connected to health & wellness program performance.

**SURPRISING FINDINGS:**
Productivity was one of the top three reasons employers offer health & wellness programs. However, only 34% of employers track productivity.

*Percentage who strongly agree with the statement.
MOST DIFFICULT METRICS TO TRACK

The survey was also designed to identify why certain metrics, like productivity, were under-tracked. As a follow-up, we asked employers to tell us which metrics were easy/difficult to track. The following metrics were reported as being “least easy to track” (among those who track the metric):

- Employee morale
- Productivity
- Food consumption
- Business performance
- Wellness program satisfaction
- Job satisfaction

These findings reveal a significant opportunity for health & wellness vendor partners to support employer measurement priorities.

CALL-TO-ACTION

- Partner with a trusted health management vendor to help identify and track a broader set of metrics.
- Request integrated reporting that demonstrates the total value that these programs are driving for the business.
- Align your measurement plan with your health & wellness strategic objectives.

THE BOTTOM LINE

There is a confidence gap in being able to track the value of health & wellness programs. This gap can be closed by working with a health & wellness vendor partner to identify and track desired metrics.

The Value of Investment Study was done in partnership with the National Business Group on Health.