

Do employers offer health & wellness programs for reasons beyond medical cost savings?

Medical cost savings has traditionally been the benchmark to demonstrate return on investment of health & wellness programs. But that is only part of the story. There are many other ways that a healthy, engaged workforce drives value for a business.

Optum™ partnered with the National Business Group on Health to learn the reasons why today's employers offer health & wellness programs.

The study not only revealed the three primary reasons but also a cluster of emerging reasons — and their relative importance.



91% of employers offer health & wellness programs for reasons beyond medical cost savings.

THERE ARE **THREE** **PRIMARY REASONS** EMPLOYERS ARE INVESTING IN HEALTH & WELLNESS PROGRAMS:



Reduce employee health risks



Reduce health care costs



Improve employee productivity

BEYOND THE TOP REASONS, SEVERAL OTHERS EMERGE (in order of importance):

- Manage/reduce disability claims
- Improve employee job satisfaction
- Impact business performance metrics and profitability
- Improve employee daily health decisions at work
- Attract or retain talented employees
- Reduce the number of sick days
- Reduce presenteeism

Although these emerging reasons are important to employers, the top three reasons mean much more...

...In fact, health risk reduction is 74% more important to employers than managing disability claims.

RESOURCE CENTER FOR HEALTH & WELL-BEING

IMPORTANCE OF EMPLOYEE PRODUCTIVITY

The longer an employer has a health & wellness program in place, the more **productivity improvements** are valued.



HEALTH & WELLNESS PROGRAM RATIONALE BY INDUSTRY



HEALTH RISK REDUCTION was most important for health care, retail and professional/technical employers.



Health care employers place more importance on **DAILY HEALTH DECISIONS** than any other industry.



HEALTH CARE COST REDUCTION was more important than health risk reduction for manufacturers and financial/insurance employers.



Retail employers value **HEALTH RISK REDUCTION** more than any other industry.



Financial/insurance employers place more importance on **PRODUCTIVITY** than any other industry.

THE BOTTOM LINE

Employers value health & wellness programs for reasons beyond medical cost savings. As employers gain experience with these programs, they expand their expectations beyond just reducing costs to a broader set of anticipated outcomes.

CALL-TO-ACTION



Leverage these insights to **connect health & wellness program outcomes** to a broader set of business and performance metrics.

This survey was done in partnership with the National Business Group on Health.



**National
Business
Group on
Health**

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