

Webinar: On-site wellness services drive employee engagement and activation



Employers can use worksite well-being solutions to build a culture of health

With the growing number of digital well-being tools on the market, it's easy to downplay the value of real-world interactions. But when it comes to workplace health and well-being programs, on-site services can enhance the value of digital tools and generate significant positive outcomes for employees and employers.

“Employers that really want to create a true culture of well-being need to include some level of on-site support for their wellness program,” says David Milani, Vice President of On-Site Services for Optum.

“Our research underscores the need for strong relationships that generate trust. They are one of the key factors in engaging across the employee base in any well-being program.”

Optum hosted a webinar about on-site health and well-being services, highlighting the data that supports their value and how on-site programs engage employees.

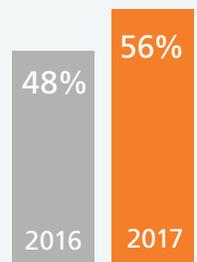
Relationships, engagement, results

On-site health and wellness services range from fitness centers and clinics to ergonomics programs and wellness coaching. But what all these services share is a focus on building strong relationships to advise and engage employees.



More than half of employers report making recent changes to their physical workspace.

17% YOY INCREASE



“On-site team members help employees connect the dots to other benefits their employer is offering, or even a local community resource,” says Heather MacAyeal Hardy, Senior Director, Optum On-Site Well-being Services.

“Because these team members are at the worksite every day, they become experts in what the employer offers and what the benefits are. They also leverage their ability to maintain daily contact and build trust with employees. Through those relationships, they can make referrals that help drive engagement.”

What the research says

According to the Optum 9th Annual Wellness in the Workplace Survey, employers are increasing their focus on healthy workplace design. This includes thinking not only about the programs they offer but how they bring them to life within the workplace.

From 2016 to 2017, there was a 17 percent year-over-year increase in the number of employers who indicated that they recently made changes to their physical work environments. The top five changes involved:

- Ergonomic and standing desks
- On-site fitness centers
- Healthy entrees in the cafeteria
- A smoke-free campus
- Healthy vending machine options

In another key finding, employers who committed to building healthy on-site environments reported better health and well-being program outcomes than those who did not. The survey found that 66 percent of employers who felt they'd achieved a culture of health in their workplace had made changes to their physical work environment. By comparison, only 29 percent of employers who hadn't made workplace changes felt they'd built a culture of health.

“These numbers show that if you want your employees to feel that culture of health, it needs to be manifested in the physical work environment,” says Milani.

“Employees need to come to work and see and hear the cues and investments in their well-being that help drive the larger culture and help them maintain a commitment to wellness as individuals and as part of a workforce.”

“Both/and,” not “either/or”

MacAyeal Hardy emphasized that electronic tools still have a place in a holistic well-being strategy.

“Digital, telephonic and other portal programs are great, and they're important in doing amazing work,” she says. “But when you actually have people and facilities within the workplace that are all about wellness, that improves employee engagement across all your wellness programs.”



TOP 5 Physical work environment changes:

- Healthier vending machines
- Smoke-free campus
- On-site fitness center
- Healthy entrees in cafeteria
- Ergonomic/standing desks



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