

Culture of well-being:

# Four keys to enable healthier employees and organizations

Increase employee productivity, engagement, retention and recruitment—while lowering healthcare costs



In addition to reducing healthcare costs for preventable conditions, a culture of well-being strengthens employee engagement. When associates feel their company cares about them as individuals, they are more likely to feel more satisfied with their health and well-being.<sup>1</sup>

Here are four keys to creating a culture of well-being:

## 1. Know your purpose

Why is your organization establishing an employee health and well-being program? From mental health concerns and chronic illnesses to reducing absenteeism and attracting top talent, identify your goals and the top issues to be addressed.

## 2. Get leadership buy-in

Your executives and management team must lead by example. Make certain your leaders understand the return on investment for a workplace well-being initiative is evident over several years. The 2020 Go365® Fully Insured Outcomes Study highlights the long-term advantages of corporate wellness programs. The study found an average of 24 percent lower claims costs for high-engaged members compared to low engaged members. High-engaged members on average increased overall health satisfaction ratings by five percent compared to low-engaged members.<sup>2</sup>

## 3. Establish key performance indicators

Identify important metrics that will allow you to track progress toward your organization's objectives. For example, you may want to track and set benchmarks for biometric outcomes to see if employees are getting healthier year to year, or you may want to use employee surveys to track their level of satisfaction with the program.

## 4. Select a suite of services that best fits your organization

Conduct an employee survey to help select the well-being program elements that will make the most impact on your workforce and support your business goals. From health assessments and wearable fitness devices to at-home gym alternatives and virtual health coaches, match your suite of services to your employees' needs. Be sure to communicate frequently and request employee feedback regularly to create a culture of well-being.

Learn more about the ways Go365's personalized health and well-being program can enhance your company culture by emailing [Go365.national@humana.com](mailto:Go365.national@humana.com) and visiting [Go365.com](https://Go365.com).



Listen to the WellTrend podcast episode, ***“Building a holistic wellness program,”*** for more ideas on elevating a culture of well-being. Search “WellTrend” in your favorite podcast player to listen and subscribe. Or check out <https://welltrendpodcast.buzzsprout.com/>.

<sup>1</sup>Naz Beheshti, “10 Timely Statistics About the Connection Between Employee Engagement and Wellness,” Forbes, last accessed 5/25/21, <https://www.forbes.com/sites/nazbeheshti/2019/01/16/10-timely-statistics-about-the-connection-between-employee-engagement-and-wellness/#3d2efbab22a0>  
<sup>2</sup>2020 Go365 Fully Insured Outcomes Study, <https://bit.ly/Go365FISStudy>

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