

## Adding a Wellness Program: A 7-point Checklist for the Busy HR Leader

The value of successful corporate wellness programs is no longer in doubt. They can lead to healthier lifestyle choices and reduced healthcare costs for employees and the business as a whole. Plus, they can help drive higher performance, lower absenteeism, and greater employee engagement.

# 60%

of employees have opted for a healthy lifestyle as a result of a corporate wellness program.

No wonder the corporate wellness market is huge – and growing.

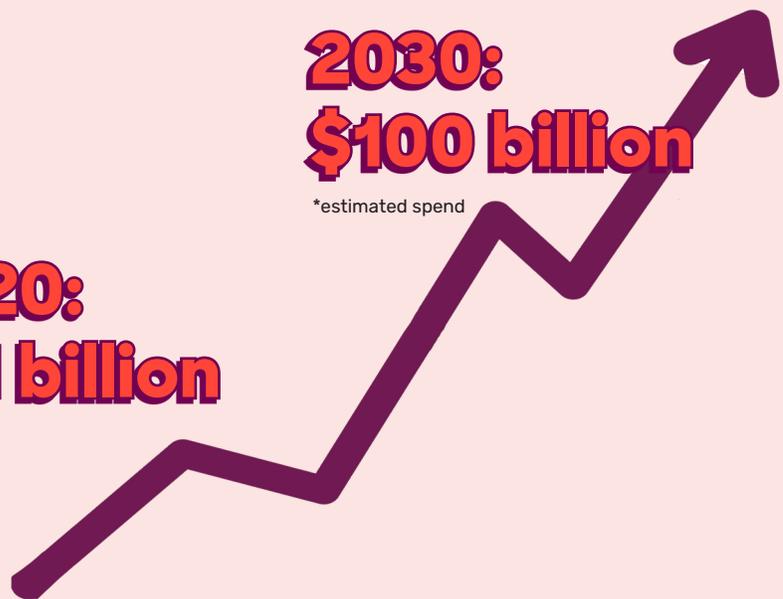
### Global Corporate Wellness Market



**2020:**  
**\$51 billion**

**2030:**  
**\$100 billion**

\*estimated spend



<sup>1</sup><https://www.grandviewresearch.com/industry-analysis/us-corporate-wellness-market>

<sup>2</sup><https://finance.yahoo.com/news/global-corporate-wellness-market-report-094800421.html>

Selecting the right wellness program is a challenge for any HR leader. It's even more of a challenge and potentially a source of greater confusion and frustration for the HR leaders at small and midsize organizations – the people who wear a dozen hats, including being responsible for keeping their workforce happy, healthy, and engaged.

## Here's a short checklist to make the process a little easier:

### **No. 1**

#### **Ask Your People What They Want – and Listen to Their Responses**

Use simple pulse surveys to understand what your employees' preferences, concerns, and needs are. Stay current on trends in wellness like stress management, building resilience, exercise, and coaching so that you can choose solutions that are relevant to your employees.

### **No. 2**

#### **Broaden Your Definition of Employee Wellness**

Go beyond the traditional Employee Assistance Program (EAP) benefit and make mental health a part of your wellness programs – make it accessible, flexible, and responsive to employee needs. Support financial wellness and give your people more stability in their personal lives.

### **No. 3**

#### **Give Flexibility a Whole New Meaning**

Make wellness easy for employees to participate in – wherever they are, whenever they want. Select vendors that provide the flexibility your employees crave.

### **No. 4**

#### **Help Create a Culture of Trust**

Make it easy for employees to speak up about problems they see in the workplace (e.g., anonymous surveys and reporting mechanisms). Build trust by addressing feedback and questions that your people raise.

## No. 5

### Explore Point Solutions vs. Wraparound Platforms

Consider which sort of solution suits your organization's needs: Do you value flexibility? Do your employees want to choose from a variety of paths to wellness?

## No. 6

### Get Personal

Employees are more likely to engage with programs that are relevant to their specific situations. Avoid broad generalizations about what is healthy and look for wellness programs that can give realistic, meaningful advice that addresses employees' specific situations.

## No. 7

### Embrace a Wellness Culture

When leaders support wellness, 91% of employees report feeling "motivated to achieve their best at work." Use your culture of wellness to differentiate your employment brand in an incredibly competitive talent market.

**Wellness programs have the potential to improve a whole host of areas, including organizational culture, engagement, and talent attraction. However, to reap these benefits you need to find the solution that fits best with your organization and is most relevant to the needs and preferences of your people.**

Want to learn more about creating a culture of wellness?

Contact Gympass now

