

**Sure, an Employee Wellness Program sounds great on paper,  
but what can it REALLY do for my company?**

Corporate wellness programs – you’ve probably heard of them and how they claim they can benefit your staff members, and therefore, your business. They used to be a perk – but many companies now understand that they can provide a direct boost to their bottom lines. What can your company gain from incorporating them into your corporate culture? What should you keep in mind so that your wellness program doesn’t land you in a courtroom?

With the topic of healthcare in the forefront of the news these days, it’s difficult for small businesses to ignore. Which changes will you be FORCED to make as a part of the new laws, and which changes will you CHOOSE to make? Which changes are worth making sooner rather than later? Which changes are ones you should be careful with?

When considering a program that will not only benefit your staff, but also benefit your company as a whole, an Employee Wellness Program is a sound idea. Why? Studies have shown that your return on investment (ROI) can be quite significant (as high as six to one according to some research) as a result of incorporating wellness programs into your corporate culture. Keeping employees healthier can mean a lower number of healthcare claims, which means lower overall costs. Strategizing before making changes in this area is a good idea, as it helps you set clear wellness goals for your organization, and incorporate changes your employees may actually like, get excited about, and want to take advantage of. Fortunately, there are incentives for small businesses as a part of the new health care bill. These incentives as well as a policy of leading by example by all levels of management (seeing their CEO taking a walk at lunch, or actually taking part in a 5K) may help small businesses like yours maximize ROI from a corporate wellness program. In addition, measuring and comparing data over time can help determine your company’s ROI, and motivate you to continue to improve your program to continue to keep your healthcare costs low.

What should you keep in mind to keep you out of the courtroom? You may want to consider keeping your program voluntary, or employees may have grounds to file a discrimination claim. They also may not be as motivated if the program is forced upon them. Additional safeguards? Keep data gathered as a part of this program private for the same reason. Also, remember to take the time to measure how well your program is working so you know when to make changes to keep your program functioning like it’s supposed to. Consider measuring things like employee morale and satisfaction, employee retention, absences and productivity. Doing so keeps you in touch with your employees’ feeling about your program, and allows you to keep it as fresh as possible. A better employee wellness program not only sounds good on paper, it can be your best strategy for containing high healthcare costs and keeping your company as financially healthy as possible – something that’s always good for business!

For additional information on employee wellness programs, contact McCloskey Partners. LLC 623 W. Market Street, Perkasio, PA 18944; 215-453-1978 phone; 215-220-3422 fax; [www.mccloskeypartners.com](http://www.mccloskeypartners.com); email [info@mccloskeypartners.com](mailto:info@mccloskeypartners.com).

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