

Corporate Wellness – How to Get Started in this Market and How to Sell It

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About me :

- CEO/Founder of DB Fitness and Wellness Solutions LLC.
- Extensive career in Fitness, Medical Wellness, Corporate Wellness and Community Wellness
- Created \$0.5 million service line for NC hospital selling and overseeing corporate wellness programs for local employers
- 2023 Marla Richmond, MFA Educator of the Year Award Winner
- Speaker – Medical Fitness Association, American College of Sports Medicine, Canfitpro, Workplace Wellness Collective, SCW, Club Industry, ADA-Nutrition Entrepreneurs, Age Bold, Fitness Business Association
- CEC provider for ACE, AFAA, NASM, ISSA and the National Board of Health and Wellness Coaching, TRX Master Trainer
- Contributor to Health Club Management UK magazine

Disclosures:

I currently do not have any affiliations to disclose.

Learning Objectives :

By the end of this presentation, we will be able:

1. To describe the current state of the workplace and the challenges of a hybrid work environment.
2. To identify the current health challenges in the US.
3. To describe the components of an employee wellness program.



Learning Objectives :

- 4. How to get started on the path to success in providing solutions to employers.
- 5. How to sell corporate wellness.



A group of four people (two men and two women) are high-fiving each other in a gym setting. They are all smiling and looking upwards. The background shows gym equipment and a bright, airy environment. The text "Employer Collaborations" is overlaid in the center in a white, sans-serif font.

Employer Collaborations

National Wellness Institute Highlights the following trends in Corporate Wellness:

1. Mental Health
2. Financial Wellness
3. Food as Medicine
4. Health, trending to poor health
5. Healthcare, trending high costs
6. Insurance, trending to ill care
7. Fitness



What is in the News?

1. US Businesses are grappling with skyrocketing healthcare costs for their employees.

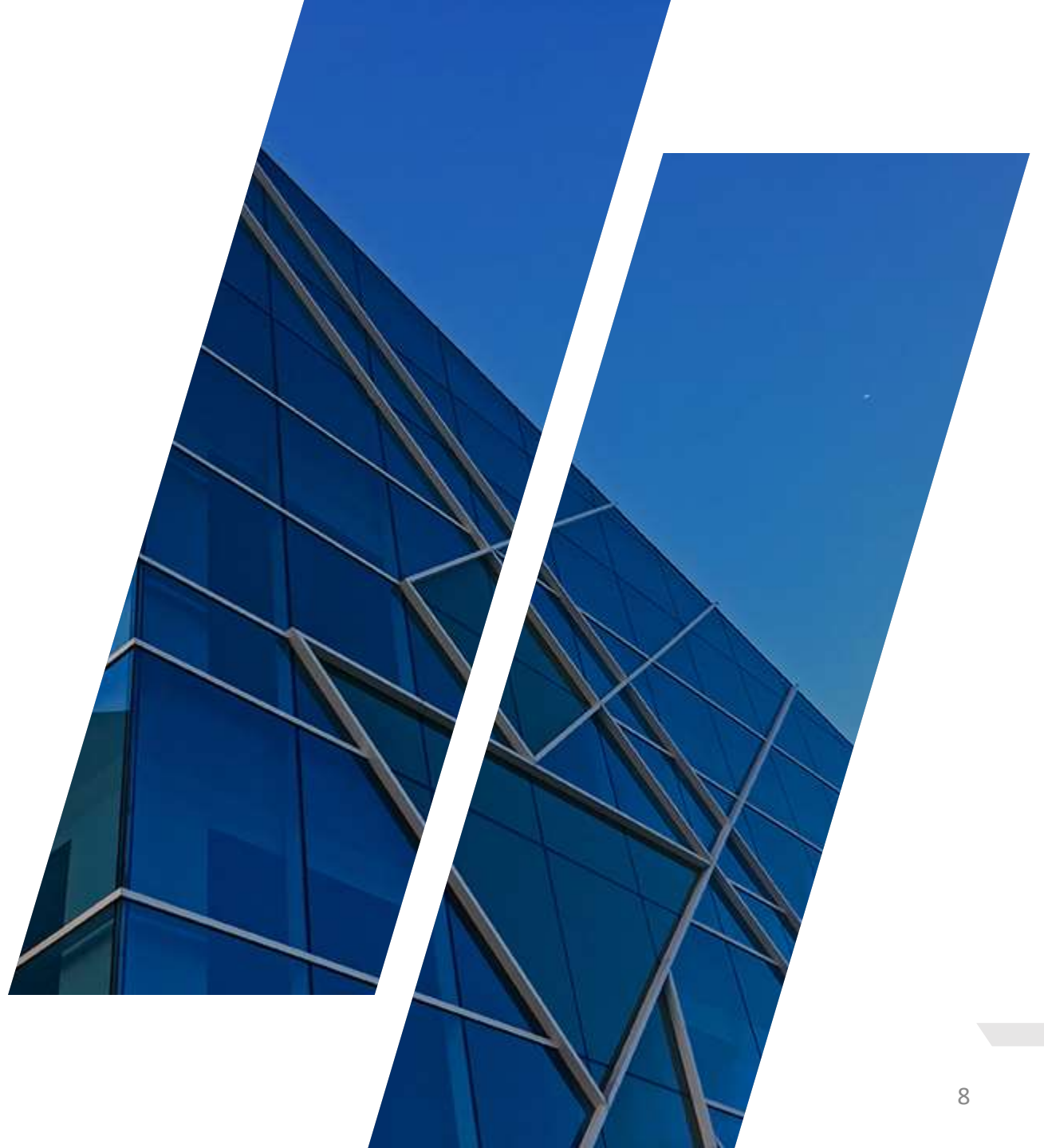
With nearly 153 million Americans depending on their employer for health insurance, companies are paying out an average of \$17,400 for every family plan (with employees paying \$6,575 for their own portion).

Source: Quartz

2. Life Expectancy in the US is declining.

But it is not for lack of spending.

Source: KFF Analysis of OECD and UK, Office for Health Improvement and Disparities Data



What is in the News?

3. FITT Insider – AOM's go to fitness clubs

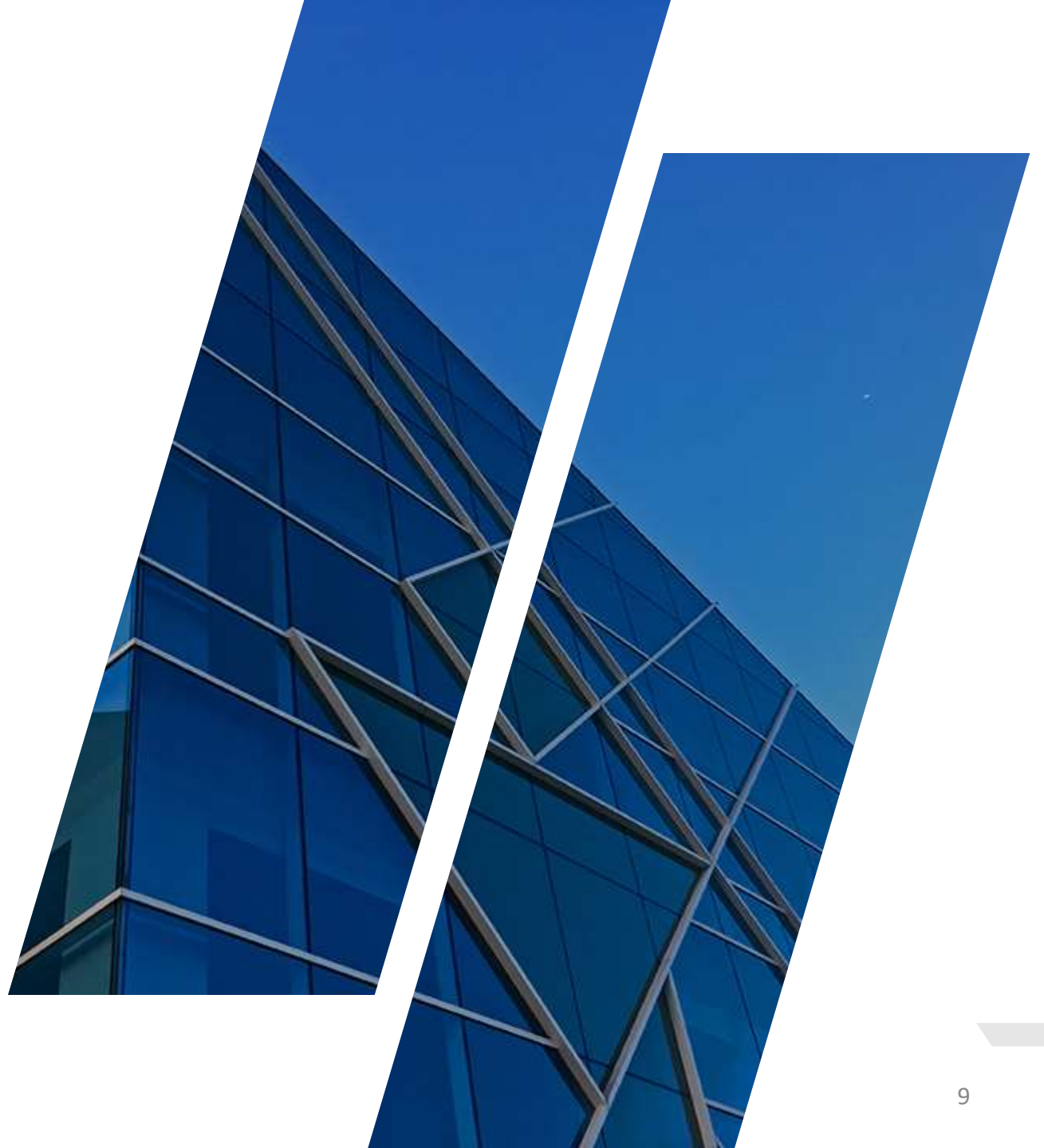
Lifetime plans obesity drugs pilot for members.

Tu Oct 31, 2023

[Fitt Insider Newsletter | Weekly Fitness Industry News](#)

4. Global Wellness Economy Report – CBS News

Weight loss drugs could even prove a plus for gyms/fitness centers, as a Morgan Stanley survey found that people reported exercising more after they started the medications: The percent of respondents who exercised weekly doubled from 35% pre-medication to 71% after.



What is in the News?

5. Benefits Pro Daily News – October 30, 2023

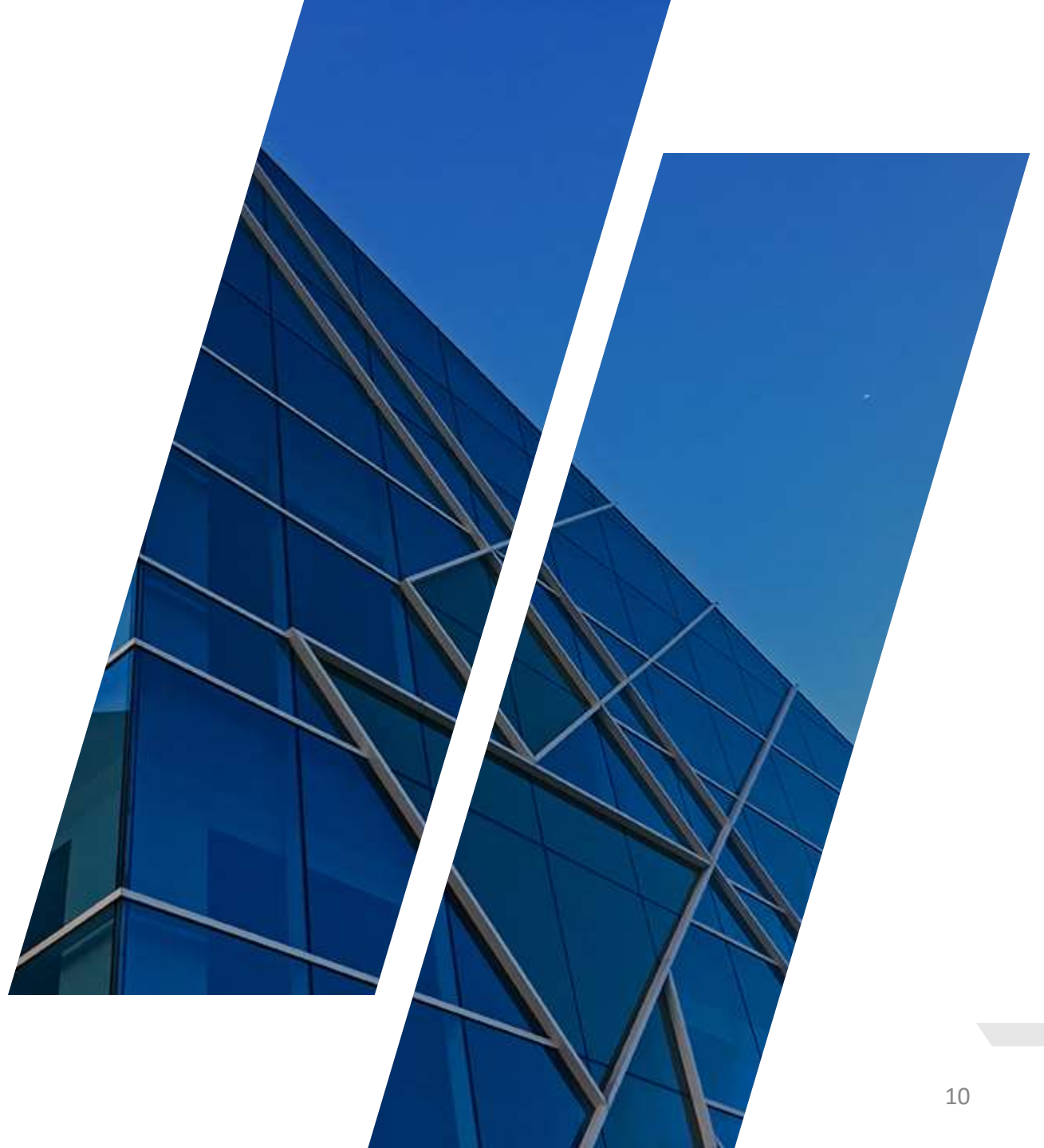
Ozempic and Wegovy: To cover or not to cover?

All employer plans are free to cover expenses the employer determines should be covered, however, fully insured plans will generally be forced to cover treatments mandated by state laws, while self-funded plans have more leeway.

*“Some 25% of people with obesity will engage with doctors about their disease, up from 7% today.

*If only 22 employees are prescribed one of these drugs at an estimated cost of \$19,800 per year, that single drug could cost the employer, \$435,600 per year for the group.

<https://www.benefitspro.com/2023/10/27/ozempic-and-wegovy-to-cover-or-not-to-cover-that-is-the-question/>



Learning Objective # 1:

What is the current state of the workforce and what are employers dealing with?

- Ever changing landscape – WFH, WIO, RTO, Hybrid
- Changing work environment – five (5) generations in the workforce, reduction in work force, recession proofing or reacting
- Employee voice = Employee choice



Learning Objective # 1:

What is the current state of the workforce and what are employers dealing with?

- Economic challenges are fueling the fire of RTW, empty office buildings have a cost
- The challenge of creating engagement virtually
- Great Resignation, Quiet Quitting, Loud Quitting

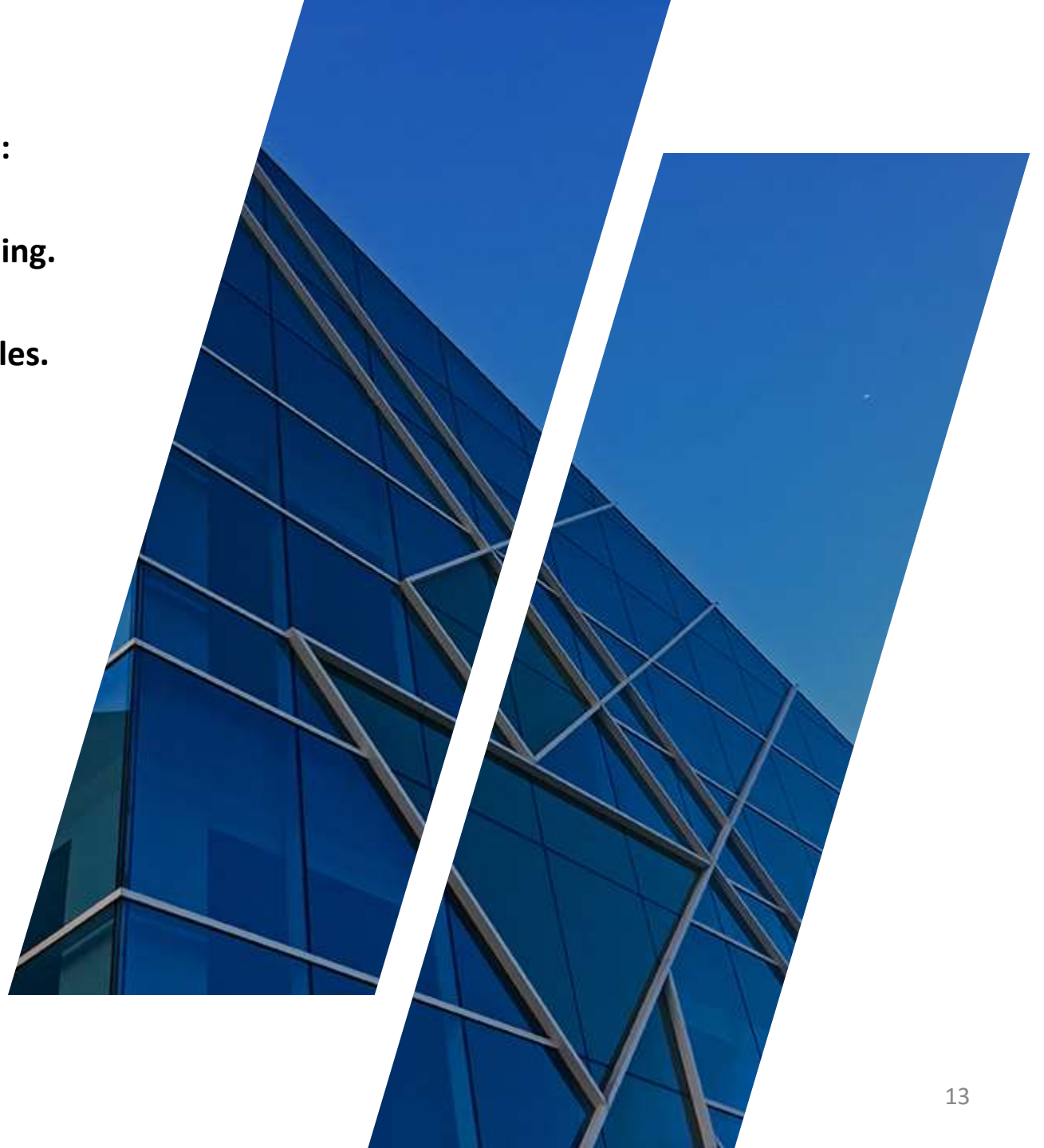
Corporate Wellness and the Changing Work Environment:

**The Pandemic has forced a shift from wellness to well-being.
The work environment is entirely different now with
Hybrid work, WFH, WIO, RTO and every changing schedules.**

Some of the challenges in the ever-changing work environment are creating health challenges:

1. Hybrid work is here to stay
2. Professional sitters with 1 in 8 - 10 working hybrid
3. Mental well-being will continue to take center stage
4. Employees will continue to use their voice.
5. Well-being is a shared responsibility

Source: HR.com



Learning Objective # 2:

What is the current state of the Health of the workforce?

- Mental Health is the number one health issue at work
- Rising Healthcare costs attributed to the following:
 - *Obesity
 - *Mental Health Challenges
 - *Musculoskeletal Costs
 - *Chronic Diseases

Let's look at the data...

Data:

Source: Gallup Global Emotions 2023 Report:

- Nearly a third of the world experiences pain daily
- Over 90% of employees are not happy/engaged at work





Data:

**Source: Deloitte and
Touche:**

- Forecasted a 13.8 % increase in health plan costs for 2023
- This is not sustainable for Employers.
- Prevention, Lifestyle Education and Well-being are the Solutions!



Data:

**Source: US Surgeon
General Report on Mental
Health and Well-Being**

- Dr Vivek Murthy released an Advisory Paper stating that the number one concern for Employers is the Mental Health and Well-Being of their employees.
- [U.S. Surgeon General Releases New Framework for Mental Health & Well-Being in the Workplace | HHS.gov](#)



Data:

**Source: Hinge Health –
White Paper (2023):**

WFH and Hybrid workforce
has created Professional
Sitters with increased costs
of care:

*74% of people in pain
indicate that pain has a
negative impact on mental
health

*Pain mirrors depression
with increased healthcare
costs.



Data:

Source: CDC:


- Has forecasted that by 2030, over 50% of Americans will have a BMI greater than 30.
- And with obesity comes rising costs of healthcare due to metabolic syndrome and multiple disease states.



Summary of Current Workplace Wellness Trends:

1. Shift from Workplace Wellness to Well-Being
2. No longer a “nice to do” but a “need to do”
3. Not just a cost management strategy but also an engagement strategy
4. Millions are being invested – Health and Wellness valued



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5. Concierge/customized solutions are being demanded
 6. Holistic health is the focus now, not just eat right and move more
 7. Hybrid delivery is required
 8. Global Delivery
 9. Digital Delivery
 10. Diversity, Equity and Inclusion are key



Learning Objective # 3:

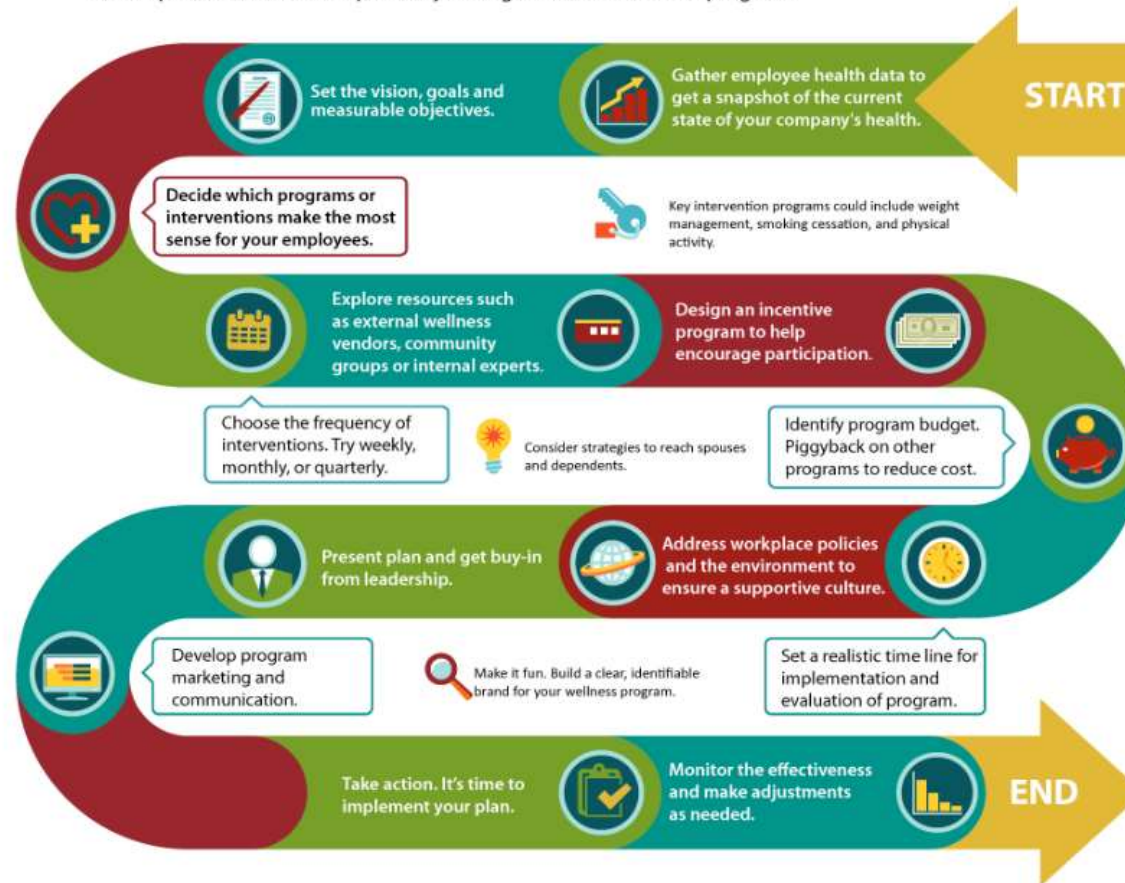
Components of a Corporate Wellness Program:

1. Shared vision of key stakeholders to include employer, TPA, broker and vendors.
2. Continuum of care model to identify partners in referral network.
3. Shared technology = shared data. Be transparent.
4. Wellness lives in Human Resources as part of a Health Plan and Benefits.

HOW TO CREATE AN EMPLOYEE WELLNESS PLAN

Your Roadmap to Success

Wellness programs can help businesses reduce their health care costs and improve productivity by creating a healthier, happier workforce. And all good wellness programs begin with a solid plan. Follow the steps below to create a plan for your organizational wellness program.



CASE STUDY:

Source: American Journal of Health Education

2020, VOL. 51, NO1, 31- 39

<https://doi.org/10.1080/19325037.2019.1687366>

“When Workplace Wellness Program Work: Lessons from a Large Employer in Texas”

Three wellness programs were compared with similar protocols and incentives to 24,117 employees.

The Nutrition class, called “Weigh to Wellness” was an 8 week lecture-based class focusing on improving nutrition and physical activity to reduce weight.

Interactive nutrition classes, two one on one sessions with a counsellor, three health screens (pre-class, post-class and 3 month follow-up) and three trips to grocery stores, restaurants and gyms.

- **Of the three wellness programs offered, Diabetes Prevention, Hypertension Prevention and Nutrition; the Nutrition program was the most effective in producing positive health outcomes. These outcomes were improved employee blood pressure, blood glucose and cholesterol levels.**

CASE STUDY:

CaroMont Regional Medical Center and Health System + 17 Employer Accounts

Responsible for almost 10,000 lives in the local county -

Serviced 4500 employees at the hospital AND

Serviced an additional 4500 lives at the 17 employer accounts

We customized Wellness offerings based on Employee Interests, Biometrics Data and Claims Data (indicating education needed for various disease states)

Outcomes:

1. Large employer – saved \$300,000 in productivity due to reduction in sick days.

Year one – gather baseline data

Year two – add new KPI's such as sick days and employee turnover

Year three – outcomes that show ROI

CASE STUDY:

CaroMont Regional Medical Center and Health System + 17 Employer Accounts

Outcomes:

2. Large employer

Convinced employer to update health plan to exclude telephonic health coaching (with a 13- 14% response rate) so that we could add a FT Health Coach to our team.

Wellness programs often begin with group activities and invariably as employees become more interested in their health, they have need for personal attention and coaching.

We were able to track reduction in RX spend because the health coach (RN) was able to coach med compliance and generics.

3. Large employer

Formalized a continuum of care model with the Wellness Coordinator, Wellness RN/Health Coach and PBM partner to create channels of referrals back and forth to one another.

Steps to take to in Partnering with Employers



Learning Objective # 4:

How to get started....steps to success!

In general, knowing the following may assist:

- Knowing the pain points for employers allows you to know how best to collaborate and partner with them to customize solutions.
- It is all about the bottom line - \$\$\$

Questions to ask:

“Where do you spend your healthcare dollars?”

“On which disease states?”

“What are the profiles of the high cost claimants?” (80/20 rule)

Typically, 80% of the costs are attributed to 20% of the population who are high risk employees.

The greatest potential for cost savings is often to start with health coaching for various chronic conditions and then focus on medium and low risk profiles.



Learning Objective #4:

1. Steps to Success:

- Start with local employers in your circle of influence, who do you know?

Do you have members/clients who own businesses?

Start with the low hanging fruit and with persons that you already have trusted relationships and/or partnerships with.

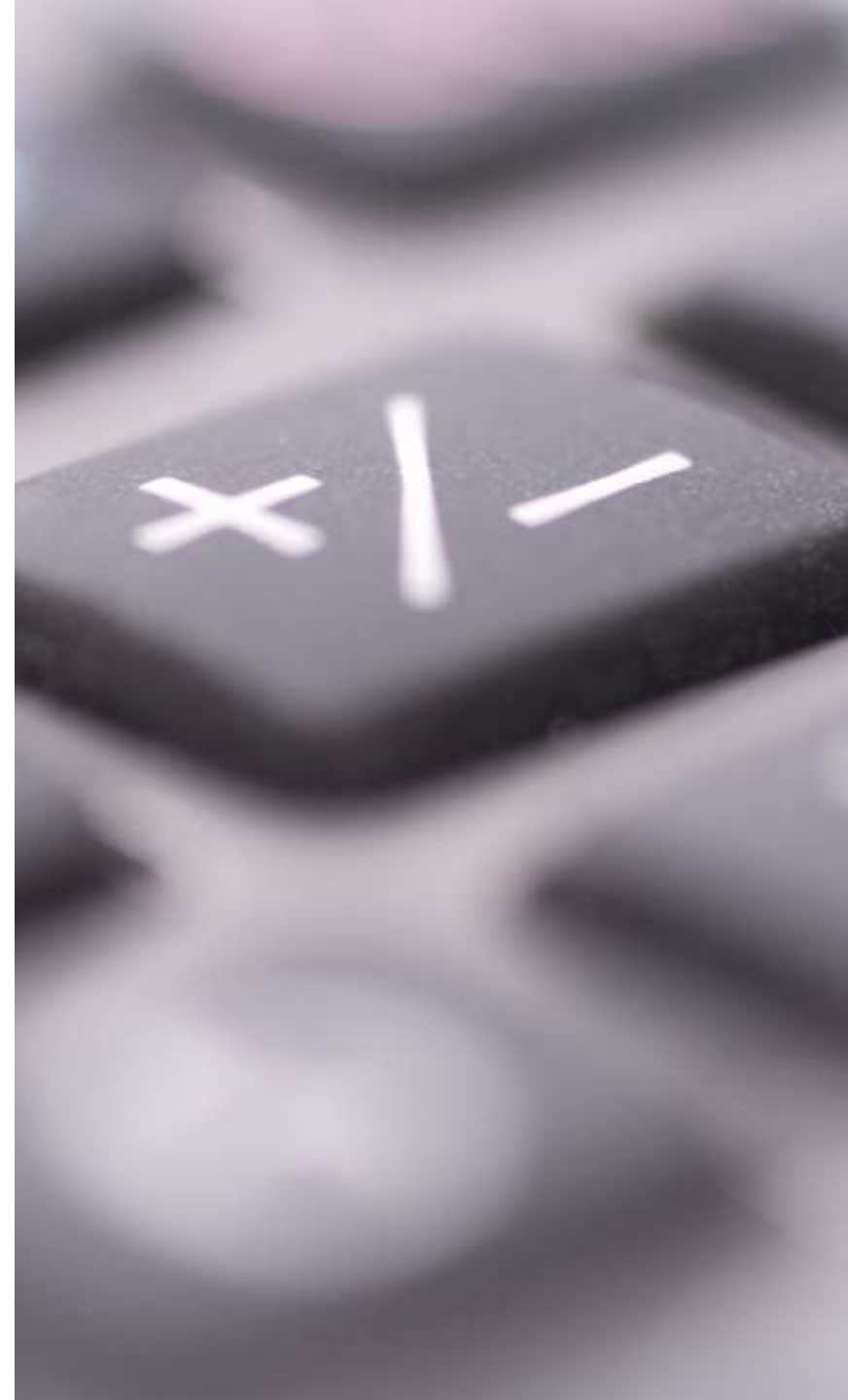
Learning Objective # 4:

2. Steps to Success:

- Start with small to medium size employers:

Small – 50 to 249 EE's

Medium – 250 – 2499 EE's



Learning Objective # 4:

3. Steps to Success:

Start with Employers who have local governance and oversight.

You want to partner with organizations/employers that have the autonomy and influence to make decisions locally to expedite the partnership.

Learning Objective # 4:

4. Steps to Success:

- Google top 25 Employers in your County

From this list, decide who you would like to partner with and cross correlate any direct contacts you have with the leaders in these companies.

Are they members or clients?

Do you know them personally from PTA, golf, church etc?



Learning Objective # 4:

5. Steps to Success:

Complete a market analysis for competitor (s) offerings and pricing.

Learning Objective # 4:

6. Steps to Success:

Gather local public health data stats for the County and source the local Community Health Needs Assessment data to dial in the local health needs and determine which one of the prevailing needs you offer solutions for.

Remember – you are not selling.

You are building genuine long-term relationships based on trust, integrity and the highest confidence in you and your business.

Learning Objective # 4:

7. Steps to Success:

Decide which programs/products and services you are ready to offer.

Define your outreach strategy.



Learning Objective # 4:

8. Steps to Success:

Understand your value proposition relative to current employer challenges and rising healthcare costs.

Value Prop statement may include the following:

Hybrid delivery, on demand, onsite
promise outcomes, scalable.

Understand local market, local partner,
credentialled team, local experts.

Customizable solutions, varied tiered
offerings inclusive of gym memberships.



Learning Objective # 4:

9. Steps to Success:

Create a proposal of service.
Have two copies ready for
submission at your meeting:

- a) With prices included
- b) Prices not included

Trust your gut and decide in
the meeting which proposal
to share.



Learning Objective # 4:

10. Steps to Success:

Make it easy for the Employer (HR designee, Ops person etc..) to partner with you.

Own it, do the work, provide them with the resources – email script, digital content, write ups for their employee newsletter, a flyer etc...

Offer an Intro Session to answer all employee questions, a Wrap up Session and a Final Report.



Learning Objective # 4:

11. Steps to Success:

Schedule a meeting.

Go to them...make it easy
for them to engage with
you.

Zoom is good, in person is
better!



Learning Objective # 4:

12. Steps to Success:

Hold yourself accountable by suggesting which KPI's/outcomes you will measure to define how you will show success. **Create a dashboard** that is co-created with your partner.

Examples:

Short term:

% engagement of the workforce in your programs (30% is a gold standard).

Number of exercise minutes per day

Number of fruits and vegetable servings per day

Number of ounces of water consumed per day

Pre and Post Assessments

Long term:

Improved biometrics

Workplace satisfaction

Reduced sick days

Reduced turnover





Learning Objective # 5:

How to Sell Corporate Wellness:

1. Understand the HR landscape, benefits plans and costs of care.
2. Understand the local health data to be able to start the conversation without immediate access to their biometrics and claims data.
3. Create a sense of urgency in the conversation.

Example: Claims costs are ever rising. Employers are getting sicker.

Employees are demanding health and wellness services at work and looking for employers that provide them.

The health of our human assets is a driver of a healthy bottom line and impact can be measured with the following measures:

***employee satisfaction, employee engagement, employee retention**



Learning Objective # 5:

How to Sell Corporate Wellness

4. Show proof of your expertise and ability to ease their burdens.
5. Approach the work with “customizable employer wellness solutions”.

Corporate wellness is more than discounted gym memberships.

6. Be relevant with solutions to current challenges in corporate America. Conduct an audit to be sure you are offering solutions to meet current employee profile: sick and tired, depressed, living with pain, mental health challenges, overweight and out of shape, and discouraged.

Example – does your GX schedule have 15 – 20 minute offerings? Can you provide chronic disease education?



Learning Objective # 5:

Understanding the ROI and VOI equation:

ROI – Return on Investment

*justified by lowering health care costs

VOI – Value on Investment

*broad measure of all the benefits conferred by employee health and wellness programs

May include productivity, employee engagement, safety incidents, absenteeism, turnover, retention, employee satisfaction.

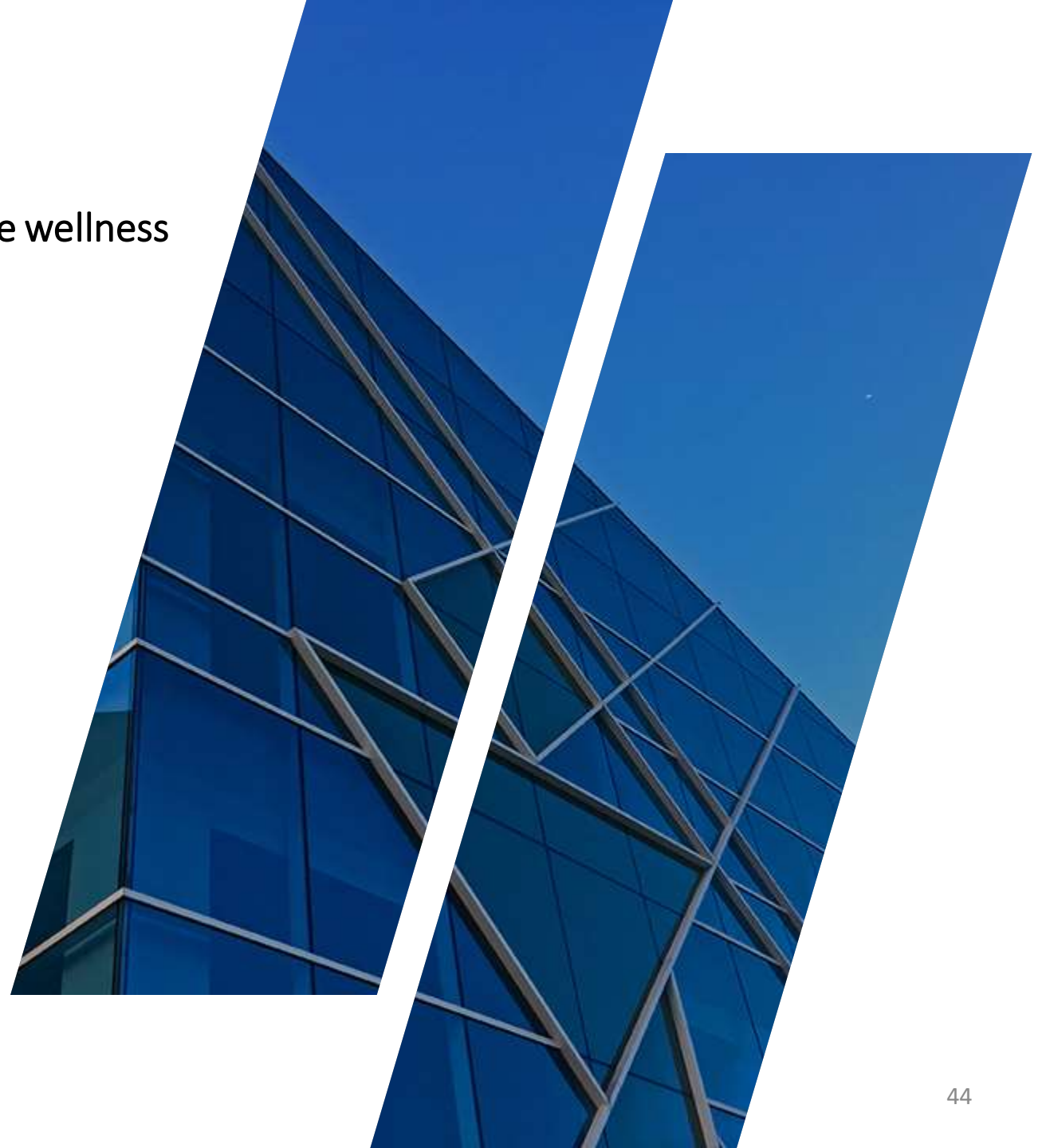
In Summary:

WHY are Employers more interested in workplace wellness post pandemic?

1. Cost of sickness is not sustainable for employers

According to the alarming statistics by the World Health Organization, 1 in every 8 individuals globally is clinically obese.

2. With one in ten Americans working from home (WFH), MSK issues on the rise with back pain, neck pain, cardiometabolic complications and weight gain.



Summary:

3. Workplace wellness is an opportunity to increase employee satisfaction, employee engagement and reduce employee turnover = potential cost savings and improved financial performance.
4. We have two epidemics post pandemic: the rise of the opioid epidemic again and the loneliness epidemic.
5. Rise of GLP-1 medications for weight loss.



Resources for your Toolbox:

National Wellness Institute:

Free resources:

2023 Health Observances Calendar

Six Dimensions of Wellness

Self Reflection Tool for Wellness

<https://nationalwellness.org>

Healthy People 2030

Department of Health and Human Services

[Healthy People 2030 | health.gov](https://health.gov)

[WELCOA - Workplace Wellness Certifications,
Trainings and Resources](#)



In Conclusion:

- **The work world is forever changed.**
- **Top 3 risk factors driving healthcare spend are:**
 - 1) Obesity**
 - 2) MSK Issues**
 - 3) Mental Health**

We are the solution to these employer problems with lifestyle education and prevention!

It is our duty to take action!

References:

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[Quartz Market - Companies, Industry Growth & Share \(mordorintelligence.com\)](https://mordorintelligence.com/)

2. Source: KFF Analysis of OECD and UK, Office for Health Improvement and Disparities Data

[KFF | The independent source for health policy research, polling, and news](https://kff.org/)

3. Source: Gallup Analytics - Food Wellbeing Index

[Gallup-Ando Foundation Eating and Wellbeing](https://www.gallup.com/food-wellbeing/)

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5. Source: 2023 Gallup Global Emotions Report - [Gallup 2023 Global Emotions Report](https://www.gallup.com/global-emotions-report/)

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7. US Surgeon General Mental Health and Well-Being at Work Report - [U.S. Surgeon General Releases New Framework for Mental Health & Well-Being in the Workplace | HHS.gov](#)

8. CDC - [Centers for Disease Control and Prevention \(cdc.gov\)](#)

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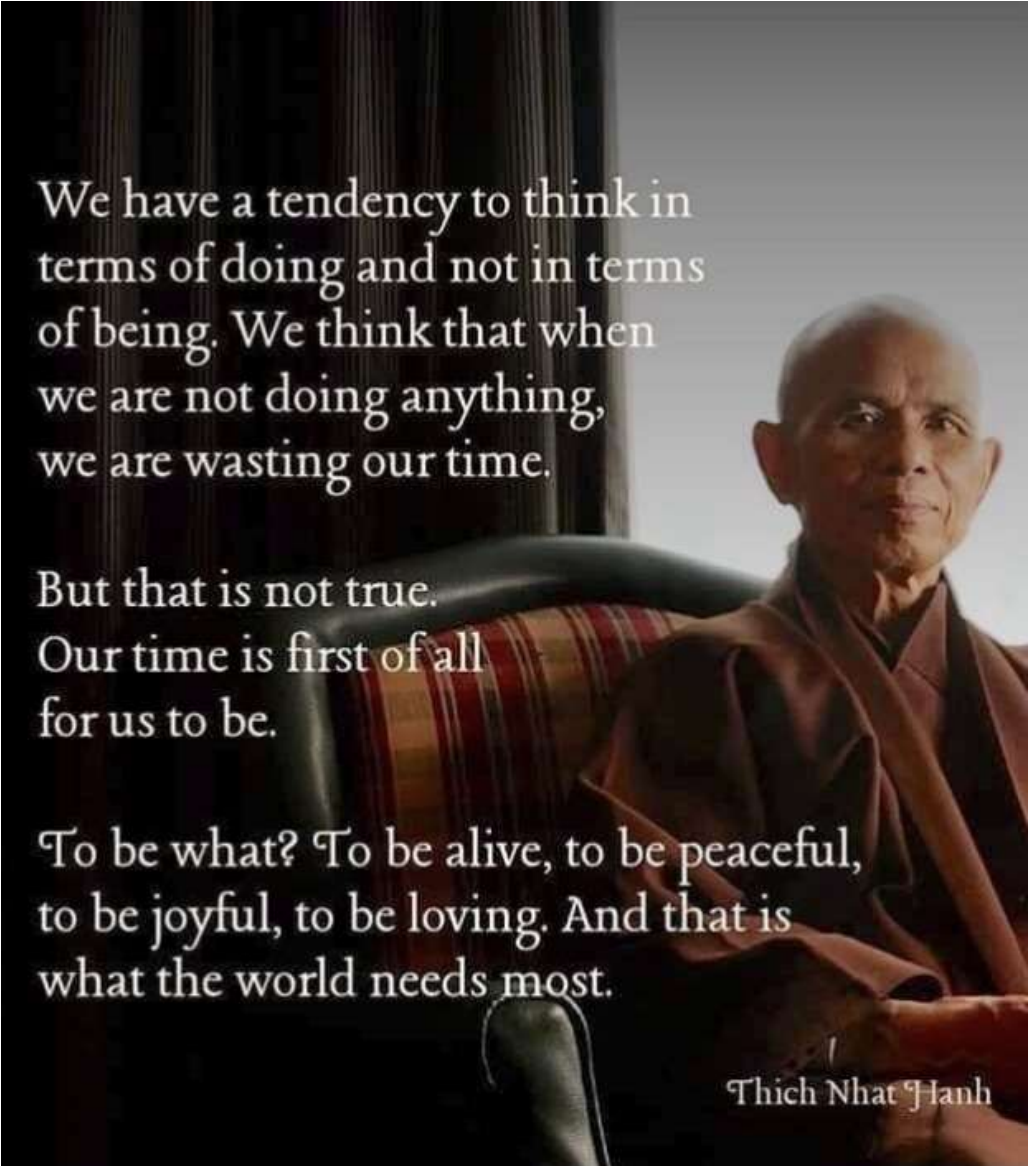
10. Hinge Health White Paper 2023 - <https://www.hingehealth.com/for-individuals/>

11. American Journal of Health Education. 2020, VOL. 51, NO1, 31-
<https://doi.org/10.1080/19325037.2019.1687366>

12. Global Wellness Economy newsletter, Oct 24, 2023 edition.

[Wellness Economy Data Series - Global Wellness Institute](#)

Closing with this...

A photograph of Thich Nhat Hanh, a Buddhist monk, sitting in a dark leather armchair with a striped cushion. He is wearing a maroon robe and looking directly at the camera with a calm expression. The background is a simple, light-colored wall.

We have a tendency to think in terms of doing and not in terms of being. We think that when we are not doing anything, we are wasting our time.

But that is not true.
Our time is first of all for us to be.

To be what? To be alive, to be peaceful, to be joyful, to be loving. And that is what the world needs most.

Thich Nhat Hanh

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Let's get connected on LI, FB or IG.
Thank you so much for attending today!

QUESTIONS?