

Benefits of Corporate Wellness Programs

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For employers who want to lead the pack in employee health and well-being, some of the newest trends might help you take your employee wellness program up a notch. When corporate wellness programs first took off, the focus was primarily on smoking cessation or weight loss goals. Since then, corporate health and wellness has become a huge business over the last decade or so and it's only growing. Though corporate wellness programs got their start as a cost-saving measure to reduce corporate insurance premiums, the sector has taken on a life of its own.

Today, corporate wellness programs have evolved to be less about cost-saving and more about helping employees live healthier, more productive lives. Corporate wellness programs, sometimes called employee wellness programs, are designed to establish a work environment that promotes employee's holistic well-being by creating an organizational health culture. Some examples include changing the physical working environment, implementing new policies and wellness programs, holding seminars about

healthy lifestyle choices, as well as holding company events to boost employee morale and build relationships with other co-workers.

There's no shortage of creative ways to implement health and wellness policies. Stock the break room with healthy snacks for employees to munch on. Provide active work options such as standing desks and exercise balls in place of chairs. Allow employees to take advantage of flexible work hours and catch a yoga class during their lunch hour. Also, don't forget about mental health! Provide counselling and support for employees who are experiencing tough times. Provide an open and honest forum for employees to discuss issues that plague many working people like stress, burnout and depression.

Employees want personalized experiences in their corporate wellness programs. Wellness isn't a "one-size-fits-all" solution. Wellness initiatives that are important to one employee might not be as important to another. Every employee's journey to a healthier lifestyle is unique, and it should be treated as such. To create a more personalized experience for employees, employers continue to use more digital platforms to host their wellness programs.

Using these types of platforms will help employers determine specific wellness goals and activities for each employee based on their current health status, interests and preferences. For example, data can be easily collected through integrating fitness trackers with a wellness portal. This technology can be used to help connect employees with similar health and wellness goals as well as support and reward individual progress. Employers can expect to see

higher participation rates with a more personalized approach to employee wellness.

A good corporate wellness program can help companies achieve key Human Resources goals; improving recruitment, increasing retention and reducing employee turnover. In addition, these programs help to reduce absenteeism rate. A corporate wellness program can show that the company cares about its employees and takes extra effort to ensure a healthy working environment for their staff. This helps promote a strong corporate image and will facilitate good word of mouth about the company.

These corporate wellness programs benefit employees in many different ways which include increased awareness of health risk, reduced risk of diseases, and boosting their morale and productivity. Also, activities conducted under such programs such as volunteer day, organizing book clubs, or hosting yoga classes can help employees interact with each other; which helps them build relationships that facilitates networking and bonding and help build teamwork among each other and increase work productivity as a result.

According to Beverly Beuermann-King, a recognized resiliency and wellness strategist, “Workplace Wellness is not a short-term commitment. It can take several years for the investment to be realized, but is well worth doing because a healthy workplace is clearly a win-win situation for both employee and employer.”

Health and wellness initiatives have become a key benefit in today’s competitive market for talent. Rest assured that if you’re not on the bandwagon, employees will have no problem finding someone who is. When your employees feel that you care about their health and wellbeing, they return that loyalty and dedication in spades. By ignoring employee health, you risk burnt out employees who are just going through the motions and desperate for a respite from the stress and pressure, which leads them to look elsewhere for a healthier work situation.

To conclude, employers should look at

expanding and incorporating more such wellness trends into their current wellness programs to keep things fresh, exciting and relevant for employees. At the end of the day, what matters most is finding the ideal balance in achieving your organizational goals while keeping your employees happy, healthy and productive.

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