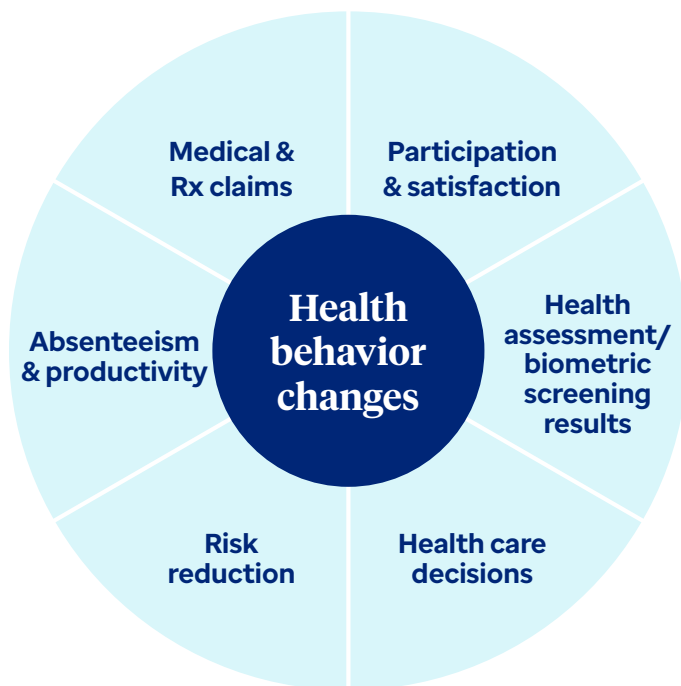


At-a-glance: Evaluating and refreshing your well-being program

Why evaluate

- **To obtain feedback** to improve well-being program efforts
- **To demonstrate the value** of programming to share with stakeholders
- **To measure change** in health outcomes and behaviors

What to evaluate



When to evaluate

Ongoing	<ul style="list-style-type: none"> • Participation • Satisfaction following a program or event
Annually	<ul style="list-style-type: none"> • Health assessment & biometric screening • Medical/pharmacy claims • Absenteeism & productivity • Health care decisions
As needed	<ul style="list-style-type: none"> • Health behavior changes • Risk reduction • Organizational health/culture assessment

How to evaluate

Based on your program goals and objectives, have your outcomes positively impacted those targets?

Did they:

1. Promote better health
2. Reduce absenteeism and disease burden
3. Increase productivity and employee engagement
4. Decrease health care costs
5. Improve healthcare decision-making
6. Provide employees the resources they need to be healthier

When and why to refresh

- Participation or health & well-being outcomes are declining (e.g., well-being program participation rate has dropped 15%, percentage of participants with an elevated blood pressure has increased by 10%)
- Low “satisfaction” scores on program evaluation surveys (e.g., percentage of participants that are “very satisfied” with the program has decreased by 20%)

Ask yourself what needs to be refreshed

- **Employee needs and interests:** Do we need to get feedback from employees?
- **Incentives:** Do we need to enhance the incentive strategy?
- **Leadership support:** Do we need more engagement from leadership?
- **Communication:** Should we enhance the communication strategy?
- **Culture:** Review the “place, policies and practices” of the organization

How to refresh

Employee needs and interests	Conduct an employee survey or focus group to assess their interests, needs, communication styles and incentive preferences. Also, be sure to ask for comments or suggestions regarding the current wellness program structure.
Incentives	Ensure that the incentives offered are meaningful to employees to motivate engagement and behavior change.
Leadership support	Educate leaders on the components of the well-being program, how the well-being program can benefit the organization, and the importance of their support to increase engagement.
Communication	Enhance the communication strategy by utilizing new communication channels and delivery modes. Try re-branding the well-being program or create a Well-being Champion Network.
Culture and environment	Conduct a cultural assessment by suggesting “environmental enhancements”, such as relaxation rooms, walking meetings, and onsite fitness equipment and classes. You may also suggest implementation of health-promoting policies, such as requiring healthier food options at company meetings.