

SIX STEPS FOR HEALTH AND PRODUCTIVITY MANAGEMENT SUCCESS

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Spiraling health costs may be creating an unexpected result: a healthier workforce. Smart business leaders are discovering the benefits of health and productivity management (HPM) programs. Not only are successful programs generating more productive employees, but organizations are seeing stronger returns than those resulting from simple cost containment.

SIX COMPONENTS FOR SUCCESS

To manage the health of their employees or members, organizations need to create or re-engineer and reorganize their health and productivity management programs. These specialized programs take a systematic approach to improving a population's health and reducing healthcare spending by helping people make healthy choices like quitting smoking, exercising more, and eating healthier. Well-designed and well-implemented programs can save more money than they cost — producing a positive return on investment (ROI). Research over the past 20 years shows that well-designed, evidence-based, theory-based, and adequately resourced health promotion programs can achieve an ROI of 3 to 1. Meaning for every dollar invested, three dollars are returned, usually over a span of 3-5 years.

According to Goetzel, there are six components to a successful corporate wellness program:

1. **Organizational commitment** — support from senior leadership and middle management
2. **Health-risk assessments (HRAs)** — identify health risks for the population to help organizations understand their employees or members, create tailored interventions, and monitor the progress of the program
3. **Incentives** — encouraging participation through reduced insurance premiums or access to the best health plan
4. **State-of-the-art intervention programs** — evidence-based methods promoting behavioral change
5. **Effective implementation** — share data, resources, and strategies across all involved departments
6. **Measurement and evaluation** — essential for program assessment and fine-tuning

THOMSON REUTERS CAN HELP

Thomson Reuters helps organizations see how employee health improvement impacts the big picture. We integrate and assemble all their disparate data — medical, absence, disability, workers compensation, health risk, safety, attitudes, etc. — into a database forming a valuable health information resource specific to their population. Additionally, we clean and standardize the data to enable thorough examination from multiple dimensions. They can report on trends, treatment programs, and comparisons to benchmarks.

The knowledge and insights gained from these reporting capabilities enables organizations to target interventions possessing the greatest opportunities for change. "If you use evidence-based practices, implement effectively, and resource wisely, then you can achieve savings and a positive return on investment from your HPM programs. We have recommendations to help organizations find the sweet spot — where they're not over or under spending on the program," said Goetzel.

FOR MORE INFORMATION

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