



# TOP 5 CORPORATE WELLNESS TRENDS TO CONSIDER IN 2015

GiftCardPartners<sup>™</sup>INC.

The health of our employees affects more than just medical costs. A healthier workforce is a more productive workforce. Corporate wellness programs are critical to help control rising healthcare costs, prevent absenteeism, and aid in the prevention of chronic diseases.

Approximately half of employers in the United States offer a wellness initiative to their employees, with larger employers offering more complex corporate wellness programs. These programs often include anything from biometric screenings to check baseline levels for blood pressure, cholesterol, and blood glucose levels to self-administered questionnaires on health<sup>1</sup>.

Corporate wellness in 2015 is more about the wellbeing of the employee and providing healthier workspaces and less about controlling costs. More and more employees are getting on board with corporate wellness: employees want to feel good and are jumping on the getting healthier bandwagon.

## **Here are the top 5 new trends to consider this year for your corporate wellness program:**

### **1. Let Employees Have Control**

Hand sanitizer, free child care, and discounts on prescription medications used to be the key highlights of workplace wellness. The focus has shifted to giving employees options and control with how they spend their workdays. Gone are the days of just working alone in a cubicle for 8 hours a day.

Some offices are arranging the office with different zones which allows employees the option to move throughout the day. People can check email in a social lounge setting, migrate to their desks to focus on high-level tasks such as writing and reporting, set their own schedules, and work from home/remotely when it makes sense for the employee to do so<sup>2</sup>.

### **2. Remember that Everyone Works Differently**

Some employees love working to the sounds of music, while listening to the office buzz, or in front of a window, while other employees may need a quiet space to do their best thinking<sup>2</sup>. Other employees may work best in a group setting.

Open conference rooms can be set up as an office for multiple employees to work and brainstorm together on a daily basis. Offering employees a choice of where they can work in the office can do wonders to an employee's overall wellbeing and assist them in being more productive.

### **3. Let Employees Move Around – No More Sitting!**

It's no secret - people need to move more. The influence of technology has left us more sedentary in our daily lives. The workplace environment has always been one of sitting. An employee heavily engaged in a work project can be sitting for hours on end. Staying active keeps blood flowing, improves brain activity, and contributes to overall wellness. Trying to incorporate movement into your employees' days is crucial.

Consider scheduling a “walking meeting” where ideas are discussed while moving, using wireless phones/technology to walk while on a phone call, and holding company fitness competitions with pedometers and rewards. Intentionally adding in “moving time” will model a healthy lifestyle for your employees<sup>2</sup>.

### **4. Make Employee Wellbeing a Priority**

Something as simple as giving an employee the opportunity to change postures throughout the day can add to employee wellbeing.

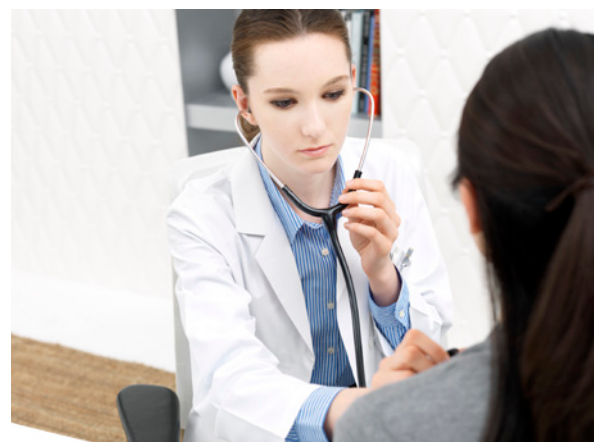
There are many innovations that make employee wellbeing a priority. Walk stations, adjustable or standing desks, and active seats are designed to offset the risks associated with remaining sedentary on a daily basis.

Also providing nutritious snacks and water, at the employers cost, make it easy for employees to refuel in a healthy way instead of hitting vending machines and the drive-thru<sup>2</sup>.

### **5, Ongoing Prevention of Chronic Diseases**

An epidemic of disease caused by unhealthy lifestyles has become prevalent in the United States over the last several decades. Inactivity, poor nutrition, smoking, and alcohol consumption have all been linked to chronic diseases such as diabetes and heart disease.

These diseases decrease the quality of life, lead to premature death, and increase healthcare costs. Many of these chronic diseases used to only affect the older population but we are now seeing an onset to the working age group<sup>1</sup>.



Businesses recognize the importance of corporate wellness and are making efforts to incorporate programs of varying degrees into their organizations. Including rewards and incentives, such as gift cards, into these corporate wellness programs, may help keep employees motivated over a longer period of time and go a long way in preventing chronic diseases. Healthy employees are happier, more productive, and miss fewer workdays. Along with the steps above, wellness programs set the foundation for continuing healthy habits at home and for future generations.

**Notes:**

<sup>1</sup>The Rand Corporation. "Workplace Wellness Programs Study". Accessed February 25, 2015, [http://www.rand.org/content/dam/rand/pubs/research\\_reports/RR200/RR254/RAND\\_RR254.sum.pdf](http://www.rand.org/content/dam/rand/pubs/research_reports/RR200/RR254/RAND_RR254.sum.pdf)

<sup>2</sup>HR.BLR.com® "5 Workplace wellness trends of 2015", Accessed February 23, 2015, <http://hr.blr.com/HR-news/Benefits-Leave/Employee-Wellness/5-Workplace-wellness-trends-of-2015#>

## About GiftCard Partners

GiftCard Partners is a marketing and sales consulting company in the payments industry that provides B2B gift card program management and value added services for retailers and merchants. GiftCard Partners increases top line revenue, strengthens brand awareness and drives new customer acquisition for its clients. We provide B2B domain expertise, utilizing marketing and technology tools with a proven track record of success.

We place our clients' gift cards in workplace safety programs, health and wellness programs, employee recognition, motivation and sales incentive programs, and customer rewards and loyalty programs.

We serve businesses in their selection of our client's gift cards matching the brand to their program. As a result of our deep brand and industry expertise, we recognize that in order for a program to be successful, the congruency of the reward must match the program, e.g. The "Right Brands for the Right Programs".



1.800.413.9101

[info@giftcardpartners.com](mailto:info@giftcardpartners.com)

[www.giftcardpartners.com](http://www.giftcardpartners.com)

[blog.giftcardpartners.com](http://blog.giftcardpartners.com)