



WELLNESS PROGRAMS: WORTH THE INVESTMENT?

The goal of a corporate wellness program is to help employees live healthier lives by instilling healthy behaviors that stick. From this angle, two questions are at play for managers: 1) Are they effective in changing behaviors? And 2) What's the return on program investment? We've combed through some studies for answers. Check out the highlights below to see the effectiveness of wellness programs.



The ROI of Wellness Programs Is Positive

Medical costs fell about \$30 per member per month, according to a 2018 workplace wellness study by Rand Corp. Additionally, for every dollar spent on disease management there was a return of \$3.80 per member, and \$.50 per member for lifestyle management. Based on these findings, we can conclude that there is a connection between wellness programs and tangible impact on your organization's bottom line.

Wellness Programs Are Effective for Creating Healthy Habits That Stick

In a study by LeCheminant, Merrill & Masterson (2017), worksite wellness programs were seen to be effective over the course of 2 years. Let's break down the numbers:

16% decrease in alcohol consumption after 24 months

13% increase in weekly exercise time after 24 months



The largest improvements were made after 12 months and maintained through 24 months



Symptoms of stress and depression were reported to be significantly lower after 24 months



Incentives Boost Program Participation

Companies that use incentives report to have a higher participation rate than those that don't, especially when they are valued at \$100 or more, based on another study by Rand Corp. Using non-cash incentives have demonstrated to be better intrinsic motivators than cash incentives, which can lead to sustainable outcomes, according a 2016 University of Quebec-Montreal study.

To learn more about using non-cash incentives to boost participation in your wellness program and encourage healthy behaviors, visit us at [GiftcardPartners.com](https://www.giftcardpartners.com) or contact us at 1 (800) 413-9101 to discuss your program goals and needs.

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