



3 Steps to Achieving Real Value with Employee Health Engagement

Stop wasting your wellness budget on data that doesn't deliver.
Give employees the tools to build happier and healthier lives.

Großker

Is Your Wellness Investment Returning Mountains of Data — But No Real Results?

Your employees are struggling: they're busier and unhealthier than ever. They're sitting more, eating worse, sleeping less, and stressing out — they're not feeling their best and it's impacting their performance and your bottom line.

It's little wonder. The CDC reports that 6 in 10 adults in the US have a chronic disease — and 4 in 10 have two or more. Employees with serious conditions like diabetes, high blood pressure, and depression aren't able to bring 100% of themselves to work. And what about employees grappling with back pain, severe stress, and sleeplessness? They're calling in sick or showing up at work tired and distracted, not as happy and productive as they want to be — and employers are paying the price.

Employee disengagement due to poor health costs US employers \$530 Billion each year, \$280 Billion of which is attributed to productivity losses, according to the Integrated Benefits Institute. This breaks down to \$1,958 per employee, which adds up to a whopping \$19,580,000 for an employer with 10,000 employees!

Employee disengagement due to poor health costs US employers: **\$530 Billion each year**



Source: Integrated Benefits Institute

*Other costs include wages and benefits, medical and pharmacy, and workers compensation

The Biometrics Myth

Traditional wellness programs have relied on biometric screenings and their requisite participation incentives, aiming to make employees aware of their riskiest lifestyle factors. That's great, but here's the catch: the pricey payout doesn't move the needle on the underlying causes at the root of those conditions. Biometrics, while useful, are just tiny benchmarks — numbers that do nothing to help what's ailing the employee in the first place.

Research shows that each year, employers are spending up to \$70 per employee on screenings and \$2,000 per employee on incentives. Added to the \$1,958 per employee productivity cost, that's over \$4,000 per employee.

Reimagining Workforce Wellbeing: Employee Health Engagement

By giving your employees permission to take care of themselves — and the tools they need to do that — they can focus on improving their health and happiness, the key to improved engagement and productivity in the workplace. Plus, your commitment to employee wellbeing will boost your corporate culture and enhance your recruiting and retention efforts.

In this ebook, we'll show you how to recalibrate your workforce wellness budget toward health engagement, ensuring your program drives participation and impact while delivering the success metrics that matter the most to your organization.



Sources: Kaiser Family Foundation, Integrated Benefits Institute

Step 1. Understand What Your Employees Need and Want (Hint: It's Not More Data)

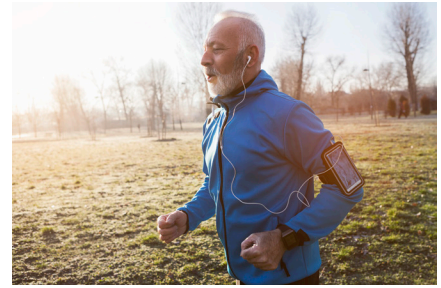
Employee expectations are changing. They want to be seen as people — not a set of data. They're asking for help making positive lifestyle changes across their lives: to feel less stressed, more connected with people, eat healthier, sleep better, and move more.



Sarah: trying to balance it all
Struggles with: pre-diabetes, sleepless nights, zero interest in the gym



Dan: burning the candle at both ends
Struggles with: anxiety, poor nutrition, long work hours



Rich: feeling limitations as a weekend warrior
Struggles with: high blood pressure, knee pain, sedentary workdays



The most common health conditions can be traced back to the interconnected lifestyle habits of inadequate nutrition, insufficient sleep, stress, and lack of physical activity. Research study after study shows that people feel their best when they address these habits side-by-side. If you take a benefits approach that helps your employees improve the range of lifestyle factors, they will feel better.

This is why reimagining wellness benefits means adopting a health engagement approach that provides tools to address the wide range of lifestyle habits that are keeping employees from bringing their whole selves to work.

DID YOU KNOW?

94% of employees want benefits that impact their quality of life — and 55% have left jobs in the past because they found better benefits elsewhere.

(Randstad US)

Step 2. Give Your Employees Everything They Need to Build Better Lifestyle Habits, One (Small) Step at a Time

It's important that your health engagement program makes it easy for employees to take the small steps that lead to significant — and sustainable — lifestyle change. What's more, since many of your employees are not in one office working 9-5 any more, your traditional benefits are serving fewer and fewer employees. To help every employee in your workforce, treat them to the highest quality, easily accessed resources reflecting what they want, need, and expect:



1. Personalization

People have different needs and abilities, and they should be engaged and supported in ways that fit them and their individual circumstances. Provide programs that help employees feel seen and understood with a personalized plan and recommendations based on their individual requirements:

- Health and wellness goals
- Topic preferences
- Skill levels
- Time availability
- Engagement history



Dan can take a wellness quiz and get recommendations for content including stress-busting stretches he can do at his desk and tips for adding more fresh foods to his diet.

DID YOU KNOW?

65% of healthcare leaders say that engagement is the biggest requirement for behavior change related to wellness.

(NEJM Catalyst)

“Increasing your well-being is simple — there are tons of skills you can build. But increasing your well-being is not always easy — figuring out what parts of well-being are most important for you and figuring out how, exactly, to build well-being skills usually require some extra help.”

Tchiki Davis
Ph.D.



2. Video

There is nothing more effective, more convenient or enjoyable than video to help make employees' personal wellbeing journeys easy, motivating, and fun. Videos are also the best way to reach a diverse and geographically dispersed employee base, on-demand. Look for solutions that are accessible from web browsers, apps, and streaming services so employees can engage on any device around the clock. And be sure to give employees access to high-quality, consumer-grade content across the wellbeing spectrum:

- Exercise
- Mental health
- Sleep
- Nutrition
- Financial wellbeing



Sarah can stream a morning workout at home, watch a quick mindfulness video in the school pick-up line, and fall asleep to a soothing sleep story.

DID YOU KNOW?

75% of employees prefer watching video over reading.

(Forrester Research)



3. Expert Guidance

Your health engagement solution should put the power of on-demand experts at employees' fingertips rather than leaving them to seek advice in unsafe and unvetted online spaces run by amateurs. Ensure your programs are designed and delivered by wellbeing professionals who can be trusted to drive healthy and sustainable behavior change:

- Personal trainers
- Health coaches
- Nutritionists
- Psychologists
- Financial planners



Rich can participate in a nutrition program designed by a registered dietitian to develop heart-healthy habits, and move along with an expert demonstrating low-impact exercises.

DID YOU KNOW?

Health coaches are trained in techniques like habit formation and reversal and positive psychology.

(Kresser Institute)



4. Motivation

It takes time and commitment to change behaviors and create long-term, healthy habits – so keeping your employees interested, motivated, and engaged is critical. Empower them with a range of easy, fun, and rewarding activities and resources to help them get motivated — and stay motivated — together, in ways that work for each individual. The most effective wellbeing programs spark and sustain ongoing activity and enthusiasm with:

- Elements of gamification, such as friendly competition and engagement challenges
- Participation and activity incentives like cash prizes, drawings, and insurance reimbursement
- Reminders, prompts, and streaks to keep users on track and working towards their next goal

“The secret to changing habits is to make them so small that they seem trivial . . . adjustments so small your brain doesn’t bother to rebel.”



Sarah can earn points for doing fitness routines she actually enjoys and track her progress alongside others participating in the same challenges.

DID YOU KNOW?

Habits don’t start feeling “automatic” until they’re done for about **66 days straight**.

(University College London)

Margaret Lukens

Coach/Speaker/Workshop leader



5. Community

Without social support and encouragement, self-doubt and internal criticism can derail an employee’s best intentions to begin and stick with a lifestyle change. People need other people to bring ideas that they’re not necessarily going to identify on their own. Create a motivating, inspiring environment by bringing together colleagues and experts who share similar healthy lifestyle goals and interests. Be sure that your community provides:

- Option to be as visible (or anonymous) as they want to be
- Access to wellbeing advocates including company ambassadors, nutritionists, personal trainers, and financial wellness coaches
- Ability to share ideas in a Q&A format



Sarah, Dan, and Rich can connect online to enjoy friendly competition and support one another’s efforts while engaging with wellbeing experts in the community.

DID YOU KNOW?

48% of healthcare leaders say that virtual social support is the most effective means of sustaining behavior change required for wellness promotion. .

(NEJM Catalyst)

Step 3. Measure What Truly Matters

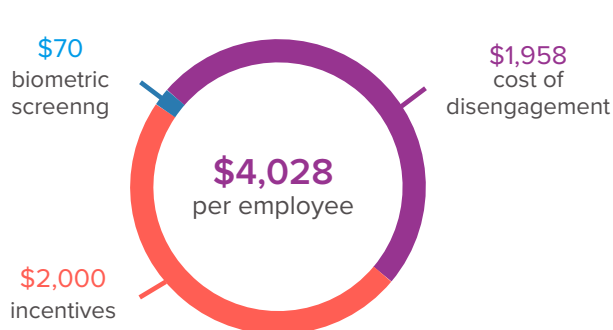
Why not look at your wellness investments in a new way? A way that factors in the costs associated with engaged employees and an employee-first culture?

Heavily incentivizing once-a-year participation in biometric screenings is exorbitantly expensive and does not lead to behavior change. Instead of simply giving someone a number, arm them with the tools they need to create change! Your employees want a toolkit with everything they need to take small steps towards lifestyle changes that will improve their lives for the better.

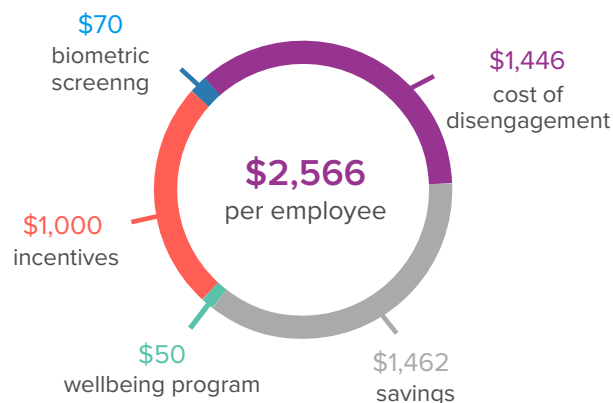
Consider keeping your biometric screenings but reducing your incentive spend by half and reinvesting just a small portion of your savings into a health engagement solution that provides the support they need — and want.

The Value on Investment (VOI) Equation: Savings Beyond Wellbeing

Current wellness investment approach



Health engagement investment approach



Sources: Kaiser Family Foundation, Integrated Benefits Institute, Workforce Institute on Absenteeism, Gallup

When you invest in health engagement, you're making a real difference to both your employee experience and the bottom line: you'll spend significantly less overall and your workforce will have the resources they need — and want — to make positive lifestyle changes to feel happier, healthier, and more productive. Ultimately, this boost in employee engagement will lead to:

- Lower lost productivity costs
- Improved culture
- Lower recruiting costs
- Higher retention

Drive engagement, delight your workforce, and reduce costs

There's a significant relationship between employee happiness, health, and productivity that most definitely impacts your bottom-line. Threading the needle through your workforce wellbeing program requires thinking about ROI in a new way: factor in the inherent value of a happy, healthy, productive workforce — and consider how a culture steeped in wellbeing serves your company's recruitment, inclusivity, and engagement goals.

See What You're Missing

Employee expectations are changing, and your approach to workforce health engagement needs to keep up with their demands for help feeling their best across all areas of their lives. This means providing personalized tools and a wide variety of engaging consumer-grade videos to make their individual wellbeing journeys easy, motivating, and fun. In order to help every employee achieve their personal goals, you need an inclusive solution:



Consumer-grade

HD video content covering exercise, mental health, sleep, nutrition, and financial wellbeing



Community-based

to connect with experts and encourage employees in a supportive environment



On-demand

so a diverse and dispersed workforce can engage anytime, anywhere, and on any device

Grokker aligns perfectly with the needs of today's HR benefits professionals, who are seeking benefits, tools, and resources that deliver:

- ✓ **Inclusivity.** Solutions that fit the needs of every member of a diverse and dispersed workforce — in other words, personalized vs. “one size fits all.”
- ✓ **Effortless Implementation.** Solutions that get your programs and promotions up and running quickly without internal IT or other technical resources.
- ✓ **Ease of Adoption.** Solutions that employees actually want, use, and value, and that aid in recruiting and retention efforts, such as 24/7 mobile access and a social component.
- ✓ **Results.** Solutions that make employees feel good and make measurable impact on key metrics, which can be viewed on user-friendly dashboards.

What's more, Grokker's online community lets program participants be as social (or as anonymous) as they want to be, while challenge, incentive, and motivational elements improve adoption and participation.

Whether you're supplementing an existing program with Grokker's exclusive content or launching a new health engagement initiative, our flexible solution will inspire your employees and deliver results.

- **Large enterprise companies** come to Grokker to augment an existing platform investment and improve employee engagement with our wide variety of premium wellbeing videos that they were previously missing.
- **Companies just launching a new program** choose Grokker for its effective, easy-to-manage platform, wellbeing community, and personalized, holistic content.

Grokker companies can implement their new wellbeing program and go live within 30 days at a much lower price point than a platform, and with low HR team overhead.

Why not book a demo and see for yourself what you've been missing? Visit go.grokker.com/book-a-demo today!

About Grokker

Grokker is the health engagement solution that employees love. Combining exclusive, consumer-grade video content available on-demand with the support of an active community, Grokker provides employees with a personalized toolkit to help them achieve their goals. The result is a happier, healthier and more productive workforce.

Whether launching a new initiative or augmenting an existing platform or program, Grokker works to inspire and engage employees through improved health and wellbeing. Learn more at grokker.com/employers.

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