A Healthy, High-Performing Workforce

2013 Aon Hewitt
Health Risks and Direct Link to Medical Costs

The Opportunity: Companies that target 3 major modifiable risk factors by changing individual behaviors can save an average of $700/employee/year in health care costs and productivity improvements.
Move to a Healthy, High-Performing Workforce — Strategy

3-5 Year Strategy
Tactical Program Design
<table>
<thead>
<tr>
<th></th>
<th>Disjointed, annual plan</th>
<th>Integrated, data-driven, evidence informed, multi-year strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic planning</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Leadership</strong></td>
<td>No buy-in/support</td>
<td>All levels buy-in financially and engage</td>
</tr>
<tr>
<td><strong>Culture of Health</strong></td>
<td>Unhealthy environment</td>
<td>High performance people, teams, organization considering individuals, environment, culture, and community</td>
</tr>
<tr>
<td><strong>Program Components</strong></td>
<td>No/few programs</td>
<td>Programs and services that address the entire health continuum</td>
</tr>
<tr>
<td><strong>Program Management</strong></td>
<td>No integration; passively offered</td>
<td>Fully integrated design leveraging key best practices, focused/targeted programs</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td>No strategy, complicated</td>
<td>All stakeholders considered. Culture of health + communications + incentives to drive active participation</td>
</tr>
<tr>
<td><strong>Measurement</strong></td>
<td>No plan, fragmented focus on process</td>
<td>Comprehensive strategy, measure process, impact &amp; outcomes</td>
</tr>
</tbody>
</table>
4 High-Impact Spotlights

- Revitalize Worksite
- Maximize Mobile
- Gamify Solutions
- Inspire Change
Improve Health Through Changes in the Built Environment and Culture
Explosion of the Consumer Health App Market

- **More than 13,000 health apps** intended for use by consumers
- Average price of a paid health app is trending upward
- No oversight or guidelines for consumer health apps

Source: MobiHealthNews.com: Consumer Health Apps for iPhone
Harnessing Game Mechanics

Motivational Design  Serious Games  Fun Systems  Fun Games

- Uses game mechanics in stealthy or unconscious ways
- Uses game mechanics to educate, inform, persuade
- Uses game mechanics to engage, teach, and entertain
- Uses game mechanics to entertain
Your People Need Inspiration

Stressed
Stress causes a significant negative impact on at least 1 area of my life (most often physical health)!
64%
...and 5 of 6 top ways to deal with it are sedentary

Fun Deprived
I’m too busy!
53%
55%

Willing to Change
I’m too tired and don’t have enough energy!
41%
29%

86%
...and 50% think employers should reward for positive health outcomes but money isn’t always the answer

Ultimate Goal of a Healthy and High Performing Workforce

“Healthy” is the new organizational norm