

Jamie Sims: Right Management A New Approach to Improving Organisation Performance

The Research, Surveyed 30,000 people across 15 countries

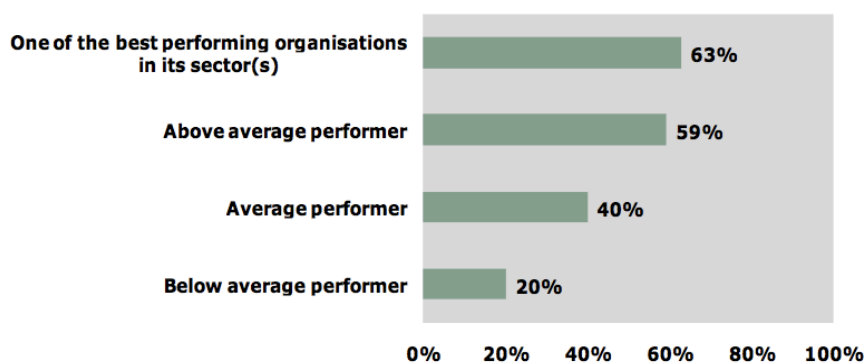
We asked questions about: – Job and Organisation Engagement – Organisations approach to health and wellbeing – Organisational Factors such as
» Leadership » People systems and processes » Culture and work environment

We also collected information about: – How long people were planning to stay in their organisation – Financial performance of the organization

- . In Australia less than 50% of organisations are actively engaged in wellbeing
- . For org who do use h&w, employees are 5 X more engaged, 3 X more Likely to stay in job in the 1st year...to be continued
- . 3 X more likely to identify employer as a high performer & 2.5 X more likely to say employer is creative & innovative
- . Want to know more about Australia health stats go to <http://www.aihw.gov.au>

Wellness and Financial Performance

Global Benchmarking Study 2009 Base: 3420 Australia employees



- . Research Implications
- . Organisations must develop

strategy and combine resources to manage health AND engagement in one combined 'wellness' program

- . Wellness is seen as part of the broader talent management agenda
- . Organisations need to accurately measure and monitor 'Wellness'
- . Need to be able to segment data by demographics to ensure targeted solutions
- . Implement the program at the individual, team/local and organisation level

. **Greg McLoughlin** Ready set engage!

What the researchers say.....

“ If you want to have confidence in your data and, ultimately, in your program, ideally, participation rates should be around 90%. So with the typical company getting somewhere in the neighbourhood of 15-25% participation in a Personal Health Assessment, there’s a huge gap between present practice and the ideal.” -Dee Eddinton University of Michigan 2009

Engagement – quotes from the researchers

“ A high participation rate is a key element in any successful risk-reduction program” - Goetzel &Ozminkowski, 2008

“ The Average Participation rate amongst exemplary Workplace Health Programs was 60% – Ron Goetzel 2008

“ It’s not enough to offer employees a program every couple of months – interventions should be ongoing and touch employees as often as possible during the course of the year” –Goetzel and Ozminkowski, 2008

“ One-time screening and counselling can have short term impacts (up to three months), but without additional follow-up, the effect , disappears within a year.”
Ron Z. Goetzel and Ronald J. Ozminkowski

“Single, targeted, stand-alone programs simply don’t give sustainable results” Eddington, Zero Trends, 2009

Questions – Engagement

1. If you currently have a workplace health program – what is the average voluntary, monthly engagement / participation rate as a percentage of the total workforce?
2. What are your engagement levels for individual events ie: health expos, health screenings?
3. After a “one off event” – how do you sustain the message?

Engagement – a snapshot

- Workplace Gyms: 20%
- Activity Sessions: 10 - 20%
- Workshops: 10 - 20%
- On Line Programs: 1% - 10% (monthly)
- Coaching Programs: 2% - 100%

Engagement – optimal frequency of contact?

“ ...gains made are best maintained when the program includes ongoing routine and persistent follow up” R. Goetzel & R. Ozminkowski, research paper published in 2008

- Industry variation in measuring engagement
- Monthly, 6monthly, yearly?
- Deleting the email used as a measure of engagement???
- 16years–trialanderror–monthly is optimal to elicit behaviour change. Decay theory research confirms this

Engagement and Behaviour Change

Critical questions

1. Are health practitioners trained to deal with “total population” or are they primarily equipped to deal with “action / maintenance” people?
2. Technical knowledge – what use is it if people simply don’t participate?
3. Is there too much focus on “managing the high risk individuals”, the major health issue, the severe injury instead of concurrently helping prevent the next lot of people from becoming high risk?
4. Is there good enough synergy between departments – to maximise company wide engagement?

- . Repetition in memory process, message heard once > 66% forgotten in 48 hrs > Greg thinks we will forget him in 30 days. No we won't!
- . Poor national health = loss of productivity. So why is the solution still taxed as a 'fringe benefit' in Australia?
- . Support behaviour change i.e. Teach a person to fish....
- . Do you spend more on sickness or wellness? Management v Prevention. We need more engagement in prevention
- .
- . Some constructive feedback of the WorkHealth program > the mandatory anonymity & therefore lack of tracking/follow up available

Scott Penn

- . 70% of Australians are sedentary or low active #HPM <time to go against the grain people!
- . Avg yearly weight gain is 400g, estimated lifestyle weight gain is 20kg (4x higher than acceptable)

Peter Stirling Benson

- . Here are some stats > 3 in 5 employees are overweight or obese
- . Obesity costs our economy 21 billion & 3.6 billion in lost productivity per annum

Grant Brecht Benchmarking the workplace health initiatives: Do we use the high tide or the low tide line?

Launching your EAP >Strategically, CEO communication of support, All sites done quickly, all materials prepared

Communicating your EAP> strategically, live launch and briefings, educational component to briefings, pamphlets, wall cards for all, posters quickly around site, normalize language

Technology & EAPs> Face to Face, video conferencing, skype, webcasting, virtual counseling can work via email

EAP reporting> Great for HR, quarterly, minimum bi annual, comprehensive, recommendations, evaluation feedback

Related Services > General Health Promotion, budgeting advice, legal advice, lunchtime seminars, screening for mental health issues

Success factors for EAP> Adequately costed and resourced, continuing by in from CEO and ELT, normalize the program, evaluation every 2 years, usage by managers for support

Reminder to CFO's> It's easier to count the dollars spent than it is to count the dollars saved> so don't forget to count the savings!

- . ABS National Survey of Mental H & Wbeing of Aus W'force.
- . 20% will experience mental health issues in a 12 month period at some stage
- . 45% will experience mental health disorder during working life
- . (Anxiety, depressive & substance abuse disorders only)
- . only 12% seek treatment
- . approx 17.5% "wonder in the wilderness"

- . Surveys over 3 years across all programs Selected 4 'top' companies on benchmarking criteria
Size:100 – 4200 employees N = Av 2270 returns pa
- . 1. Do you know you have an EAP service – **91%**
- . 2. Access to services 'adequate to very prompt' – **97%**
- . 3. Utilisation rate across employees – **11%**
- . 4. Interventions assist the problem 'great deal' to 'very great deal' – **71%**
- . 5. Would you use the EAP service again – **93%**
- . 6. Would you recommend the EAP service to others – **93%**
- . 7. Did your focus and productivity at work increase due to the use of service **76%**

- . Competitors in corporate health need to come together and set benchmarks, we have enough research & now we have 2 improve our marketing
- . Depression- mean episode duration is 16 weeks. 50% of 1st episode depression is recurred

Fitness 2 Live what do employers want?

Employers surveyed are committed to H&W. 1/3 said they will continue H&W regardless of govt support.

From providers empl want scalability, remote service delivery, online services, incentives, behaviour change programs, pain management

From the govt, Employers want tax breaks &. Grants and funding

- . Employers want absenteeism data linked to health outcomes achieved
- . While seeing an increased participation in mental health services, BCP's (biz continuity plan) & online services
- . Organisations say that participation in seminars, EAP programs & gym use are declining
- . Use branding/logo to promote wellbeing program to engage staff & boost participation
- . Corporate Health> share & promote success stories within the workplace #HPM