

Wellness Plan Engagement



Encouraging employees to make responsible health decisions

Research finds that employee wellness is closely linked to productivity and lower medical costs. That's why wellness plan education is a key part of employers' strategy to control costs. BCI's Benefit Counselors and interactive tools help improve benefit education and drive participation while providing a positive return on investment for employers and employees.

Customer Value

- Medical costs drop by about \$3.27 for every dollar spent on corporate wellness programs, and absenteeism costs fall by \$2.73 for each dollar invested, according to an analysis of 36 studies by Harvard University researchers.
- Employers who offer wellness programs can slow healthcare cost increases by 15 percent. ¹
- Fifty-eight percent of employers report they are turning to wellness and disease management programs to contain costs. ²

Advantages

- Increases awareness and drives engagement
- Encourages employees to make specific behavior changes
- Shows the employer is invested in employees' health and well-being
- Helps employees understand potential health risks
- Enables employees to better manage chronic conditions, lowering overall health care costs
- Supports messaging of accountability
- Helps employees bond by supporting one another

“ More than 50% of workers say they don't know enough about their company's wellness programs to participate in them. ” ³

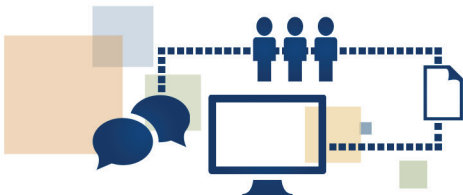
Delivery Options

- Onsite, one-on-one meetings with trained Benefit Counselors
- Call center one-on-one with trained Benefit Counselors
- Group meetings
- Web portal/Intranet/Kiosk
- Paper/Fulfillment
- Video
- Social Media
- Mobile

¹ Stewart, Barbara, "Advising Employers on Wellness Programs," Oct. 24, 2012.

² *Benefits Selling*, "2012 *Benefits Selling* Employer Survey," 2012.

³ Workforce Management, "2012 Employer/Employee Survey," May 2012.



Contact BCI's Marketing Department to find out more about how BCI can help improve wellness plan engagement.

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