



E-book

Overcoming obstacles to implementing a well-being program

4 tips to pass common roadblocks for launching successful employee wellness programs





Introduction

Are you an HR or wellness professional looking to introduce a new health and well-being solution?

Employee wellness is here to stay – and is a valued employee benefit. In fact, **26% of employees** are [more likely](#) to stay with an organization that offers a comprehensive wellness program, especially if it's accessible to remote and hybrid workforces as well.

Wellness programs are known to create healthier, happier workforces by boosting physical and mental health – and they benefit the bottom line too! Investing in a holistic solution is a sure bet to help your company thrive. This all sounds great, however investing in any new program can come with its own set of challenges.

In this e-book, we'll discuss four common barriers to implementing successful and engaging employee wellness programs, and how to get past them. Let's go!



Obstacle #1

Gaining leadership buy-in

One of the largest roadblocks to implementing a well-being solution is convincing senior leadership that their investment will successfully help them attract and retain top talent, reduce healthcare costs and boost their overall bottom line. No small feat...

Any employer looking to prioritize employee wellness is already halfway to being convinced of the benefits of a wellness program – you just have guide them the rest of the way!

- 1. Link a wellness program to key business outcomes.** Reducing costs is always a goal for organizations. While a wellness program may cost money, so do unwell employees. Present the facts and use [hard data](#) that shows how wellness programs can lower insurance costs. Poor health costs employers \$530 billion in [lost productivity](#) a year.
- 2. Demonstrate the need with meaningful data.** Reference any existing resources (employee surveys, annual reports, customer satisfaction surveys, etc.) that help you to link this initiative back to business goals and objectives. Does the organization need higher levels of engagement or innovation? Is absenteeism a problem? Connect their concerns with tailored wellness program benefits.
- 3. Don't try to boil the ocean.** Start with a pilot program to demonstrate success on a smaller scale that doesn't require a large upfront investment. Some of the most popular wellness initiatives can revolve around offering flexible scheduling, healthier food options or walking meetings.



Obstacle #2

Managing unrealistic expectations

A comprehensive wellness program can be comprised of many components and requires sufficient time to implement. It's crucial to manage the expectations of senior leadership, ensuring they understand that the advantages of implementing a well-being program may not be immediately realized.

Continued maintenance is essential for an impactful program, and includes ongoing:

- Communications
- Incentivizes
- Content development to keep programming fresh
- Evaluating program success and employee progress with [health risk assessments](#)

The continued success of any wellness program also depends on effective monitoring and evaluation. Interactive [wellness platforms](#) combined with health risk assessments provide valuable data and play an essential role in maintaining informed programming on an ongoing basis. This information can be synthesized to guide participants to personalized health content that meets their individual needs for maximum health impact over time.



Obstacle #3

Budget barriers

It's the first question on senior leadership's mind – how much will it cost? However, it's essential to shift their perspective and emphasize not only the return on investment (ROI) but also the value on investment (VOI) of implementing a wellness program. The good news is that there is ample evidence readily available to support the significant ROI and VOI associated with wellness initiatives.

Research has shown that wellness programs can produce a [return on investment of \\$1.88-\\$3.92](#) per dollar spent. Additionally, these programs offer a range of indicators for VOI, including improved employee retention, enhanced worker satisfaction, increased morale, heightened [engagement](#) and productivity, reduced absenteeism and presenteeism, and more.

Allocating funding for a well-being budget can be a wise, research-supported investment. But the programming must be done right. Workplace wellness programs have a higher rate of ROI if they are [well structured](#) from the beginning. Once this is in place, ROI will follow suit.



Obstacle #4

Re-aligning business priorities

Ensuring the well-being of employees should be a shared goal across the entire company, with senior leadership playing a crucial role in making it happen. The chances of establishing a sustainable [culture of health and well-being](#) are significantly enhanced when the c-suite takes ownership of the initiative and sets a leading example.

This calls for a fundamental shift in culture, where the organization places emphasis on employee well-being not just as a standalone program, but as an integral part of its policies, programs, procedures, and overall behavior.

The real challenge lies in explaining the long-term benefits it brings to the company and how it can positively impact the leaders themselves. The solution lies in showing rather than simply telling.

The most effective way to engage your leaders in your mission is by actively involving them. Seek out an employee well-being technology partner, such as CoreHealth, that can demonstrate the tangible business benefits and how a platform can support your well-being objectives.



Your one stop shop for well-being technology solutions

CoreHealth's advanced well-being platform is as dynamic as your population. Bring all dimensions of your well-being programming together on our fully configurable and customizable platform to empower your employees to make healthy lifestyle changes.

What you get with our comprehensive platform:



Health Assessments



Incentives Engine



Wellness Challenges



Integrated Partner Network



Scheduling



Actionable Reporting



Digital Coaching



Communication tools





CoreHealth's advanced wellness platform can help you drive higher engagement and improved health outcomes.

Ready to get started? Speak to a representative today!

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Or visit us online to learn more.

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