About this DataNow® Snapshot

DataNow® Snapshots provide highlights of Brandon Hall Group research and illustrate how the data can be filtered by organization size, revenue, corporate performance, and more, using DataNow®, Brandon Hall Group's proprietary HCM research tool. This Snapshot features data from the 2018 Wellness and Well-Being Study.

2018 Wellness and Well-Being Study

Seven in 10 organizations offer wellness/well-being programs for their employees, according to Brandon Hall Group's 2018 Wellness and Well-Being Study, but less than 40% have more than half of their employees participating in the program.

The research raises the question of how organizations are benefiting from their wellness/well-being programs because 71% don't know the average per-employee cost reduction attributable to the wellness/well-being program; 82% don't know the average return on each dollar spent on wellness/well-being.

How organizations measure the effectiveness of their wellness/well-being programs differs rather significantly by size of organization. For example, the most frequently used measure of effectiveness for small organizations is improved employee retention rate (40% of respondents), while that answer ranked just 12th among large organizations (17% of respondents). Overall, increased employee engagement and reduction in absenteeism were the most frequently used measures of effectiveness.

Other findings of the study include:

- Organizations are 79% more likely to use emails to communicate their wellness/well-being programs than any other method. Only 10% of organizations said they used push notifications on an app.
- Organizations that offered dedicated wellness/well-being programs are, on average, 31% more likely than organizations without such offerings to see increases in employee engagement and retention, and customer satisfaction and retention.
- The tools/technology most often used to support wellness/well-being programs are engagement tools (51% of organizations), self-service portals (50%), online assessments and profiles (41%) and wearables/mobile tracking devices (40%)

The online survey gathered responses from 31 countries and 32 industries. The data was collected in January-March 2018.

For more information on DataNow® and how to subscribe, visit http://datanow.brandonhall.com/

Demographics - 2018 Wellness and Well-Being Study

221 Total Responses

31 Countries

- **75%** US/Canada
- **15%** EMEA
- **6%** APAC
- **4%** Carribean/South America

32 Industries

Top 5: Technology/Software, Consulting/Business Services, Insurance, Manufacturing

Small, Mid-Size, and Large Organizations

34%	**24%**	**42%**
Less than 500 employees	501-4,999 employees	5,000+ employees

21% Benefits/Wellness Director or Professional

18% Learning Professional

16% Individual Contributor

14% Executive/Senior Leadership

12% Head of HR

10% Head of Learning

3% Head of Leadership Development

3% Business Unit Operations Manager Role

3% Head of Talent Management

Definitions -
2018 Wellness and Well-Being Study

*Small Organizations: Under 500 employees

**Mid-Size Organizations: 500 - 4,999 employees

***Large Organizations: 5,000+ employees

Research Highlight

These research results, downloaded from DataNow®, are available online and can be filtered by organization size, revenue, industry segment, and geography. Some filtered results are shown in the following slides.

**To see more, contact us at success@brandonhall.com**

Questions - 2018 Wellness/Well-Being Study

- **Does your organization have a wellness/well-being program?**

- **What percentage of your employees are participating in your wellness/well-being program?**

- Do you conduct Health Risk Assessments with your employees?

- Do you have a dedicated team and/or individual responsible for your wellness/well-being program?

- **Which of the following do you use to measure the effectiveness of your wellness/well-being program?**

- What is your average per-employee cost reduction attributable to the wellness/well-being program?

- What is your average return on each dollar spent on wellness/wellbeing?

- **What types of tools, systems and/or technology do you use to support your wellness/well-being programs?** *(Select all that apply)*

- How do you communicate your wellness/well-being programs? (Select all that apply)

- **Which of the following components do you currently have in your wellness/well-being program?** *(Select all that apply)*

The data from the questions highlighted in green are featured on the following pages. Each Brandon Hall Group research study contains a standard set of demographic questions used to filter and segment data. For more information on how to access this entire study, e-mail **success@brandonhall.com.**

Organizations with Formal Wellness[1]/Well-Being[2] Programs

70%

Overall

51%

Small Organizations*

79%

Mid-Size Organizations**

80%
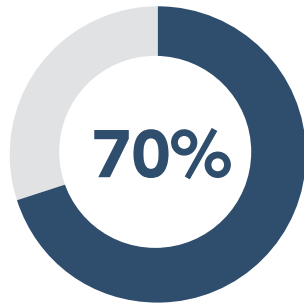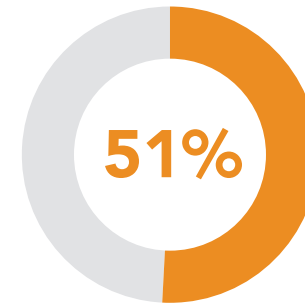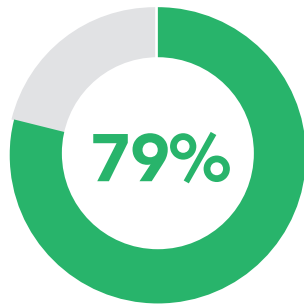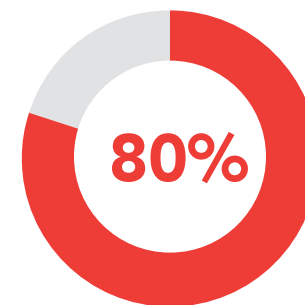
Large Organizations***

[1]Wellness reflect benefits that deal directly with physical health.
[2]Well-being is a subset of wellness that deals specifically with the overall quality of live. It covers aspects indirectly related to health, such as stress management, social activities, financial wellness, and more.

Descriptors for the data segments can be found on page 4.

Percentage of Employees Participating in Wellness/Well-Being Programs

Overall
- 10%
- 29%
- 24%
- 37%

Small Organizations*
- 16%
- 30%
- 20%
- 34%

Mid-Size Organizations**
- 5%
- 29%
- 29%
- 37%

Large Organizations***
- 10%
- 29%
- 23%
- 38%
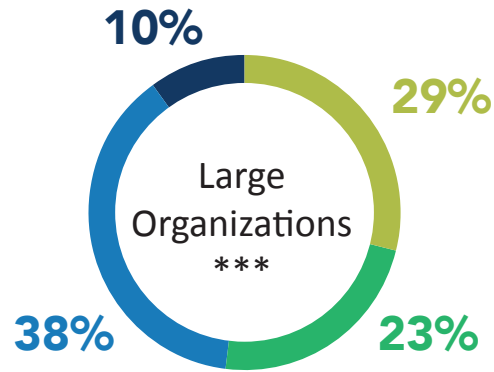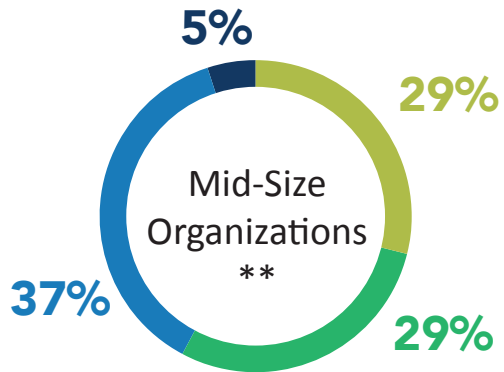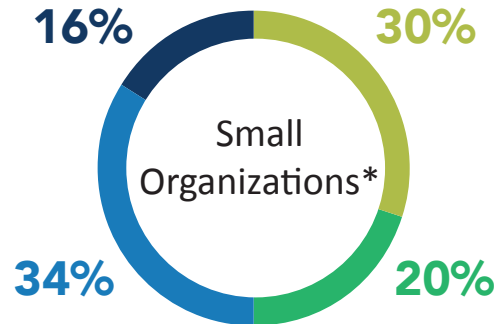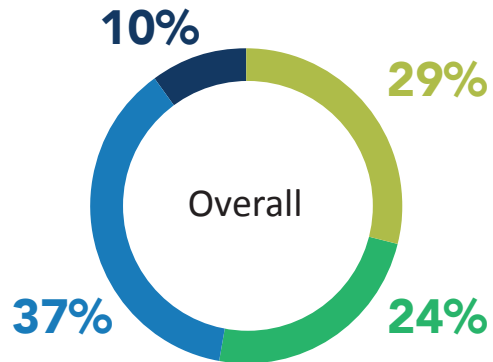
- Zero to one-fifth
- One-fifth to two-fifths
- Two-fifth to three-quarters
- More than three-quarters

Descriptors for the data segments can be found on page 4.

Types of Tools, Systems or Technology Supporting Wellness/Well-Being Programs

Overall

Tool	Percentage
Employee engagement tools	50%
Employee self-service portals	50%
Online assessments and profiles	41%
Wearables/mobile tracking devices	40%
Social/collaboration platform	39%
Mobile apps	30%
E-coaching tool	30%
LMS	26%
Web conferencing	24%
Gaming/simulation	19%
Performance management tools	17%
HRIS	12%
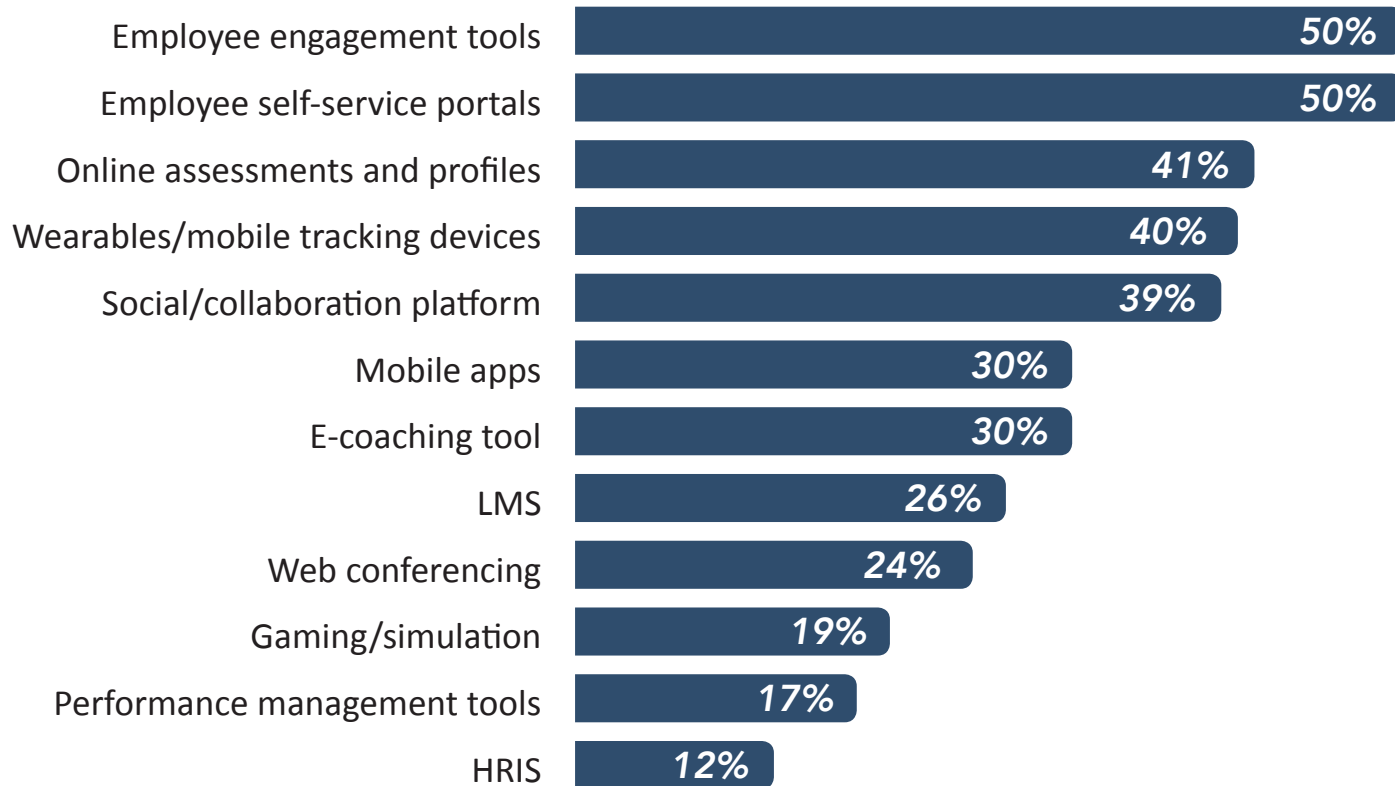
Types of Tools, Systems or Technology Supporting Wellness/Well-Being Programs

Small Organizations*
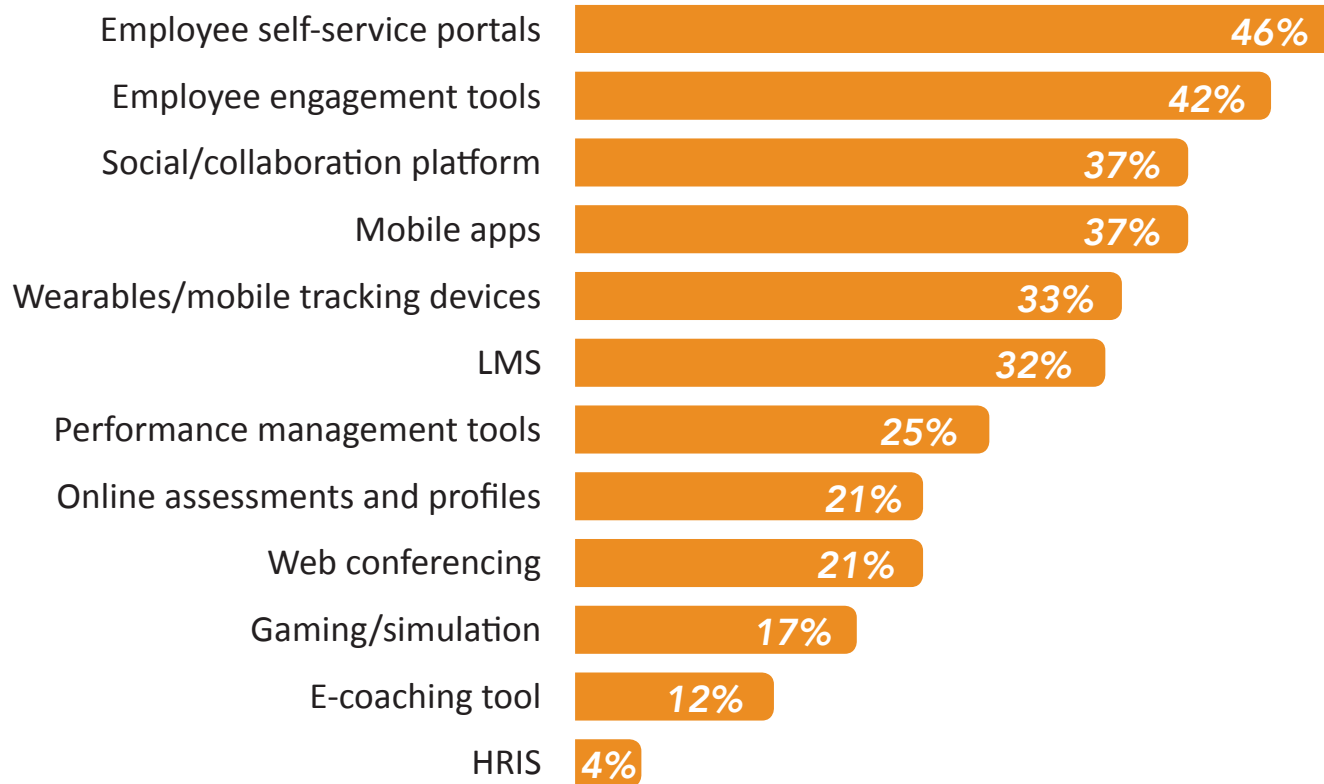
Employee self-service portals	46%
Employee engagement tools	42%
Social/collaboration platform	37%
Mobile apps	37%
Wearables/mobile tracking devices	33%
LMS	32%
Performance management tools	25%
Online assessments and profiles	21%
Web conferencing	21%
Gaming/simulation	17%
E-coaching tool	12%
HRIS	4%

Descriptors for the data segments can be found on page 4.

Types of Tools, Systems or Technology Supporting Wellness/Well-Being Programs

Mid-Size Organizations**
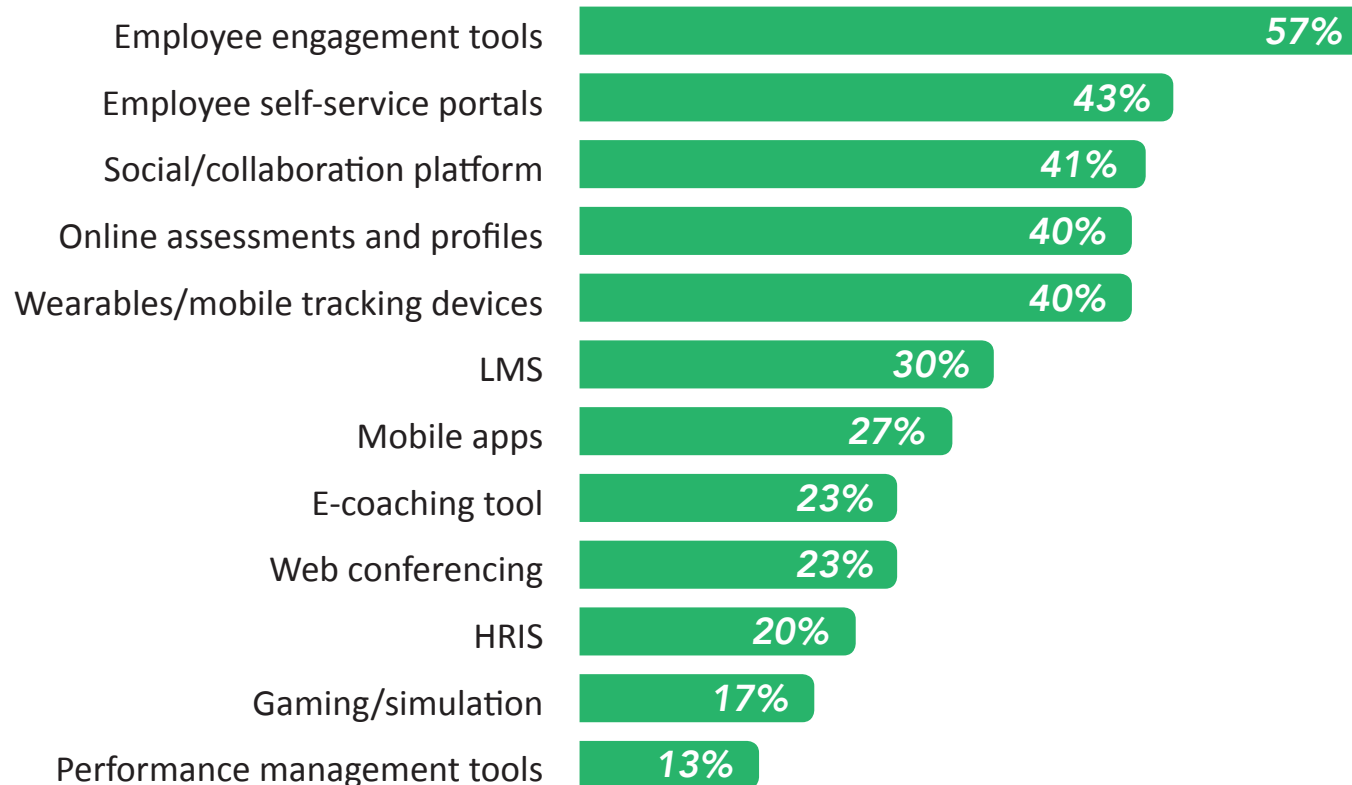
Category	Percentage
Employee engagement tools	57%
Employee self-service portals	43%
Social/collaboration platform	41%
Online assessments and profiles	40%
Wearables/mobile tracking devices	40%
LMS	30%
Mobile apps	27%
E-coaching tool	23%
Web conferencing	23%
HRIS	20%
Gaming/simulation	17%
Performance management tools	13%

Descriptors for the data segments can be found on page 4.

Types of Tools, Systems or Technology Supporting Wellness/Well-Being Programs

Large Organizations***

Employee self-service portals	57%
Online assessments and profiles	51%
Employee engagement tools	51%
Wearables/mobile tracking devices	43%
Social/collaboration platform	38%
E-coaching tool	36%
Mobile apps	28%
Web conferencing	26%
Gaming/simulation	21%
LMS	19%
Performance management tools	15%
HRIS	11%
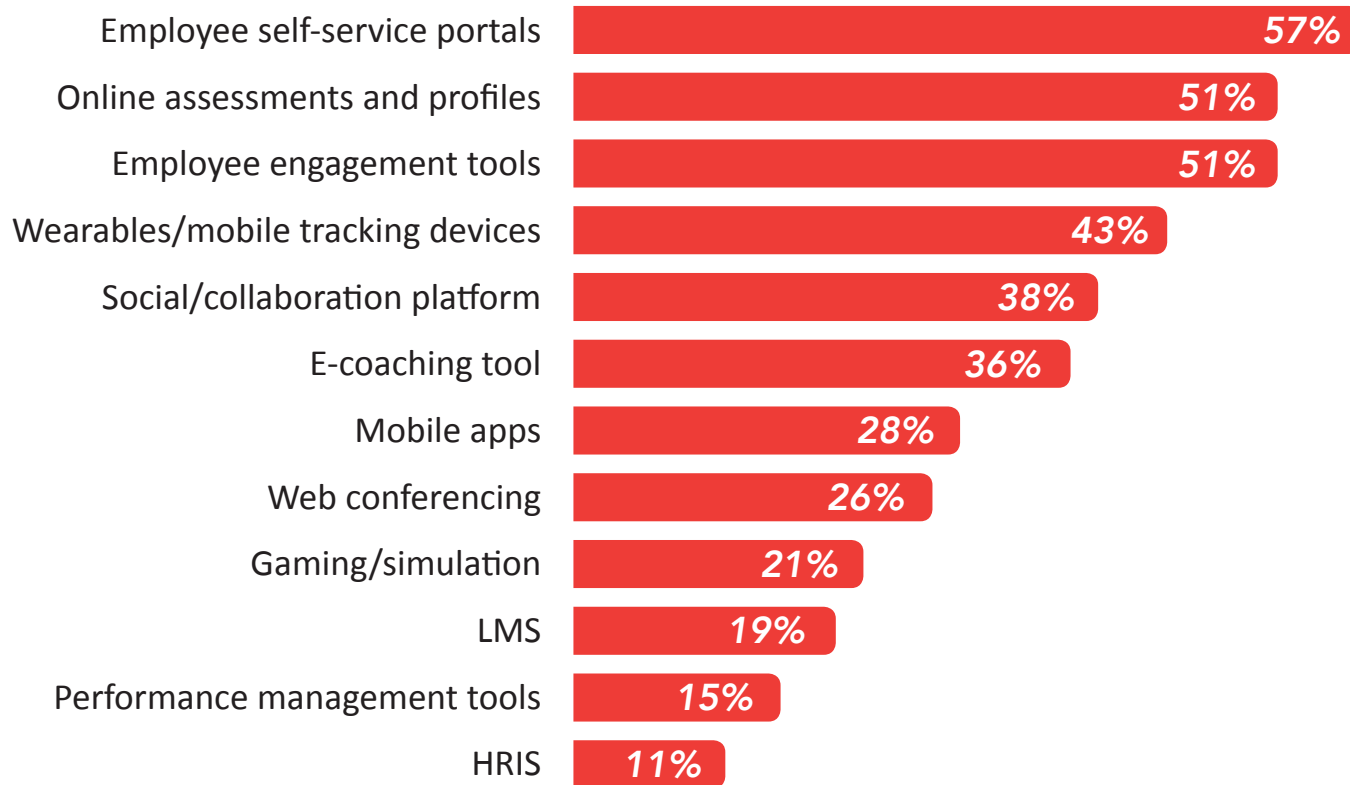
Descriptors for the data segments can be found on page 4.

Components of Wellness/Well-Being Programs

	Overall	Small Organizations**	Mid-Size Organizations**	Large Organizations***
Social[1]	76%	75%	81%	73%
Mental[2]	72%	61%	71%	80%
Health[3]	94%	93%	100%	92%
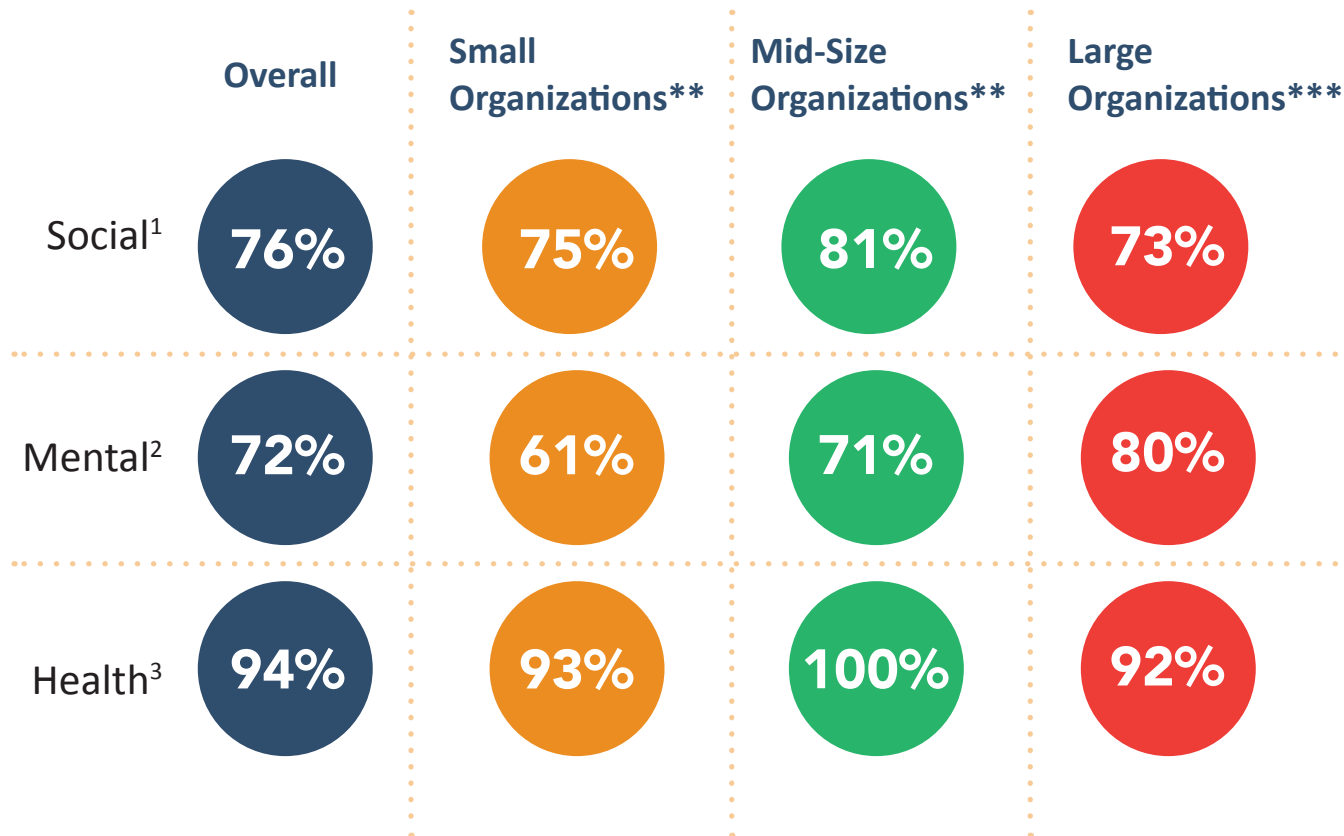
[1]Social includes charity/non-profit activities, community service, affinity clubs, company sponsored events for employees
[2]Mental includes stress management, financial well-being, spiritual well-being, sabbaticals
[3]Health includes weight management, smoking cessation, health-risk assessment, diet/nutritional guidance, substance abuse, physical fitness

Descriptors for the data segments can be found on page 4.

Top 5 Ways to Measure Wellness/Well-Being Program Effectiveness

Overall

Measure	%
Increase in employee engagement	42%
Reduced absenteeism	36%
Employee participation and sustainability rates in program	30%
Reduction in health risk assessment score	25%
Improved employee retention rates	25%

Top 5 Ways to Measure Wellness/Well-Being Program Effectiveness

Small Organizations*

Improved retention rates	40%
Increased employee engagement	40%
Greater employee productivity	37%
Reduced absenteeism	33%
Reduction in lost work days due to illness/stress	32%

Descriptors for the data segments can be found on page 4.

Top 5 Ways to Measure Wellness/Well-Being Program Effectiveness

Mid-Size Organizations**

Measure	Percentage
Increased employee engagement	39%
Reduced absenteeism	33%
Reduction in health risk assessment score	30%
Reduction in benefits usage	30%
Reduced insurance premiums/self-funding requirements	27%

Descriptors for the data segments can be found on page 4.

Top 5 Ways to Measure Wellness/Well-Being Program Effectiveness

Large Organizations***

Measure	Percentage
Increased employee engagement	45%
Reduced absenteeism	39%
Employee participation and sustainability rates in program	37%
Reduction in health risk assessment score	24%
Reduction in benefits usage	24%

Descriptors for the data segments can be found on page 4.

Brandon Hall Group's Research Methodology

PHASE 01
Evaluation of Business and Talent Landscape

We study current trends to hypothesize about how they might influence future events and what effect those events is likely to have on your business. We then prepare a project outline and circulate to executives and practitioners in the particular field for feedback and insights before our research survey is developed.

PHASE 02
Quantitative Surveys and Qualitative Interviews

To test our hypothesis, we gather empirical insights through formal and informal surveys. To check assumptions generated from surveys and to add context to the empirical survey data, we talk to Executives, Chief Human Resources Officers, VPs of Talent and other business leaders as well as HR, Learning and Talent Leaders and employees.

PHASE 03
Scholarly Reviews and Expert Resident Knowledge

We study and analyze renowned academic research comparing and contrasting their findings to our own and again engage in rapid debate to ensure our findings and analysis stand the tests of business usability. New perspectives are shaped and added as appropriate. Our quantitative and qualitative findings are also shared within our internal research community and rapidly debated in peer review sessions to test validity and practicality.

PHASE 04
Market Testing and Emergent Trends

We fortify and validate our initial findings, leading practices and high impact processes within the analyst environment, our own Advisory Board and select other clients and prospects that offer fair assessment of the practicality and usability of our findings, practices, and processes. After studying and analyzing all collected data, we see and document patterns emerging within high-performing companies.

PHASE 05
Analytics-Based Reports and Tools Publication

After verifying our position internally, in alignment with scholarly research, and the market and completing rigorous peer reviews, our findings, leading practices and high impact processes are documented and published, made available to our members, in the form of reports, tools and online searchable databases.

Client-Centered Business Goals

Employer Brand	Business Performance	Client Loyalty	Market Leadership

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Our vision: To inspire a better workplace experience.

Our mission: Empower excellence in organizations around the world through our research and tools each and every day.

Contact Us at success@brandonhallgroup.com

Our Services

GET HELP TO DRIVE RESULTS FOR YOUR TALENT

In today's volatile and global business climate, managing talent for high-performance plays an increasingly crucial role in an organization's growth and future success. Effective talent management is a top priority in organizations everywhere because, while organizations recognize the need to obtain and retain people with the very best skills, they continue to struggle to implement effective strategies to do so. HR and Learning professionals need to be able to successfully define organizational talents needs and skills, identify talent strengths and career goals, and align organizational needs to individual needs. Rethink your strategy, validate your assumptions, transform your business, and optimize your time with the use of reliable data, tools, and guidance.

PLAN	ATTRACT	DEVELOP	PERFORM	RETAIN	OPTIMIZE

GET HELP WITH YOUR HR SERVICES MANAGEMENT & DELIVERY

As described in the employee lifecycle, processes are linked to employee transactional processes (e.g., compensation, benefits, compliance, contingent workforce management, etc.) via workforce planning and analytics.

- Policies/Process/Procedure
- Payroll
- Expense Management
- Benefits & Compensation

- Contingent Workforce Management
- Compliance
- Time & Labor Management

GET CONSULTING HELP WITH…

- Strategy and Planning
- Governance & Business Alignment
- Executive Management
- Team Development

- Measurement & Analytics
- Program Design & Deployment
- Technology Selection, Management & Integration

- Organizational Structure
- Measurement & Analytics
- Change Management
- Budgeting & Forecasting

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Participate in our Open Survey here