OPTUM ®

Implement and launch a global corporate health programme
Best practices for employee engagement

Our lives have become more complex, and as a result, we may not be living or working to our fullest potential. Global organisations understand this and are realising the need for a corporate health strategy to address the greater demands of everyday life that their employees face. However, nearly two-thirds of employers with a corporate health strategy have not completely implemented it.* One of main challenges that organizations face in implementing their strategies is having the right tools and approach to manage complexities of designing and administering a global programme.

Eight steps to launching a productivity-boosting global corporate health programme

Secure strong local leadership from key stakeholders.

SECURE

Assess health risks in employee population using industry-leading screening tools.

ASSESS

Design comprehensive programme and performance metrics tailored to the employer's local populations to drive specific health behaviour changes.

DESIGN

Implement integrated, multi-language, employer-branded communication plan.

IMPLEMENT

Utilise multiple service modalities including phone, print, digital, mobile — in the local languages.

UTILISE

Engage employees through awareness-building activities including digital tools, monthly newsletters, on-site events, company-wide challenges and web-based training.

ENGAGE

Integrate programme across the employer's brand and other health initiatives.

INTEGRATE

Measure and report against performance metrics and make programme improvements.

MEASURE

*Source: Buck Consultants. *Working Well: A Global Survey of Health Promotion, Workplace Wellness, and Productivity Strategies.* 6th ed. July 2014.

Key learnings:

- Communication programmes should leverage a variety of media to reach employees.

- Precursor to any successful well-being programme is a company culture that promotes and encourages participation.

- Employees highly value the well-being information they receive from employers – especially related to benefits and ways to improve their health.

- After receiving effective communication, employees are more likely to 'take action' to get closer to achieving their goals.

Components that comprise a successful global corporate health programme

- Employee assistance programme (EAP) for support with life's challenges
- Health risk assessment (HRA) and biometric measurement to promote health awareness

- Employee education such as trainings, on-site events, and communications via print/digital channels
- Workplace competitions and champions to encourage engagement
- Programmes and policies that promote overall healthy work environments

Sample plan for employee communication timeline

CHECKLIST FOR IMPLEMENTATION:

☐ **Establish goals**
Examples: Reduce absenteeism, improve productivity and morale

☐ **Establish budget**

☐ **Select vendor partner with broad capabilities to:**
- Deliver a consistent global programme
- Support for employees physical and behavioural needs
- Provide consultation and guidance
- Simplify administration

☐ **Determine countries for implementation**
- Offerings for each country
- Country-specific requirements

☐ **Establish a plan to measure programme performance**

☐ **Confirm vendor reporting capabilities**

Finalise timing and execution of promotion and engagement plan, including:
- Leadership messaging and involvement
- Reporting and scheduled evaluation of tactics
- High-profile on-site events to create broad awareness and engagement
- Both short-term and ongoing activities to sustain participation

☐ **Confirm communication plan leveraging proven tools along with consideration of other options. For example:**
- Champion network
- On-site events
- Mass communication
- Digital channels — apps, online and email

☐ **If not rolling out to all countries at once, determine next launch countries and dates**

Common challenges for global companies:

Low employee awareness regarding availability of health and wellness programmes

Lack of a strong wellness brand and culture to create trust and consensus

Lack of behavioural resources that address underlying issues to drive habit change

Consistent and seamless delivery across countries

Relevancy to employees in meeting their needs

Mistrust that any service is truly confidential and varied regional differences on role of employer in employee health

OPTUM® **optum.com.uk**

To find out more about implementing and launching a global corporate health programme, please email us at **global@optum.co.uk.**