

ICANATWORK

San Diego County's Worksite Wellness Coalition

Understanding the Business Case for Wellness

March 2010

SUMMARY:

ICANATWORK's kick-off event "Understanding the Business Case for Wellness" featured Garry Lindsay from the Partnership for Prevention, a nonprofit, non-partisan national health policy organization whose mission is to improve health by preventing illness and injury by promoting health.

As senior manager for the Partnership for Prevention's Leading by Example Initiative, Mr. Lindsay leads CEO-to-CEO outreach which promotes the benefits of looking at employee health care as an investment rather than a cost.

Throughout his presentation, Mr. Lindsay pointed out some compelling statistics to support the business case for wellness, including:

- Currently, 95 cents of every health care dollar is spent on treating—not preventing—disease
- Between 1999 and 2005, the average employer costs for health insurance per employee per hour rose from \$1.60 to \$2.59, representing a 62 percent increase. This outpaced the 23 percent increase in average employer payroll costs per hour for these workers during the same period.
- Worksite Wellness Programs on average support \$3.50-to-\$1 savings-to-cost ratio in reduced absenteeism and health care costs.

Mr. Lindsay identified how leading companies are perceiving health not as a cost driver, but as a performance driver, recognizing that investing in health not only controls expenses, but also protects, supports and enhances human capital. Research and best practices agree that two of the most critical elements in successful worksite health programs are: 1) supportive culture, and 2) top management support. Getting senior level support can be tricky, but learning how to communicate the business case is key.

RELATED MATERIALS:

- [Garry Lindsay's Powerpoint](#)
- [Presentation Talking Points](#)
- [Event Summary](#)
- [Online ICANATWORK Resources: Making the Business Case.](#)