

Key Findings

Participation

- Programs with the highest participation rates, when offered, are:
 - Paid time off for doctor's visits or health care needs: 78%
 - Purchasing healthy café or vending options: 67%
 - Attending health fairs: 67%
 - Participating in physical activity during work hours: 67%
 - Completing a health risk assessment: 66%
- The following programs had a high participation rate but were among the less frequently offered by employers:
 - Healthy café or vending machine options
 - Participating in physical activity during work hours
 - Completing a health risk assessment
- The much-talked about onsite fitness facility is not among the top offerings, and when it is offered — at 18 percent of respondents' employers — has a participation rate of about one-third of employees. In comparison, when opportunities are offered to exercise during the day almost two-thirds of employees take advantage.

Incentives

- Cash, prize incentives or reductions in health insurance premiums are seen as the most effective motivating factors by employees when it relates to changing behaviors and participating in programs such as taking a health risk assessment (HRA), getting preventive care, and engaging in two health-improving activities: losing weight and getting more active.
- Top motivators for the following healthy behaviors include:
 - **Losing weight**
 - Discount on insurance premium: 71%
 - Cash for either weight loss program or losing weight: 64%
 - Rewards or prizes for weight loss programs or weight loss: 58%
 - **Becoming more active**
 - Discount on insurance premium: 77%
 - Cash: 72%
 - Rewards or prizes: 61%

- **Getting preventive care**
 - Discount on insurance premium: 82%
 - Paid time off for doctor's visits or health care needs: 78%
 - Cash: 71%
- Out of the 70 smokers surveyed, the following incentives were most appealing:
 - **Quit smoking**
 - Including smoking cessation drugs in pharmacy benefit: 53%
 - Discount on non-smoker insurance premium: 47%
 - Cash: 47%
 - Discount on nicotine replacement therapy: 41%

Loyalty

- Employees who participated in at least one wellness program are more likely to say they like working for their employer and are more likely to recommend their company to others, compared with employees who don't participate or don't have them at their companies.
- The following programs were all linked to higher loyalty scores as rated by employees:
 - Paid time off for doctor's visits
 - Opportunities for physical activity at the workplace
 - Onsite health workshops

*Find additional report details online at workplacewellnessnc.com