

5 TAKEAWAYS

FROM DR. RON GOETZEL'S WWCMA WEBINAR:
ROI VS. VOI IN WELLNESS PROGRAMS

01

"Secret Sauce"

The "secret sauce" to a successful wellness program includes 10 major elements that have proven to bring about positive business outcomes.



02

ROI

Return on Investment (ROI) is calculated through a cost-benefit analysis and is focused on financial outcomes.



03

VOI

Value on investment (VOI) is calculated through a cost-effectiveness analysis and is focused on quality of life and productivity outcomes.



04

Making the Shift

Organizations should shift their focus from ROI to VOI to promote positive business outcomes



05

Happy Employees

Happy employees are more productive. There is a significant correlation between happy employees and business outcomes.

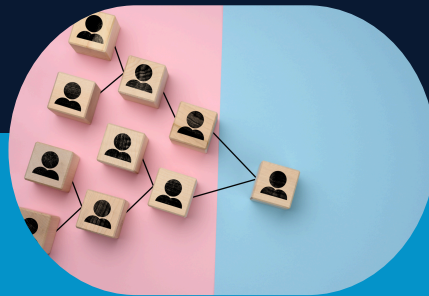


RECOMMENDED STRATEGIES FOR IMPLEMENTING A WELLNESS PROGRAM WITH A POSITIVE VOI



PSYCHOLOGICAL

- Highlight self-care
- Manage stress
- Align purpose
- Build resilience



ORGANIZATIONAL

- Encourage connectedness and belonging
- Address job demands and decision latitude
- Allow for flexibility
- Pay living wages



ENVIRONMENTAL

- Design spaces to promote physical activity, social engagement, and contemplation
- Reduce exposure to toxins and safety hazards