

# WHY WELLNESS PROGRAMMES SHOULD BE TREATED AS A STRATEGIC PLAY, NOT AN OPERATIONAL ONE

## 360° WorkLife

*As workforce diversity increases, businesses are going to require agile and responsive health and wellness solutions that can tailor to their every need. Integrated Employee Wellness programmes are one example of a cost effective and innovative solution for big businesses with a diverse workforce.*

*However, organisations often approach workplace health and wellness as a grudge purchase and miss its strategic value.*

### The strategic advantages of these integrated wellness model is:

- + Improved employee health data enables preventative measures to be implemented
- + Data on relevant healthcare spending can improve a company's triple bottom line
- + An integrated system means access to all possible healthcare options, enabling these companies to cherry pick from a shopping list of benefits
- + The ability for these companies to meet the needs of those in both the blue- and white collar workforce
- + Alignment to international standards helps synthesize cross-border operations
- + From a legislative perspective, Integrated programs can cover a company's employee liability from end-to-end. Aspects of Occupational Health which feature within an Integrated Health and Wellness model help to comply with the legal responsibilities placed upon the Employer

### By its very nature, a modern and diverse workforce is going to need more tailored solutions.

*In order to future-proof their organisations from a health and safety perspective, managing these complexities must sit squarely within a business strategy, not in operations.*

### What do we have to say about that?

"The reality," explains Shelley Mason, Business Development Manager, EOH Workplace Health and Wellness, "is that businesses are constantly looking ways for streamline every facet of their operations. All too often workplace health is not viewed as a strategic play, and rather as an operational one. Consequently, businesses look at their current needs and build for that."

The danger with this is that it doesn't lend itself to an increasingly dynamic marketplace or the workforce of the future.

"We're going to experience a shifting demographic of our workforces worldwide." Says Mason. "Add to this, modern business dynamics such as virtual working opportunities, job automation, or performance related pay, employers are going to find it hard to find a modular health and wellness approach that keeps up with the pace of change, leaving the employers vulnerable to penalties as per the legislation."

**In a recent report by EY, The Future of Health and Safety, the report explored the notion of zero harm, and that companies need to move towards a strategic approach of 'Plus 1'.**

**As opposed to Zero harm which is a preventative mindset, 'Plus 1' outlines proactive measures to improve the health and wellbeing of employees to the benefit of all, resulting in improved productivity and effectiveness.**

**Currently in South Africa, major banks, construction companies and manufacturers have Integrated Wellness Programs and place value on a strategic and proactive approach as a tool for improved business operations.**

What are people saying  
#EOHWHW  

# EOH

**Technology** makes it possible...  
**People** make it happen.