



How to Prove VOI of Wellness Programming



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Introduction

When considering a wellness program, you shouldn't take value on investment (VOI) lightly. In fact, it's one of the biggest factors you need to consider when evaluating the features your health and wellness program offers. However, the VOI of a wellness program is hard to prove unless you have a strong wellness platform powering it. Let's explore how to prove the VOI of your wellness program.





VOI vs. ROI

Return on investment (ROI) is often used to prove the success of financial investments and to evaluate if the investment was sound. However, while health and wellness programs are financial investments, it isn't entirely possible to prove their full worth with just ROI.

ROI is very limited in what it portrays and can result in a quick-win, short-term mindset. For example, stress reduction is an intangible benefit of a wellness program, but it doesn't result in immediate financial benefits. It can, however, result in increased employee engagement and job satisfaction.

While this is essential to employee well-being, it can be difficult to quantify with ROI, and a more holistic measure is needed to determine the worth of these programs. Enter VOI.

VOI is a more holistic approach to determining the value a wellness program delivers in terms of employee wellness and workplace culture. It enables organizations to examine multiple facets of the program instead of just monetary return. Rather, they're able to look at employee productivity, morale, and retention in addition to the financial aspects. Employers have many goals for their wellness programs other than just cutting healthcare costs, and VOI more accurately represents this.





Key Strategies for Showing the Value of Your Wellness Program

Understanding the [value of the wellness program you're considering providing](#) to your clients is important. It helps you speak to why your clients need a program and how it can help them, but it also gives you peace of mind knowing that your product is providing real value to you, your clients, and their employees.



HARNESS THE POWER OF DATA.

Investing in a robust wellness platform not only improves employee wellness but it's also the key to improving retention and attracting new employees. However, it's challenging to establish metrics for proving the VOI of a wellness program because different companies have different values that are important to them. What's valuable to one company may not matter to another.

That's why it's important to invest in a program that's powered by a robust health and wellness platform. The platform should provide a wealth of tangible data, such as engagement rates, that will show how well employees are receiving the wellness program and which features they're interacting with.

Your platform should also provide an overall view of participants' health trends. This information can be used to drive your wellness programming strategy, and you'll have tangible data about how the program is positively impacting employee wellness.





ASSESS COMMONLY OVERLOOKED BENEFITS.

When you shift to a VOI mindset, you're looking at benefits that aren't commonly considered when making financial investments for a workplace. For example, you're evaluating broader factors, such as the number of sick days taken, benefits claims, and turnover rates. These factors—in addition to cost—will help you develop a full picture of whether the wellness program is truly fostering productivity and wellness.



CONSIDER HOW WELLNESS PROGRAMS ATTRACT AND RETAIN TOP TALENT.

People expect different things now than they did in the past. They want to feel less stressed, make positive lifestyle changes, sleep better, engage in more physical activity, and make healthier dietary choices.

Most of all, at work, employees want to be seen as people, and if their needs aren't being met, they'll become unengaged or ultimately seek out an employer with a more supportive corporate culture. According to one study reported on by Forbes, approximately [9 out of 10 workers](#) evaluate the benefits and wellness program when choosing an employer.



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CONSIDER EMPLOYEE SATISFACTION.

[Happy employees are engaged employees](#), which means they're less likely to become quiet quitters or leave entirely for a different job. Whether or not a workplace has a wellness program closely correlates with employee satisfaction.

That same survey cited by Forbes found approximately [67% of workers](#) at organizations with wellness programs state that they like their job more. And [51%](#) of employees whose workplace has a wellness program felt that the program boosted their productivity, according to a recent UnitedHealthcare survey.

Wellness programs also have an impact on how employees feel about their health. In that same UnitedHealthcare survey, 77% of respondents noted a positive impact on their health as a result of their workplace wellness program. When employees are given access to the right tools and resources, they can be empowered to make informed decisions about improving their health.

While a survey will give an overview of employee satisfaction, there are a few flaws. First, you can't guarantee all employees will participate. Additionally, you may not receive entirely honest feedback.

That's why considering a powerful wellness platform that delivers tangible insights is so important. For example, [CoreHeath's Pro wellness platform](#) delivers participant insights and trends that are essential in proving ROI and driving informed decisions.

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INVEST IN A PROGRAM WITH A POWERFUL WELLNESS PLATFORM.

A wellness program should be engaging employees, and there should be benefits such as improved productivity, satisfaction, and more. However, the wellness program you choose can only do so much.

It's important to take a close look at the platform and its capabilities. To ensure employees are going to use the platform, it should have a seamless user experience that's engaging and welcoming rather than hard to use and frustrating. The platform should also be highly configurable and personalized so it's as dynamic as your clients and has the ability to be with them every step of the way as their business scales.

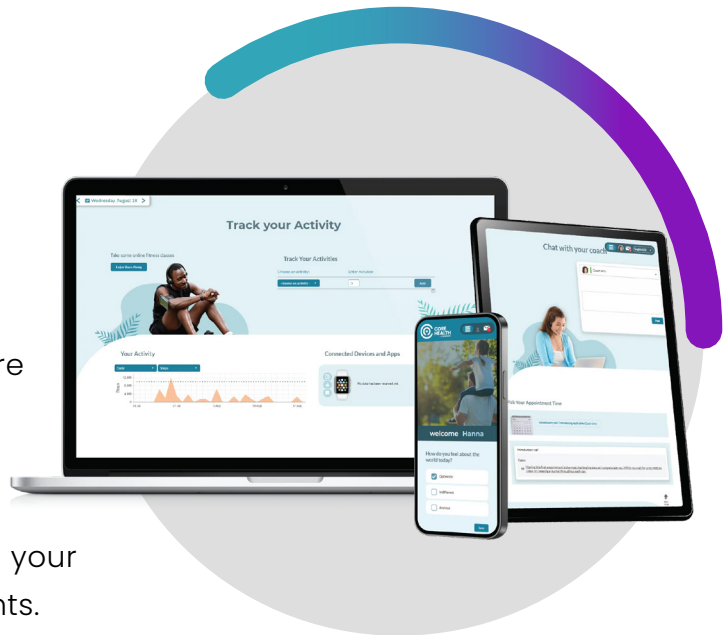
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What Are You Missing Out On?

As employee expectations evolve, it's important to keep up with the change in demands to ensure retention, productivity, and employee wellness. This means offering a personalized wellness program through a powerful platform that streamlines digital solutions while fully engaging your clients, their employees, and program participants.

CoreHealth Pro is fully equipped to meet the needs of resellers and their clients with an inclusive solution that consists of:



Configurable platform: The highly configurable platform scales as your business needs change.



Data: Receive end-to-end participant insights, trends, results, and more to drive greater programming intelligence.



Personalization: Our wellness platform can be completely customized and personalized with unique, targeted programming according to employees' health risk factors.



Seamless user experience: All health and wellness services and programs are consolidated into a centralized platform for a seamless user experience that increases engagement.



Ease of implementation: Our team of experts is fully equipped to build the custom platform and tailored workflows you need.

Ready to see what you've been missing?

Request a demo of CoreHealth Pro to see our
powerful wellness solution in action!

[Book a Demo](#)

