



# How to build a business case for employee wellness programs



## **A strong business case for employee wellness programs can help you build the foundation for a successful program, and it can help your organization invest in well-being with confidence.**

Employee well-being has become a top priority in recent years. And wellness programs have become an increasingly popular way for companies to improve their bottom line. It's not just a feel-good thing anymore — wellness programs are proven to maximize ROI and the value of your employee health strategy. Investing in wellness programs comes with numerous benefits, such as increased engagement and productivity, reduced healthcare costs and higher retention rates.

We know there are hurdles to gaining leadership buy-in and to proving the value of well-being — this guide walks through the importance of a wellness program, the information you need to build a business case for an employee wellness program, and the cost savings and business benefits enabled by a holistic approach to well-being with Limeade.

## Why should your organization invest in a wellness program?

Well-being initiatives do not only benefit your employees. They can also have a wide range of positive impacts on your organization's bottom line through reduced absenteeism, healthcare costs and turnover rates. A wellness program can go beyond steps and incentives — like the ability to build employee connections, foster company culture, provide education and resources to help you achieve your goals.

For example, a healthcare company that faced rising burnout and high turnover implemented a Limeade well-being program to foster knowledge and connection through a proactive approach to train and engage managers. In 3 weeks, 97 managers completed three training modules that focused on understanding, preventing, and overcoming burnout to help break the cycle and create lasting change. These managers remain connected and are the third most active group in the program.

A recent [Gallup survey](#) of roughly 67,000 people in 2022 found only 32% of workers are engaged with their work compared with 36% in 2020. This means that employees are emotionally detached from their jobs and have little or no motivation to do good work. Especially with work-from-anywhere jobs, this is not only a problem for the employee but also for your business because it leads to low productivity and high turnover rates.

As someone in a leadership position — whether it's HR, CFO, risk management, CEO, COO or other roles — it's vital to prioritize the holistic well-being of employees as it has a direct impact on business performance.

## A holistic approach to well-being

Employee wellness programs are built with the employee in mind. And the impact well-being can have, such as fostering a greater sense of belonging among your employees, can ultimately yield significant savings. It's a win-win for both people and the business.

Limeade customers have found that investing in wellness initiatives could **result in more than \$52M in annual savings for a 10,000-employee organization.**

It's crucial to take a holistic approach. This means a comprehensive wellness program covering financial, social, emotional and community well-being support for your employees both at work and at home.

Comprehensive wellness programs can help you reduce costs associated with illnesses and injuries, while also providing resources and support for your employees to increase job satisfaction. When your employees feel satisfied with their job and you support them, they're more likely to stay with your team in the long-term, which can reduce the costs associated with recruiting and training new hires. In fact, studies have shown that when employees feel cared for, [60% plan to stay with their organization for three plus years](#), as opposed to only 7% of those who don't feel cared for. **By implementing a powerful wellness initiative, you can build a resilient, high-performing workforce, effectively helping your organization reduce turnover and even save money in the long run.**

## The cost of doing nothing to support employees

When your employees are not supported in their physical, financial, emotional and mental wellness, they're more likely to experience stress, fatigue and burnout – ultimately impacting your business. Failing to invest in wellness can result in loss of productivity, increased business risk, increased expenses and additional stress and disengagement over time.

### Loss of productivity

Maintaining your team members' well-being can have a considerable impact on your team's performance. When your employees face stress or health concerns, they are more likely to miss work. Studies show that [absenteeism due to stress is 37% higher than that of non-stressed employees](#). Similarly, financial stress can significantly impact job performance and productivity. Research has shown that those experiencing financial stress are [four times more likely to experience distractions at work](#), emphasizing the importance of promoting financial wellness alongside other health initiatives. This productivity loss can have a significant impact on your overall outcomes.

Financial stress is also a common distraction at work, with workers reporting that it is [four times more likely to impact their job performance](#).



- Globally, an estimated [12 billion working days](#) are lost every year to depression and anxiety at a cost of US \$1 trillion per year in lost productivity.
- When employees feel cared for, [94% say they feel personally engaged](#) in their work (compared to 43% of those who don't feel care).

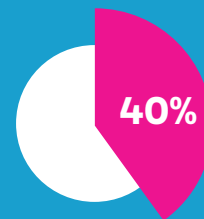
### Increased business risk

Stress is a [major contributor to workplace accidents](#), accounting for 60-80% of incidents. Additionally, more than 80% of doctor visits are related to stress. Stressful work environments have been linked to various health problems ranging from metabolic syndrome to heart disease and even mortality, emphasizing the likelihood of high medical claim costs. This can lead to significant financial and legal liabilities. Failing to prioritize employee well-being may result in increased healthcare costs and decreased employee retention rates. Programs that promote well-being for your employees can minimize these risks and create a safer and healthier work environment.

- Research shows that disengaged team members are [49% more likely](#) to have accidents and 60% more likely to make errors or defects on the job.
- According to [Cigna International Health's 2023 survey](#) of almost 12,000 workers around the world, 84% of all employees said they were stressed.

### Higher turnover

One of the most expensive repercussions for organizations is the cost of employee turnover, as stress can lead to almost a [50% increase in voluntary turnover](#). When employees leave, it not only incurs costs associated with finding and hiring new employees, but it also results in a loss of institutional knowledge and can disrupt workflow and team dynamics.



[40% of employees](#) cite burnout as a top reason for leaving their jobs.

- The cost of replacing an individual employee can range from [1/2 - 2x the employee's annual salary](#)

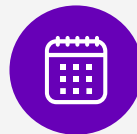
# 7 ways Limeade can increase the ROI of your wellness strategy

We've all heard it before: employee well-being is good for business. But when it comes to securing C-suite leadership buy-in for employee well-being programs, benefits managers must first "prove" ROI. The good news is that there are many ways to demonstrate the value of an employee wellness program. To better understand the benefits, costs and risks associated with implementing a well-being solution, here's a look at the cost savings and business benefits enabled by a holistic approach to well-being with Limeade:

## Business benefits enabled by a holistic approach to well-being with Limeade\*



**119% ROI**  
over three years.



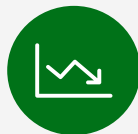
Less than 6 months  
**to see a return on  
your investment.**



**13% cost savings**  
from better benefits  
utilization.



**30% cost savings**  
from avoided  
administrative burden.



**176% reduced attrition**  
from better engagement benefits utilization.

**When it comes to your company's bottom line, the value of employee wellness programs can be measured in more than just dollars and cents.**

*\*Stats from [Forrester Research's 2022 Total Economic Study](#)*



# 1. Maximize employee benefits utilization

Managing employee benefits can be a significant cost for organizations, and it's important to balance these costs with their impact on employee satisfaction. An overwhelming employee benefits experience runs into low utilization due to portal and password fatigue, lack of personalization, irrelevant communications and disjointed reporting.

## A wellness program can help maximize your employee benefits utilization



Target relevant and personalized health and well-being content through Well-Being Assessment responses, eligibility file information, employee results, user activity, HRIS and medical and healthcare data.



Leverage customizable surveys to gather data and help you design future benefit offerings and increase employee satisfaction.



Reduce portal and password fatigue by providing one centralized benefits experience to help employees easily access and understand their benefits.



Measure the impact of your benefits utilization and communications effectiveness with real-time insights from on-demand dashboards.

Limeade boosts benefits utilization by 2-5x

**\$310k improved cost savings with better benefits utilization with Limeade.**



## 2. Leverage cutting-edge predictive analytics

You can harness the power of cutting-edge predictive analytics to help your organization anticipate challenges and drive better outcomes. Advanced algorithms help you understand the needs and preferences of your employees to deliver personalized recommendations that are tailored to each person. This means you can forecast which employees are at higher risk for stress or illness and provide targeted interventions to prevent problems before they occur.

For example, analytics provided one customer with insights into burnout and turnover. This resulted in **15% lower health costs** for a **4-year program**. Another customer optimized their program for caregivers to identify burnout risk and get recommendations for taking action — resulting in **50% less turnover**.

### This approach helps:



Improve engagement.



Reduce absenteeism and turnover.



Measure the [ROI of your initiative](#) and make data-driven decisions to optimize your investments.

### 3. Effective communication across the entire organization



Employee connections between leaders and peers are a key component of employee well-being and overall employee experience. But information overload and disengagement are very prevalent in today's workforce. According to a [McKinsey analysis](#), the average professional spends 28% of the work day reading and answering email, which equates to 2.6 hours spent and 120 messages received per day. It's also costing business – with a [\\$62.4 Million yearly average loss](#) per company due to inadequate communication to and between employees. Evolving your communication tactics can help you save time, effort and money.

Limeade helps you streamline your communication to ensure everyone has access to the right information at the right time, avoiding a stagnant intranet and decreasing the administrative burden on HR teams.

Here are some ways the Limeade experience can help you improve communication with your employees:



Targeted communication to subsets of your employee population (job title, location etc.).



Grant admin rights to different properties and teams.



Streamlined reporting to measure results such as peak user engagement times, topic popularity, survey results, recognition and more.



Collect real-time sentiment and feedback.



Reach and inform employees across the globe effectively.



Schedule campaigns and posts targeted to specific audience groups.



A Limeade customer faced high attrition amongst deskless workers and struggled to fill open jobs. Exposure to available opportunities internally with a simple way to share amongst employee networks, the customer saw a **3x increase in bids per job using the Limeade solution.**





## 4. Configure to fit your current ecosystem

Have one centralized location for all your resources, benefits and communications. Flexible technology that supports seamless integrations with your devices, health and benefit point solutions, biometrics and industry-leading well-being partners provides a smooth user experience, increases employee awareness and maximizes the impact of your initiatives.

### Limeade configures to fit your current ecosystem by:



Embedding team challenges, nudging and listening into Microsoft Teams or other tools you already use.



Offering plug-and-play implementation to easily integrate with your existing benefits platform and HR systems.



Centralizing and driving use of disparate point solutions to boost engagement, adoption and ROI for your project.

A Limeade customer faced the challenge of a hard to reach and disengaged workforce made up of 80% deskless workers. With Limeade, they implemented a personalized approach to communication leveraging flexible technology, resulting in a **61% active user rate within weeks of launch.**



## 5. Enhance corporate cost control initiatives

Aside from medical cost savings, Limeade can significantly enhance your corporate cost-control initiatives by reducing employee attrition, avoiding administrative burden and increasing benefit utilization. According to the [Total Economic Impact™ Study of Limeade](#), your organizations can experience several cost-saving benefits over a three-year period while promoting healthy behavioral changes and engagement.

Shifting to a focus on holistic well-being, using content and resources dedicated to collaboration and connection, one Limeade customer saw a staggering **\$5M potential revenue impact from an employee engagement increase of 4.2%**.



### These savings come from initiatives such as:

- ✓ **SAVING \$4.2 MILLION** through personalized and relevant resources that help reduce costs.
- ✓ **SAVING \$727,000** by reducing the administrative burden of managing wellness initiatives, resulting in significant time savings.
- ✓ Identifying valuable resources and divesting from poor-performing investments, leading to **\$310,000 IN COST SAVINGS THROUGH BETTER BENEFITS UTILIZATION**, thanks to insights provided to HR teams.



## 6. Increase employee engagement and participation

Providing a relevant and personalized program for your employees to improve their well-being and access the benefits they need is key to their satisfaction and overall happiness. This approach can also boost participation in benefits such as workplace wellness programs, employee assistance programs and financial counseling.

The Total Economic Impact™ Study shows that by prioritizing personalization and inclusivity, Limeade can:



Impact your organizational culture and foster a more engaged and supportive workforce.



Improve employee retention and reduce absenteeism.



Increase productivity, collaboration and communication, leading to a stronger sense of belonging among your employees.



Build trust between employees and managers, creating a transparent and supportive work environment.

**4x per week program participation with Limeade.**



## 7. Improve customer experiences

When your people are happy and satisfied, they're more likely to provide better customer experiences, leading to enhanced customer relationships. According to a director of communications and content in the healthcare industry, Limeade has helped their team [better understand their brand and their messaging](#), empowering them to deliver more consistent experiences to patients and drive patient admissions. This highlights how investing in the overall health of employees can enhance customer satisfaction and lead to increased revenue. Ultimately, this approach is not just about reducing costs, but also about improving your organization's overall success and reputation by empowering connected employees.

“[With Limeade], our employees better understand the brand and the messaging and therefore deliver more consistent experiences to patients, which is the best form of marketing and can lead to more patient admissions.”

Director of Communications and Content, Healthcare

# How Limeade can analyze and maximize the value of your well-being program

If you're looking to improve your employees' health and wellness while also boosting your bottom line, investing in a well-being initiative is a smart move. However, to truly maximize your ROI, it's essential to monitor progress and adjust your strategy accordingly. Through dashboard tools, HR teams have access to critical data and insights that enable them to track and measure the success of their projects, ensuring a strong ROI for buyers and executives.

## Annual performance reports

Annual performance reports can provide you with a comprehensive overview of your progress, highlighting areas of success and opportunities for improvement to help you make data-driven decisions. With the help of your dedicated Customer Success team, these reports enable you to adjust your strategy and optimize your ROI by tracking financial business outcomes such as safety, turnover, engagement and participation rates. Looking into engagement levels and the impact of your projects annually, quarterly and even through regular check-ins, can help you gain a deeper understanding of what's working and what's not, empowering you to make informed decisions and drive positive change.

## Real-time dashboards for all stakeholders

Insight dashboards keep your program administrators and key stakeholders up to date on important data points and metrics. This level of transparency and accessibility empowers everyone to make informed decisions that align with the goals of the organization, leading to more engaged and healthier employees. These dashboards provide comprehensive and up-to-date information on several metrics, including but not limited to:

- ✓ Overall program performance
- ✓ Turnover rates
- ✓ Engagement details
- ✓ Recommendations for improvement
- ✓ User satisfaction levels
- ✓ Inclusion results
- ✓ Health and biometric risks
- ✓ Partner screening and coaching
- ✓ Listening data

## Data-driven decision making

Reporting tools help you track and measure your ROI and identify areas for improvement based on critical data insights. Limeade offers dedicated Strategic Account Executives who will serve as your primary contacts responsible for coordinating all support and customer success efforts. Working closely with your HR team, these professionals collaborate with you to review data and develop evidence-based solutions to enhance the effectiveness of your strategy and improve your employees' overall health. By using this collaborative approach and data-driven support, you can make informed decisions that can lead to cost savings and improved financial outcomes.

Facing high burnout numbers, a Limeade Strategic Account Executive worked with the customer and team to develop a Manager Training program comprised of short 10-15 minute video modules focused on spotting, addressing and preventing burnout. The targeted communication strategy was based on job code with targeted campaigns and posts personalized for managers. **97% of manager training survey participants agreed the program helped them better understand how to address and prevent burnout.**



## Begin leveraging employee well-being with Limeade

Limeade offers a range of benefits for enhancing employee engagement and satisfaction, reducing costs and improving customer experiences, all while configuring with your current ecosystem. Additionally, the Limeade experience can help you analyze and maximize the value of your well-being program, helping you adjust strategies and see a real ROI on your wellness initiatives. To explore Limeade and learn how we can help you get the people and business results that matter, [book a demo](#) today.