



Why Are Companies Investing?

The 2009 Working Well global survey analysed responses from more than 600 organisations, representing more than 10 million employees worldwide, in relation to their strategies around employee health and wellbeing.

The report showed that in the United States, reducing healthcare costs is the top objective for implementing wellness programs. However, improving productivity and reducing employee absence were the key objectives outside of the United States.

The variety of objectives identified by respondents indicates the broad appeal of wellness programs to meet a diverse range of business needs.

Top Strategic Objectives for Wellness Programs – by Region

Priority	United States	Canada	Europe	Asia	Africa
1	Reducing health care/ insurance costs	Improving productivity/ presenteeism	Improving workforce morale/ engagement	Reducing employee absence	Reducing employee absence
2	Improving productivity/ presenteeism	Reducing employee absence	Reducing employee absence	Furthering organizational values	Improving productivity/ presenteeism
3	Reducing employee absence	Reducing health care/ insurance costs	Improving productivity/ presenteeism	Improving productivity/ presenteeism	Attracting and retaining employees

REASONS FOR HAVING NO PLANS FOR A WELLNESS STRATEGY*

