

Benefits of Data Collection for Your Wellness Program

Obtaining positive results from your wellness program requires diligence, patience and plenty of data. Data can come from a variety of sources, including surveys, health claims analysis, health risk assessments and employee feedback.

There are many reasons why it is a good idea to use data to guide your workplace wellness program, such as the following:

- Data provides current and past information on the health status of your employees.
- Data collection over a long period allows you to determine how effective your wellness initiatives are and how they should change in order to generate more successful outcomes.
- Wellness data is tangible evidence of the need for wellness and the effectiveness of your programs. Use data to convince management to continue to support your wellness efforts. Data can also motivate employees to make healthy lifestyle changes.
- Data about your own employees allows you to benchmark against competitors in your industry and region to see how your programs and offerings stack up. Being a leader in wellness efforts can also be a valuable recruiting and retention tool.

NOTE: Health information collected through a wellness program is subject to confidentiality restrictions under federal law. The Health Insurance Portability and Accountability Act of 1996 (HIPAA), the Americans with Disabilities Act (ADA) and the Genetic Information Nondiscrimination Act of 2008 (GINA) each include rules to protect the privacy or confidentiality of employees' health information. Check with legal counsel if you are unsure whether your program complies with applicable law.

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