

Evaluation

Evaluating your workplace wellness program can provide you with the information you need to measure whether your employees' attitudes, behaviors and health indicators have improved as a result of your program. This information can then help you make any necessary changes to your wellness program.

Types of Evaluation

Use the following evaluation methods to gauge the success of your workplace wellness program:

- Participation levels—The number of staff enrolled and participating will demonstrate employee interest in the program and how well it is supported.
- Program registration sheets—Similar to analyzing participation levels, these logs capture program information that can be compared from year to year.
- Pre- and post-test surveys—These surveys can measure changes in attitude, knowledge, and current eating and physical activity habits from the initial assessment to the completion of a specified program or campaign. In addition to surveys, you can ask employees to fill out self-reported behavior-change surveys, in which they indicate how they went from being an uninvolved employee to a motivated participant of the program.
- Quiz employee knowledge and skills pre- and post-participation.
- Measure the popularity of healthier vending machine options.
- Use health risk assessments (HRAs) to measure health indicators (blood pressure, cholesterol, BMI, weight, etc.) and risk factors (obesity, high blood pressure, tobacco use, etc.) before and after the program. Make sure to be aware of legal concerns surrounding HRAs before implementing this type of program.
- Measure turnover and recruitment since the implementation of your wellness program. Employees typically view companies with wellness programs as a better place to work.
- Compare health care claims data over time. Look for changes in the number and type of claims (hospitalizations, outpatient visits, etc.). Also, track measures such as preventive care utilization and prevalence and cost of chronic diseases.
- Measure your corporate costs and return on investment (ROI). What a program costs to implement and run should be easy to quantify. Compare these costs to your savings from things like reduced health care claims and absenteeism in order to calculate your ROI.

Evaluation Schedule

Periodically evaluating your wellness program allows you to tailor your wellness initiatives to best meet the needs of your employees:

- **Frequently:** Evaluate participation using registration records and participant satisfaction surveys on an ongoing basis.
- **Annually:** Conduct personal health assessments, health risk assessments and health screenings once a year.
- **Biennially:** Conduct a modified claims analysis, health and productivity audit every two years. This information represents large data sets that do not change frequently but are important to measuring your program's success.

Need more information about evaluating your wellness program? Contact 1706 Advisors today.

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