



WELCOA'S 7 BENCHMARKS

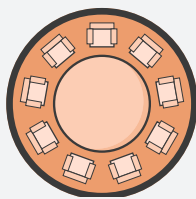
For the past 20 years, the Wellness Council of America has dedicated its efforts to studying and promoting the efforts of America's Healthiest Companies. During that period, WELCOA developed its patented Well Workplace process. At the core of the Well Workplace model, we have identified seven key benchmarks of success. Specifically, these seven benchmarks are inherent in companies that have built results-oriented workplace wellness programs.



BENCHMARK 1

Capturing CEO Support

When leadership walks the talk by communicating well-being as a core value and institutes policies and procedures that support healthy living, it creates a culture of health that supports any initiative you design.



BENCHMARK 2

Creating Cohesive Wellness Teams

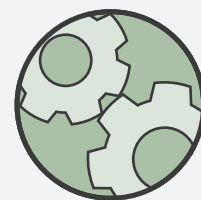
A cohesive wellness team that represents all departments and levels within the organization will ensure inclusion and relevance in program design and help distribute the responsibility for wellness across the entire organization.



BENCHMARK 3

Collecting Data to Drive Health Efforts

Before designing a program, understand what the main health and well-being needs are for your population. Claims data, employee stress data, and employee surveys are a great place to start.



BENCHMARK 4

Carefully Crafting an Operating Plan

An operating plan should include a mission statement that relates employee well-being to the core values of an organization. It is an invaluable document that ensures that programs are reasonably designed to improve health.



BENCHMARK 5

Choosing Appropriate Health Promotion Interventions

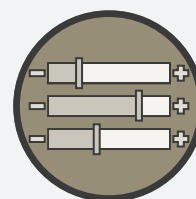
Wellness is something that we do for employees, not to them. Ask employees what matters to the most, and design programs that address true well-being.



BENCHMARK 6

Create a Supportive Environment

Make sure that the work environment does not work against your program goals. Make the healthy choice the easy choice, and make sure employees know that their health and well-being is a value to the organization.



BENCHMARK 7

Carefully Evaluate Outcomes

It is essential to be able to communicate and report that the programs that you are implementing are truly bending the trend on what matters most.