
Making the Case

The Canadian Employee Health Landscape

There is a stronger focus today on human capital. Many employers are taking a much more proactive and holistic approach to their human resource and benefits programs by investing in wellness initiatives.

Forward-thinking companies recognize that investing in the health and well-being of their employees will improve engagement and retention, and will positively contribute to the company's bottom line.

Controlling rising healthcare costs is an increasing priority for Canadian businesses. Yet, while cutting benefits coverage will save money in the short term, it will likely result in dissatisfied employees and not be worth the savings such a slice-and-dice approach may appear to provide.

Battling increasing benefits costs requires a strategic wellness program design with a balance of responsibility between employer and employee. Investing in a proactive approach to employee health and well-being will help reduce the absences, illness and injury that result in high healthcare costs. The workplace, therefore, is an ideal setting for wellness programs and health promotion. Since the success of a workplace is directly linked with its overall health, it makes strategic business sense to enhance those elements that make it healthy. Do you, or your company leaders, need help in justifying the value of a wellness program? If so, here are tools and materials that can help you build your business case.

- What Studies Are Telling Us
- Cost Benefit Analysis