

Wellness Matters

Rewarding Healthy Choices: Take a Free, Comprehensive Stress Assessment Today



The Stress Resilience Tool (SRT) is an online stress assessment tool that measures people's sources and symptoms of stress and their susceptibility to it. The SRT provides those who complete the tool with information on what to do about the stress in their lives. It is available at no extra charge to all EAP and behavioral health participants with <Company X>.

Stress costs U.S. businesses over \$400 billion per year, according to the U.S. Bureau of Labor Statistics. Clearly, helping employees better understand and manage their stress is not only good for them but also for the bottom line. The SRT is an effective tool for doing this, and the more of your employees who complete it, the greater the likely benefit in terms of overall employee health and wellness.

The challenge lies in getting your employees to take the time and effort to complete the SRT. To many, the pay-off is out there somewhere in the future, and right now it's just one more thing to fit into a busy day. We can help you get them to take this important step toward better health and greater productivity with a well-crafted incentive program.

Health promotion incentive programs are intended to influence significantly more employees to engage in a healthy behavior than otherwise would do so. One study looked at participation rates for three companies after adding health promotion incentives for participating in health risk assessments. The results were as follows: company A's participation increased from 25% to 91%; company B, from 50% to 81%; and company C, from 36% to 98%.*

How Would an Incentive Program Work?

Employees would complete the SRT just as they currently do. At the end of the form they would encounter a description of the incentive program and an invitation to participate. They could opt to participate or not by a click of the mouse.

There are two options for setting up the next step of the program. With the first option, employees who chose to participate would simply print out a certificate of completion, which they would send to the designated contact in your organization, and then receive their incentive.

The second option is to have employees fill out a short online form identifying themselves. This would not link their identity to the results of the SRT; it would only identify them as having completed it so that you would know who had earned the incentive. With this option, <Company X> would receive the names of employees who completed the SRT and would forward them to your organization weekly for distribution of rewards.

We would work closely with you to determine what kinds of incentives and method of delivery best suit your needs. We would also assist you in communicating the incentive program to your workforce to ensure the program's success. There is no charge for this service—the only cost to you is that of the incentives or rewards themselves, which is more than offset by the benefits of a healthier workforce.

*The MEDSTAT Group, "Linking Benefit Plan Design to Corporate Health Promotion Programs: Benchmarking Study of Corporate Best Practices," unpublished study, September, 1999.