

# Identify the right employees for better health outcomes.



The health and well-being landscape is rapidly changing. The pandemic, the Great Resignation that followed, and quiet quitting reveal how traditional well-being programs are not meeting the needs of many employees. Bridging the gap in health from the doctor's office to real life requires more than a one-size-fits-all approach. What can work? Identify the right employees and focus on the whole person.

## Help your employees get healthier. Cut your health care costs, too.

If you are like most large employers, you offer well-being programs for your employees. But many well-being programs do not produce positive health outcomes for the people who need it most. In fact, less than 7% of employees use their well-being programs, and many of those people are healthy to start.<sup>1</sup>

Many people are managing two or more chronic conditions and more people are seeking mental health care services in recent years.<sup>2</sup>

What if you could help more of your employees get healthier—and dramatically cut your health care costs at the same time?

**The key: Identify and engage the portion of your workforce who can benefit the most from a whole-person approach, with individualized guidance on sleep, mental health, exercise, and diet.**

A well-being program works best when engagement is high.

More than  
**9 in 10**  
organizations offer employees at least one kind of wellness benefit.<sup>1</sup>

Only  
**6.9%**  
of people use their wellness benefits.<sup>1</sup>

## Better data. Better outcomes.

Employees who use the health care system at the highest rates without getting better are most likely to benefit from additional support to improve their health and well-being. When evaluating your well-being programs, make sure your offerings leverage data science to find and engage employees.

Plus, to be effective, population segmentation needs to go beyond identification based on presence of specific conditions, to grouping based on patterns of health behaviors. This approach allows you to focus on the portion of your population that stands to gain the most, resulting in the best outcomes for your organization.

<sup>1</sup> <https://hbr.org/2019/08/what-wellness-programs-dont-do-for-workers>

<sup>2</sup> <https://www.cdc.gov/chronicdisease/about/index.htm>