



The positive Return on Investment for Workplace Health & Wellbeing Programs:

Australian evidence & real Case Studies

MHA NSW - 2015

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Acronyms

- ROI = Return on Investment
- HWP = Health & Wellbeing Program(s)
- ABS = Australian Bureau of Statistics
- APS = Australian Psychological Society
- EAP = Employee Assistance Program(s)

The problem statistics (1)

- 30%
- 59%
- 33%
- 50%
- 70%
- 5.5%
- 43,946

- Deaths by cardiovascular disease
- Overweight Australian Workers
- At least 1 of 8 chronic diseases
- Drink at risky or high-risk levels
- Adults don't get enough exercise
- Eat enough fruit and vegetables
- Deaths by Cardiovascular disease

The problem statistics (2)

- 5%
 - 20%
 - 48%
 - 50%
 - 1,417
 - 2,535
 - 5,554
- Depressed Australian Workers
 - Stressed Australian Workers
 - Lifetime chance of mental condition
 - Don't actively seek early help
 - Deaths by MVA (2012)
 - Deaths by self-harm (2012)
 - Deaths caused by alcohol (2010)

The solution statistics

- 230%
 - 30%
 - 33%
 - 500%
 - 50%
- \$ ROI Effective HWP
 - Reduction in absenteeism
 - Better productivity healthy workers
 - \$ ROI for Effective EAP
 - Reduction in disease risk factors

The Business Case (1)

Reducing Costs

- Absenteeism and presenteeism
- Lost productivity
- Turnover
- Physical injury claims
- Psychological injury claims

The Business Case (2)

Improving Performance

- Better performance
- Customer satisfaction
- Staff retention and morale
- Corporate Social Responsibility
- Reputation, Employer of Choice

Mechanisms of success

- Perception of supportive leadership
- Change in health-related behaviours
- Prevention through self and other awareness
- Early intervention and treatment
- Increasing collective knowledge
- *Line leaders recognising signs and having a 'helping conversation'*

Business Case \$ROI

- ROI = 230%
- \$2.3 for every \$1 spent on health & wellbeing program
- Effectively implemented with leadership support
- Gains can start immediately (manage risk)
- Best gains at 2-5 year mark (consistency)

Organisation Level Case Studies (1)

Case Studies A

- [http://www.comcare.gov.au/data/assets/pdf_file/0016/111139/Quantifying the return on investment -
Organisational examples PDF, 63.5 KB.pdf](http://www.comcare.gov.au/data/assets/pdf_file/0016/111139/Quantifying_the_return_on_investment_-_Organisational_examples_PDF,_63.5_KB.pdf)

Case Studies B (three case studies)

- [http://www.comcare.gov.au/promoting/Creating mentally healthy workplaces/the healthy worker](http://www.comcare.gov.au/promoting/Creating_mentally_healthy_workplaces/the_healthy_worker)

Organisation Level Case Studies (2)

Case Studies – mentally healthy workplaces

- <http://www.headsup.org.au/creating-a-mentally-healthy-workplace/get-inspired/case-studies>

Caterpillar - Example

- <http://www.headsup.org.au/creating-a-mentally-healthy-workplace/get-inspired/case-studies/case-study-caterpillar-underground-mining>

Organisation Level Case Studies (3)

Business Case – ROI Calculator

- <http://www.headsup.org.au/creating-a-mentally-healthy-workplace/the-business-case>

ROI or a mental health program

- http://www.headsup.org.au/docs/default-source/resources/beyondblue_workplaceroi_finalreport_may-2014.pdf?sfvrsn=4

Organisation Level Case Studies (4)

Worksafe TAS – Detailed ROI Calculator

- [http://worksafe.tas.gov.au/industry and safety/health and wellbeing/simple guide resources](http://worksafe.tas.gov.au/industry_and_safety/health_and_wellbeing/simple_guide_resources)

Government: Healthy Workers – ROI Calculator

- <http://www.healthyworkers.gov.au/internet/hwi/publishing.nsf/Content/roi-tool>

EAP and ROI Case Studies

Australian studies – ROI ranges from 500-800%

Davidson Trahaire Corpsych

- <http://www.davcorp.com.au/wpdata/files/23.pdf>
- Published in 2031 – EAP & ROI Results

Assure Programs

- <http://www.assureprograms.com.au/>
- Published in 2011 – EAP & Wellbeing Study

Mental Health Seminars and ROI

Cost of a depressed worker for 1 year est at \$10,000. Let's say \$5000 very conservative.

- Cost of 1 hour seminar for 30 people: 30 hours x \$40/hr (wage) + Seminar Fee of \$900 + \$400 food = \$2500
- If only 1 depressed person seeks help and recover fully the saving is \$5-10K
- So ROI is 200-400%
- This doesn't include the benefits of helping the other 29 staff feel supported, encourage healthy behaviour and 'up-skills'

Individual Level Case Studies (1)

- Grandfather Gary has been warned by his GP to quit smoking – many failed attempts going it alone
- He and 3 workmates join a quit-challenge sponsored by work (education, social support, new relaxation skills, and check-ins)
- Gary succeeds, feels better and saves money
- Gary has more ‘puff’ to play with grandkids
- Wife stops nagging him - happy wife happy life
- Improved temperament at work

Individual Level Case Studies (2)

- Super-receptionist Margo is overweight, depressed and stressed
- She joins her team in the Corporate Health Challenge (walking, healthy lunches, education)
- She joins a walking group with 2 colleagues, begins losing weight and is less socially isolated
- Over 2 months, her mood, self-esteem and fitness improve
- She decides to stay the job and go for a supervisor role
- She meets Mr right in her walking group 3 months later

Individual Level Case Studies (3)

- Jeff (the Jedi) is the SME for a special IT engineering project – glued to the screen and red-bull enhanced.
- His is shy, isolative, recently dumped & suicidal
- Mental Health Awareness training enables a supervisor to notice his behaviours and mood and to hold a fearless “RUOK conversation”
- He say’s he’s fine, but the supervisor calls the EAP
- Advice and methods for following up are discussed
- Jeff attends the EAP and referred to GP also
- EAP, social and workplace return him to functioning
- The Special Project saved and customer happy

Implementation Challenges

- Leadership engagement
- Business Case
- The right program - tailored
- Employee engagement and follow through
- Maintaining momentum and consistency
- ***Measurement and evaluation***

Places to start

- Take a business case to leadership teams
- Offer a simple solution to commence
- Information and education
- Group events and toolbox sessions
- Engage naturally positive wellbeing champions
- Newsletters, tips and tools
- A calendar of events
- Partnership with professional health providers
- <http://www.healthyworkers.gov.au/internet/hwi/publishing.nsf/Content/started>
- *Advice from colleagues and consultants*

- <http://www.healthyworkers.gov.au/internet/hwi/publishing.nsf/Content/started>

Questions & Discussion

- More information in the readings
- Business case templates
- Critical success factors and case studies
- Models and strategies
- Steps on HOW TO implement a program

