



Return on investment

"On average, organisations spend 5.4% of their pay bill on employee wellbeing benefits. Despite the investment being made in this area, only 13% of organisations evaluate the effectiveness of their wellbeing initiatives." (CIPD)

Proving return on investment can be difficult, but can be achieved. It is clear that there is a strong business case for investing in the health of employees. By **measuring and evaluating programmes** companies can raise awareness and further promote the case for increased corporate action on health.

Financial ROI - Ongoing investment is crucial as budgets come under pressure. Unless there is evidence that employee wellbeing initiatives provide real return on investment £ spent on wellbeing will continue to be seen as a cost rather than an investment. When calculating ROI it is important to have a sound and accurate model. The rule is simply good data in = good outcome measurement. We recently reviewed a day one absence programme for a client and calculated a return of 15:1 was being achieved. We know the data was accurate as payroll was used to calculate daily cost of absence and the call centre recorded days of absence accurately. The cost savings suggested that the scheme paid for itself in two months. (for more info on this study - email info@wellbeing4business.co.uk)

Health risk and financial savings - reducing health risks can also be aligned to financial savings if interventions can be mapped to tangible reductions in cost areas. See Dubai presentation from Dubai for examples - [click here](#)

Non financial ROI - ROI does not always need to be financial; reductions in health risk and accidents, improved morale, increased engagement and performance/productivity are also credible ways to demonstrate change.

Professor John McLeod, University of Abertay, Dundee 2001 illustrated the perceived benefits of an Employee Assistance Programme and concluded; higher levels of job satisfaction & commitment, reduced levels of substance abuse, levels of sickness & absence fall between 25-60%, improved productivity, improved workplace relationships, higher employee perception of "being valued", enhanced support for HR/OH and improved risk profile of employer.

The cost of life and illness - The Harley Street Group has developed a unique tool that measures Heart Rate Variability (HRV) which assesses the Autonomic Nervous System and provides an accurate indicator of how well the body is coping with physical and mental stress - it in essence tells us an indicator of resilience. In a recent survey of a top financial institution they found that 20% of people were considered high risk out of the population assessed. The effect of this screening tool on saving lives is demonstrate by the quote below:

"Poor results can indicate disease states such as diabetes, hypertension, depression, anxiety and established cardiovascular diseases, such as coronary artery disease and/or heart failure as well as in stress states when the reserve function of the autonomic nervous system. Heart rate variability (HRV) analysis is established in its role in diagnosing and grading established disease as well in predicting those at risk of disease, of deterioration, or of death.

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