



Is Your Workplace Wellness Program

# A **Waste** of **Money?**



A:

If you don't have the right data...

**It might be.**



Introducing WELCOA's New...

# EconoHealthROI™

HEALTH AND PRODUCTIVITY COST MANAGEMENT ANALYSIS

An amazingly simple way to:

- ➔ **EVALUATE** your workplace wellness program
- ➔ **CALCULATE** Return-On-Investment
- ➔ **ILLUMINATE** strategic programming priorities

To learn more about WELCOA's revolutionary ROI tool, log on to [www.welcoa.org/roi](http://www.welcoa.org/roi)



# Revolutionizing The Way We Think About... **Wellness ROI**

EconoHealthROI™ is WELCOA's new Return-On-Investment tool that will help you to determine the overall effectiveness of your organization's wellness initiative.

## Science-Based, Results-Driven

By carefully scrutinizing more than 20 years of health and productivity management research and countless best-practices, we've built a best-in-class tool that can scientifically and practically help you determine the ROI of your organization's wellness initiative.

## Question The Results Of Your Program No More

With EconoHealthROI™, we've let the genie out of the bottle. The once unanswerable questions of ROI can now be addressed straightforwardly, confidently and accurately.

“EconoHealthROI™ is an awesome tool. It showed us exactly how our wellness program was performing and where we needed to be focusing our resources!”

### **ROI-ify Your Wellness Program!**

To learn more about EconoHealthROI™ and how you and your organization can demonstrate a return-on-investment, log on to [www.welcoa.org/roi](http://www.welcoa.org/roi)



RESERVE YOUR SPACE TODAY!  
WWW.WELCOA.ORG/ROI

# WELCOA's EconoHealthROI™ Is Here... Check Out 8 Great Features!

- 1 EconoHealthROI™ **CAPTURES** your organization's current medical expenditures and forecasts them five years into the future;
- 2 EconoHealthROI™ **QUANTIFIES** what portion of your organization's current medical expenditures can be modified by a worksite wellness initiative AND what portion can't;
- 3 EconoHealthROI™ **BENCHMARKS** the health status of your workforce against the health status of the typical US employer;
- 4 EconoHealthROI™ **RANKS** the 10 most expensive modifiable lifestyle-related risk factors within your organization;
- 5 EconoHealthROI™ **PINPOINTS** the total dollar amount your organization is spending on preventable lifestyle-related risk factors—for BOTH medical care and lost productivity;
- 6 EconoHealthROI™ **SEGMENTS** the percentages of your organization's population that are at high, moderate and low-risk with respect to overall health status;
- 7 EconoHealthROI™ **CALCULATES** the ROI of your organization's wellness initiative and itemizes where the savings occurred;
- 8 EconoHealthROI™ **PROVIDES** you with specific participation targets that, if achieved, will offset the future costs of your organization's medical care and lost productivity costs.

## Justify Your Wellness Program!

Each EconoHealthROI™ report is fully-customized, 80 pages, data-driven and filled with practical insight.



# Your EconoHealthROI™ Report: Science-Driven, Best Practices-Based

## Your EconoHealthROI™

As the nation's premier resource for workplace wellness, we've been on the forefront of helping organizations develop, deliver and evaluate results-oriented workplace health promotion programs. Over the last 25 years, we've established a proven track record for helping organizations of all sizes change lives, transform culture, and contain costs.

Capitalizing on our long history of introducing game-changing innovations, we're taking workplace wellness to an entirely new level with EconoHealthROI™.

## How Was EconoHealthROI™ Developed?

Over a year ago, we issued a challenge to Dr. David Chenoweth—one of the nation's foremost experts on workplace wellness ROI—roll up your sleeves and help us develop a valid, evidence-based—yet easy-to-use—tool that will assist the nation's best wellness practitioners and business leaders in determining the impact, outcomes and ROI of their organization's health and productivity programs.

After more than 15 months of hard work—endless hours spent scouring decades of research; not to mention thousands of miles traveled examining best practices—EconoHealthROI™ has now become a reality.

*EconoHealthROI™—it's  
science-based and best-practices  
driven...and it works.*

Get Your Customized EconoHealthROI™  
Analysis for only

\$1,495 WELCOA Members

\$1,995 Non-Members

### Get Your Copy Today!

To see a complete listing of the most important ROI studies from the last 15 years, visit [www.welcoa.org/roi](http://www.welcoa.org/roi)

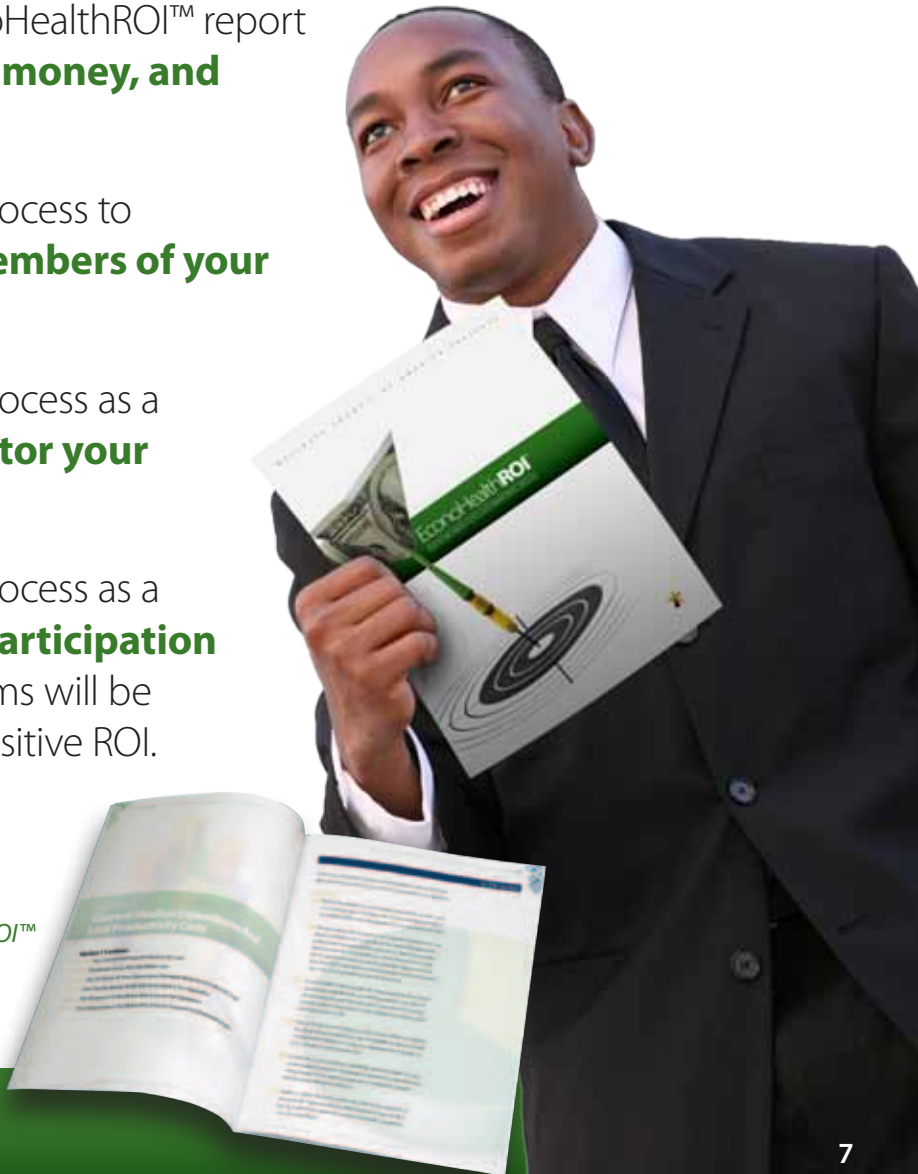


# 8 Ways You Can Harness The Power Of **EconoHealthROI™**

- 1** Use EconoHealthROI™ as a tool to **build an airtight business case** for your CEO and Senior-Level Executives.
- 2** Use EconoHealthROI™ as an evaluation instrument to concretely **measure and capture actual outcomes** from your organization's wellness program.
- 3** Use your EconoHealthROI™ report as a way to **justify increased funding** for your wellness initiatives.
- 4** Use the EconoHealthROI™ process to **audit your wellness vendors** to ensure that they are performing to the highest standards.
- 5** Use the results of your EconoHealthROI™ report to **concentrate your time, money, and efforts** in the right areas.
- 6** Use the EconoHealthROI™ process to strategically **engage the members of your wellness team**.
- 7** Use the EconoHealthROI™ process as a way to **calculate and monitor your ROI trends** over years.
- 8** Use the EconoHealthROI™ process as a way to **establish specific participation targets** so that your programs will be guaranteed to generate a positive ROI.

## See It For Yourself—Download It Today!

To see a sample chapter from an actual EconoHealthROI™ report, go to [www.welcoa.org/roi](http://www.welcoa.org/roi)



# Here's What People Are Saying About The **EconoHealthROI™** Process

“**EconoHealthROI™** saved my wellness program! It gave me the data I needed to justify the great things our wellness program was accomplishing. Now my CEO is our biggest supporter.”

“With a background in HR, I didn't have the expertise to effectively evaluate our company's wellness initiative. **EconoHealthROI™** gave me the support and documentation I needed to get a GREAT program evaluation completed. With **EconoHealthROI™** it's like having an evaluation expert on staff.”

“Calculating wellness ROI has been a tough thing to do—until we discovered **EconoHealthROI™**. Using the best science available, the results uncovered in our comprehensive report were astounding.”

“Before **EconoHealthROI™**, we were spending a lot of time and money in areas that were unproductive and frankly not necessary. This process helped to organize our program and pointed us in the direction we needed to go in order to make the RIGHT things happen.”

“With the help of **EconoHealthROI™**, we established six immediate priorities—and we knew exactly what participation levels we needed to have in order to generate an ROI.”

“**EconoHealthROI™** is an awesome tool. It showed us exactly how our wellness program was performing and where we needed to be focusing our resources!”

“**EconoHealthROI™** provided us with the clarity that we needed in order to get our wellness program organized. This tool made all the difference in the world for us.”

## **ROI-ify Your Wellness Program!**

*Download an Executive Summary from an actual EconoHealthROI™ report by going to [www.welcoa.org/roi](http://www.welcoa.org/roi)*



# Getting Started With EconoHealthROI™ Is Simple!

**SPACE IS LIMITED!**  
RESERVATIONS ARE NOW BEING TAKEN—LOG ON TO [WWW.WELCOA.ORG/ROI](http://WWW.WELCOA.ORG/ROI)

## Are You A Candidate For EconoHealthROI™?

If you've got two years worth of HRA data and can complete some simple questions about your organization (e.g. demographics, health care costs, average salary, etc.), you are a perfect fit for EconoHealthROI™!

## Here's How The EconoHealthROI™ Process Works

Once you've committed to moving forward, the process is surprisingly simple.

- Step 1:** Watch a short video outlining the EconoHealthROI™ process.
- Step 2:** Complete the EconoHealthROI™ 'Data Request' Form.
- Step 3:** Participate in a short telephone call with a WELCOA representative.

From there, our ROI experts will take your information and go to work analyzing the data to uncover the changes that have been taking place in your organization's wellness initiative.

After our analysis has been completed (about two weeks) you will receive a comprehensive, 80-page report providing you with the important findings concerning your organization's wellness initiative.

You will also receive an eight-paged Executive Summary that is perfect for sharing with your CEO and other senior-level executives.



	BENEFIT	BENEFIT - COST RATIO	NET RATING	
	\$16,841	\$109,208	6.48 TO 1	POSITIVE
	\$10,717	\$36,861	3.44 TO 1	POSITIVE
	\$38,274	\$81,507	2.12 TO 1	POSITIVE
	\$33,681	\$68,429	2.03 TO 1	POSITIVE
	\$47,062	\$65,405	1.39 TO 1	POSITIVE
	\$72,262	\$82,791	1.15 TO 1	POSITIVE
	\$21,434	\$58,216	2.72 TO 1	POSITIVE
	\$41,336	\$50,308	1.22 TO 1	POSITIVE
	\$41,336	\$166,266	4.02 TO 1	POSITIVE
	\$36,743	\$76,763	2.09 TO 1	POSITIVE
	\$2,686	\$795,305		
<b>PROGRAM</b>		<b>2.67 TO 1</b>	<b>POSITIVE</b>	



# EconoHealthROI™ — **Reserve Your Spot Today!**

Because WELCOA's EconoHealthROI™ is in high demand, you'll need to **reserve your spot today!**

There are two ways to reserve your spot:

1. Complete the information on the attached EconoHealthROI™ Request Form and fax back to us at 402-827-3594.
2. Complete the EconoHealthROI™ Request Form online at [www.welcoa.org/roi](http://www.welcoa.org/roi)

Once you make your reservation, an EconoHealthROI™ representative will contact you to get the process moving forward.

If you'd like to discuss EconoHealthROI™ in more detail with one of our ROI representatives, feel free to call us at 402-827-3590 or email us at [roi@welcoa.org](mailto:roi@welcoa.org).

**CHECK IT OUT!**  
[WWW.WELCOA.ORG/ROI](http://WWW.WELCOA.ORG/ROI)



“EconoHealthROI™ provided us with the clarity that we needed in order to get our wellness program organized. This tool made all the difference in the world for us.”



SPACE IS LIMITED!



# EconoHealthROI™ Request Form

**YES, MY ORGANIZATION WOULD LIKE TO BEGIN THE ECONOHEALTHROI™ PROCESS!**

Please reserve our spot. I look forward to a WELCOA representative contacting me to discuss the details, timelines and payment options.

**WE'RE INTERESTED, BUT NEED TO KNOW MORE.**

Please have a WELCOA representative contact us to discuss the EconoHealthROI™ tool in more detail.

Please provide your information by:

Calling us at **402-827-3590**

Visiting us online at **www.welcoa.org/roi**

Or completing the form below and faxing it to **402-827-3594**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

