



A WELCOA WHITE PAPER

# WORKPLACE WELLNESS PROGRAM ASSESSMENT

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BY

*The Wellness Council of America*

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## ★ Abstract

This White Paper outlines the key themes and overarching mindsets that makeup the workplace wellness program assessment, to help program designers understand their strengths and weakness throughout WELCOA's Seven Benchmarks™. Readers should note that the parameters discussed in this White Paper are current as of Spring 2019 and do not capture any future modifications to the current algorithm or checklist platform.

## ★ Introduction

This 6-page, White Paper document will provide readers with the history of the Wellness Council of America and showcases the research behind the development of the Well Workplace Checklist™ from internal and industry standpoints.

## ★ The History of the Wellness Council of America

The Wellness Council of America (WELCOA) was chartered on October 23, 1987. Over the last 30 years, WELCOA has served over 5,000 corporate members, awarded over 1600 companies a coveted, Well Workplace Award™, and earned an impeccable reputation for helping business and health professionals improve employee well-being and create healthier organizational cultures.

As one of the nation's premier resources for workplace wellness, WELCOA's mission is to serve business leaders, workplace wellness practitioners, public health professionals and consultants of all kinds through:

- » Leading-edge workplace wellness publications and health information
- » Professional development to help professionals improve their health promotion strategies to create and sustain results-oriented wellness programs
- » Resources that promote the value of wellness at work

Over the last few years, WELCOA started gaining an understanding of their member's challenges. From there, they assembled a council of the nation's leading experts in organizational culture, wellness and employee engagement so they could take a collaborative approach to solving a problem that impacts the industry as a whole.

This shift represents the future of wellness. WELCOA views wellness as a business imperative—inherent in companies that have built results-oriented workplace wellness programs; as a business strategy—organizations that are dedicated to the health of their employees can create a framework that is tailored toward their values, mission, vision and goals for wellness; and as a talent driver—created through thriving cultures of wellness and representing the healthiest places to work in America.

## ★ The Seven Benchmarks

WELCOA's mission is to help employees be happy, healthy and high performing. WELCOA's purpose is driven by the people impacted by workplace wellness. At the core of their Well Workplace model, they have identified seven key benchmarks for the success of workplace wellness initiatives.

WELCOA's seven-step process, the Seven Benchmarks, is an iterative change management process that is relevant for organizations of all sizes. The evolved benchmarks display a broadened scope of measurement, so that no matter what an organization's goals are for wellness, professionals can create a strategic and aligned path to success.

## ★ The Logic Model

WELCOA's Seven Benchmarks approach is a logic model comprised of seven iterative steps that, when completed in an aligned way, will ensure that practitioners have a meaningful and successful wellness program ingrained in the fabric of their organization(s).

The logic model reflects the total benchmarks process that begins with strategic planning at the organization level (Benchmark 1) and iterates by measuring progress toward your organization's vision for employee wellness (Benchmark 7).

## ★ The Well Workplace Checklist

WELCOA is most interested in understanding how and why the best wellness programs continue to remain healthy, professional and evergreen in their approaches to wellness. The Well Workplace Checklist is the first step in understanding the steps or resources needed for organizations to improve their wellness initiatives. The Checklist is a 150-question online assessment that helps coordinators of wellness programs discover the strengths and potential gaps in their current initiatives to improve and make a difference in their employees lives. Organizations are scored and provided custom recommendations at each level of the benchmarks.

The Checklist platform serves as an official record of valuable data collection and analyzation for checklist takers. Those who are completing the Checklist are encouraged to prepare to provide accurate information about the current state of their wellness initiatives. The Checklist report measures program progress year over year by providing trend analyses. It is important to answer thoughtfully and honestly with each Checklist completion to ensure an accurate representation of your data and to reap the full benefit of continuously improved upon Checklist reporting features.

## ★ The Well Workplace Award

In a Well Workplace Award winning organization, the vision of protecting and enhancing the health and well-being of each and every employee aligns with WELCOA's vision for the wellness industry—as a business imperative, business strategy, and a talent driver. Wellness should not be something extraneous or peripheral to core business functions.

Through the use of the Checklist and Seven Benchmarks, WELCOA has studied and promoted the efforts of the nation's healthiest companies. Those organizations who have used the patented Seven Benchmarks model to help build and shape their wellness programs and have utilized the Checklist to inform strategic changes to their programs will be rewarded the coveted Well Workplace Award.

To date, hundreds of corporations, healthcare systems, public agencies, and educational institutions have met the rigid set of worksite wellness criteria and continue to remain some of the most innovative and health organizations in the United States.

## ★ On the Horizon

WELCOA's vision for the future of wellness involves an extensive overhaul of their Well Workplace Checklist, Well Workplace Award, Institute for Wellness Studies, and member portal. This technological transformation includes:

- » Universal access and single sign-on
- » Improved navigation and resource exploration
- » Data integration across the Checklist and Award applications
- » Guided learning and tactical journeys
- » Enhanced professional development and training

## ★ Putting it All Together

Through years of collaboration and research, WELCOA has recognized that wellness is not solely represented by our physiological needs. There are many variables that impact the wellness of individuals that are seldom considered in corporate wellness program approaches.

## ★ Conclusion

The new Well Workplace Checklist™ is the first step to understand how to better impact the wellbeing of humans at work. Take the checklist to receive:

- » A virtual dashboard that visually charts and scales results of an organization's alignment within each one of WELCOA's Seven Benchmarks™.
- » A personalized plan with a score at each benchmark and custom recommendations with exclusive resources to improve results.
- » An executive summary to share with leadership that will cover wellness program strengths, weaknesses, and actionable recommendations for improvements.

GET PREPARED BY DOWNLOADING THE  
**Key Mindsets for Mastering Checklist**  
<https://www.welcoa.org/resources/key-mindsets-mastering-checklist/>

THEN, COMPLETE THE CHECKLIST ONLINE ANYTIME AT



## REFERENCES

1. Well Workplace Checklist Questions: <https://www.welcoa.org/resources/well-workplace-checklist-questions/>
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3. Expert Interview - Worksite Wellness: <https://www.welcoa.org/resources/worksite-wellness-strategically-designed/>
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