Our Greater Good

ADVANCING THE PRACTICE & THE PEOPLE
OF WORKPLACE WELLNESS

WELCOA’s mission is to be a transformative force that improves the health and well-being of all working people. As a purpose-driven, nonprofit organization, we are squarely and solely focused on generating health and prosperity for our industry professionals, their clients, and all employees.

— WELCOA PROVIDES —

Virtual events that bring together the industry’s best experts, deliver timely and relevant research, and elevate the voice of exceptional companies and their professionals.

WELCOA’s 7 Benchmarks™ provide proven methodology for building an effective corporate wellness strategy. Receive national recognition of your organization’s commitment to success using WELCOA’s 7 Benchmarks.

This highly analytical tool measures an organization’s alignment with WELCOA’s 7 Benchmarks™. The assessment provides dynamic reporting, trend analysis, with relevant scoring based on your industry, region, and size.

On-demand certifications and training with more than 40 courses, many approved for continuing education units for SHRM, HRCI, and NCEC.

A monthly, virtual group to network with wellness and HR professionals across the industry to amplify your professional development.

The first and only vendor selection tool that leverages insights from WELCOA analytics and its member community.

Grab and go guidance to keep you moving forward. Explore over 400 tools including on-demand surveys, expert interviews, case studies, member spotlights, and quick guides.

Leveraging the Legal Help Desk, you can access the expertise of corporate wellness attorney, Barbara Zabawa. More experts coming soon!

welcoa.org
The WELCOA Factor

Businesses struggle to conceptualize and implement an effective well-being strategy. WELCOA provides the pathway to design, implement and sustain high-impact organizational development. Access to the WELCOA platform offers a systematic, data-driven process to evaluate organizational health and deliver step-by-step guidance to design work for employee well-being.

2 YEAR TREND ANALYSIS

20 Companies: Average 31% Improved Outcomes

BENCHMARK 1: Committed & Aligned Leadership
BENCHMARK 2: Collaboration in Support of Wellness
BENCHMARK 3: Meaningful Data to Evolve a Wellness Strategy
BENCHMARK 4: Operations Planning for Wellness
BENCHMARK 5: Wellness Initiatives for the Whole-Person
BENCHMARK 6: Cultivating Supportive Health Promoting Environments, Policies & Practices
BENCHMARK 7: Evaluating, Celebrating & Iterating for Ongoing Success

“WELCOA is exceptional at providing employer resources. I feel more confident having WELCOA in my back pocket”

“WELCOA’s platform is the bedrock of our practice. We could not scale our consultative services to the degree we have, without their support and continuously evolving suite of tools and resources.”

“WELCOA makes us slow down and be more strategic and intentional. It is the framework we rely on to make decisions.”

The WELCOA Factor

WELCOA (The Wellness Council of America) is the nation’s most respected resource for building high-performing, healthy workplaces. With a 30-year history and more than 5,000 corporations participating, WELCOA has an impeccable reputation for helping business and health professionals improve employee well-being and create healthier organizational cultures.