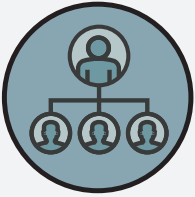




WELCOA'S 7 BENCHMARKS EVOLVED

The Wellness Council of America has dedicated its efforts to studying and promoting the efforts of America's Healthiest Companies and developed the Well Workplace process. At the core of the Well Workplace model, we have identified seven key benchmarks of success. Specifically, these seven benchmarks are inherent in companies that have built results-oriented workplace wellness programs. The structure helps organizations that are dedicated to the health of their employees create a framework that is tailored toward their values, mission, vision and goals for wellness.



BENCHMARK 1

Committed and Aligned Leadership

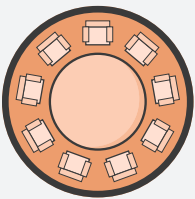
Leaders throughout the organization that are deeply committed to the wellness of employees, and are role models of wellness in their lives. This is an important first component of creating successful worksite wellness initiatives.



BENCHMARK 5

Choosing Initiatives that Support the Whole Employee

Selecting appropriate health and wellness interventions based on data collected serves to enhance decision-making skills. It brings the right intervention to an organization in support of employees across the health continuum toward healthy and thriving lives.



BENCHMARK 2

Collaboration in Support of Wellness

Formal or informal wellness teams are representative of the organization and work together to build and sustain a successful worksite wellness initiative. The important step of engaging stakeholders at all levels helps to maintain a collaborative and cooperative approach to worksite wellness initiatives.



BENCHMARK 6

Cultivate Supportive Health Promoting Environments, Policies, and Practices

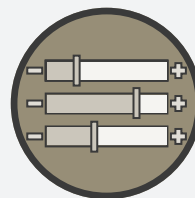
Supporting efforts toward healthy employees includes evaluating policies, practices and promotions to ensure the environment helps foster a successful wellness initiative. It is grounded in the core vision and purpose of the organization. Aim to align the wellness culture throughout the organization so there is consistency within resources, interventions and the experience at work.



BENCHMARK 3

Collecting Meaningful Data to Evolve a Wellness Strategy

Efforts to support employee wellness involve understanding employee populations and assessing the current state through confidential and secure data collection. Data collection should measure what matters most to both the organization and the employees.



BENCHMARK 7

Conduct Evaluation, Communicate, Celebrate, and Iterate

Each organization strives to develop an understanding of the impact of efforts to support employee wellness. Data collected during evaluation will determine how successful the approach has been and in what ways it can be improved. It also reflects how findings from the evaluation are communicated to ensure continuous improvement efforts in worksite wellness initiatives.



BENCHMARK 4

Crafting an Operating Plan

Capturing an organization's goals for wellness initiatives and documenting the details will serve as a roadmap to guide efforts and investments in workplace wellness. The wellness operating plan reflects the vision, values and purpose of an organization.