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Organization's sustained success requires culture of wellness

Business Courier of Cincinnati - by [John Prout](#) Courier Contributor

If you knew that a certain piece of equipment was absolutely critical to your company's success, you'd do everything possible to keep it in peak condition and always running on all cylinders – in other words, ensure its constant “good health.”

After all, its role in enabling your productivity and profitability is obvious, as are the likely consequences from taking its maintenance and performance for granted.

Now, substitute “valued employees” for “piece of equipment” in that scenario and suddenly we're talking about every business, no matter the type or size.

You don't have to be in the health care field to embrace and respond to this fact of life. An organization can't succeed to any sustainable degree unless its employees are healthy and able to work efficiently, effectively and at high capacity.

Especially true in challenging times

Placing a priority on “a culture of wellness” allows employers to do right by our people and our businesses. This is especially true during challenging times when we must leverage every opportunity to strengthen our bottom lines.

Our employees continuously battle against work- and family-related stress, sleep deprivation, erratic diets and unhealthy lifestyles. This invariably leads to frequent loss of focus, creeping physical maladies and eroding productivity when businesses can least afford it.

Absenteeism results, as does “presenteeism,” where employees might be at work in body but not in mind and spirit. Before long, medical claims increase, ancillary costs rise and the business fundamentally suffers.

What your company can do

Meaningful steps to combat these trends can be taken at little or no cost. Employers have the responsibility, as well as the business incentive, to do the basics, including:

- Encourage annual physical examinations at a minimum.
- Monitor the nature of the food available in cafeterias, break rooms and vending machines. People consume what is readily available.
- Facilitate greater awareness and understanding of individual biometrics – numbers such as blood pressure, cholesterol, height/weight/body fat percentage, etc., that monitor and reflect health. We would never drive our car with the dashboard’s gauges covered up, yet many people are content to be similarly unaware of their bodies’ vital data.
- Offer simple perks or rewards for participation in healthful activities, knowing that the greatest incentive is often being part of a group program or community effort.

Nurturing such an environment yields strong ROI over time, including positively impacting recruitment and retention of high-achieving employees and enhancing morale. Yet substantial short-term payoffs are certain as well, regardless of your organization’s scale.

Importantly, this culture of wellness and its intentional follow-throughs must be integrated into the entire business plan. It’s a matter of protecting and maximizing the most critical resource of all – the people who make the business successful. If your organization must “bring its A game” every day, so must all of your “players.”

The team at **TriHealth** couldn’t be more passionate about this crucial topic. Promoting and enabling good health is our business; it’s also where our core values begin, and we try to “walk the talk.”

For good health’s sake, we invite you to walk with us.

Company Mind-Set

- Companies and organizations have a responsibility, as well as a business incentive, to create a culture of wellness and handle the basics of good health.

- Among these, they should encourage employees to undergo an annual physical exam, at a minimum.
- It also is advisable to make healthy snacks available in cafeterias and break rooms.
- Companies also should encourage people to monitor and understand their individual biometrics that reflect health.

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