

Corporate Health and Wellness Clinics: *Executed Correctly Increases Share Holder Value*

Dr. Derek Lee, HBSc, DC, AFCI, Certified Stress and Wellness Consultant

PART 1

How can a corporate health and wellness clinic increase shareholder value?

The largest single asset of a company is typically its people. When other assets such as the building that houses these workers shows signs of wear and tear and starts to crumble, deficiencies are easy to spot and money is found to fix it. This is not the case with employee assets. Deterioration of human vitality and productivity through stress is much more difficult to identify. Employees may show occasional signs of stress but by the time it becomes noticeably damaging to their productivity, it's too late. Resulting chronic illness and disability eventually can lead to costly short-term and long-term disability issues.

Today's corporate wellness clinics are proving to be difference makers for corporations. In-house corporate wellness clinics represent a proactive approach positioned to meet workers on the frontline. Injuries therefore can be quickly assessed and appropriately treated. Nutritional counselling and stress management programs can be implemented on an ongoing basis as needed to further this value by providing employee foundational support, i.e. potentially building stronger immune systems. An on-site setting is the perfect portal for delivering these types of high value services.

On-site delivery offers a second benefit to the company by significantly increasing employee engagement. Engagement refers to the extent to which employees are performing at optimum levels, with a positive view of their roles. A high degree of job satisfaction and a low level of workplace stress will lead to more resilient workers and higher corporate revenues as shown in Figure 1 below. In today's business world, a vast majority of companies are struggling with the concept of "dis-engagement".

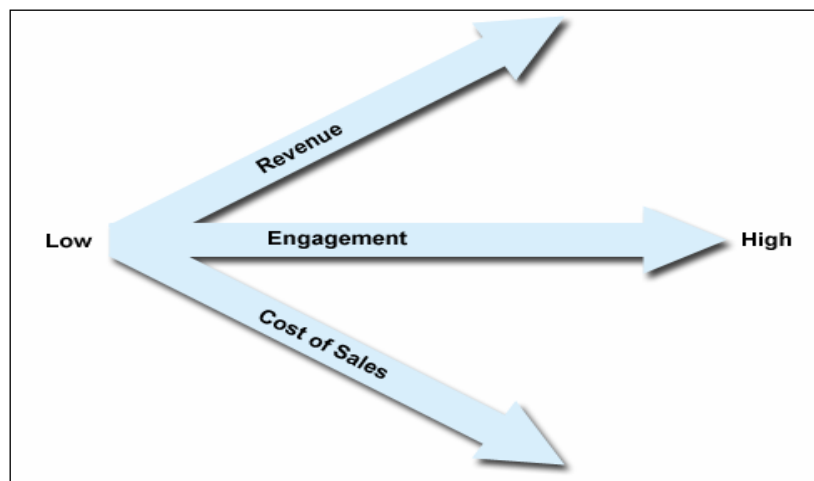


Figure 1. The 2003 Towers Perrin Report on Engagement, plus several dozen other rigorous studies, have shown that when Engagement Improves, **Revenues Increase** and the **Cost of Sales Decreases**. A 10% improvement in Engagement creates a 1% improvement in Revenue ... and a 3% improvement in Profitability.

Corporate wellness clinics are well positioned to be the front-line difference maker to produce more resilient workers, who are less stressed, more satisfied and highly engaged. This leads to higher share holder value which means enhanced corporate bottom line dollars.

PART 2

For the effective deployment of a corporate clinic, use these “7” principles.

The following seven “principles” are high priorities for companies considering a corporate wellness clinic.

1. **Corporate Interests:** Companies generally have three motivations which may vary in priority.
 - a. Employee relations and company branding
This involves the company marketing its on-site clinic philosophy and ideals to the work force.
 - b. Employee well-being, productivity and vitality
 - c. “Win-Win Paybacks” – Measurable business results from the services provided.
2. **Business Process:** The business environment has its own language and protocol, just as chiropractic does. Therefore, present plans with this in mind. Use an explicit program framework which is flexible and responsive when applied.
 - a. Define clear criteria for inviting, evaluating and streaming employee clients.
 - b. Use tools that are credible, relevant, proven and minimally controversial.
 - c. Deploy a systematic step-by-step process
 - d. Ensure the plan is manageable and open to cost-effectiveness/benefit evaluation which is agreed to up front with corporate management and reviewed on a predefined schedule.
 - e. Encourage a closed loop process of "continuous process improvement" based on point d's evaluation
 - f. Initiate efforts with a pilot, fine tune, then expand the approach appropriately gaining commitment for more resources and other requirements as deemed necessary for continued success..
3. **Paybacks:** The success criteria for this effort needs to be clear to all parties involved. Examples can include word of mouth and more formal testimonials initially, moving to predefined measurable results as soon as possible thereafter.
4. **Perfect Fit:** The process must fit seamlessly with other corporate programs and must reinforce the company’s values and messages to the employees.
5. **Accessible / Flexible:** Programs must be accessible to all levels within the company. Appropriate care determined by a team of health care practitioners is tailored to the client for best results.
6. **Track Record:** Companies want a proven track record. Experience counts.
7. **No Surprises:** The biggest enemy of doing business is “Surprises”. Don’t allow any. Regular and open communication with corporate sponsors is a must.

A blue print for establishing a successful corporate clinic can be effectively created with the seven principles listed above. This briefly illustrates the basic organization and step-by-step processes involved. A corporate clinic offers a powerful tool to effectively support the corporate client that seeks to enhance the value of their most important asset, their employees, while simultaneously increasing revenues.