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# Physical & Emotional Wellbeing Benchmarking

Is your wellness program going unused? Here's how to get your people on board.

Organizations seeking to improve the physical and emotional wellbeing of their employees often do so with a wellness program. Whether they are establishing a framework for the first time or evolving an existing program, the key is to help employees live healthy lifestyles and ultimately minimize their health risks.

So why is utilization still falling short?

Without a mindful strategy behind how they address wellbeing, organizations face the risk of low participation in their wellness programs. The financial risk is real too. From increased health costs to the losses associated with turnover—a plan is key.

**79%**  
of organizations  
have **increased their**  
**prioritization of emotional**  
**wellbeing since 2020.**

## THREE KEY COMPONENTS THAT ORGANIZATIONS CAN CONSIDER FOR THEIR WELLBEING STRATEGY

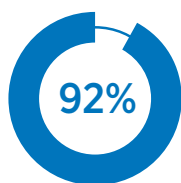
1

**Emotional wellbeing is more than an employee assistance program (EAP).**

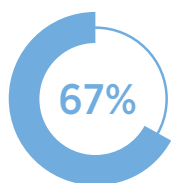
**Manager training:** Only 43% of organizations agree that managers are equipped to refer employees to mental health resources. Formal training can help managers and leaders have empathetic conversations with employees that helps reduce the stigma surrounding help.

**Benefit enhancements:** Noting the importance of emotional wellbeing, 17% of employers are looking to offer enhanced mental and behavioral health benefits to their employees in 2022. One way organizations have engaged in this effort is through more robust EAP vendor initiatives (such as moving away from bundled disability and EAPs to a stand-alone EAP, which offers more flexibility to employees).

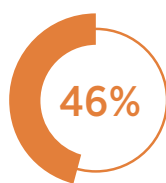
## TOP EMOTIONAL WELLBEING INITIATIVES



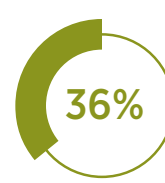
EAPs



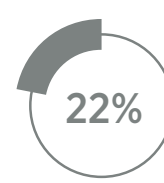
Virtual or  
telephonic  
mental health  
counseling



Diversity,  
equity and  
inclusion  
initiatives



Stress management,  
resiliency or  
meditation  
programs



Time off  
for mental  
health or  
burnout

2

### Coverage needs to be inclusive.

**Coverage for all:** Nearly half (46%) of employers recognize the value of making wellbeing initiatives accessible to not just their employees but spouses as well, as indicated by the 18-point increase from 2020. The inclusivity increases the connectedness, which increases the potential for better health and may drive better program participation.

**Diverse needs by generation:** There are currently five generations in the workforce, and each group is motivated by or places value in different wellbeing initiatives. This is why implementing a one-size-fits-all approach is typically not conducive to a successful wellness program.

## 3 in 4 organizations allow employees who are not on the organization's health plan to **participate in wellbeing initiatives.**

3

### Hybrid is not going away.

**Virtual access:** As organizations look to extend this format for care access, they are doing so through a multichannel approach. With ongoing pandemic precautions, as well as convenience, virtual care is at the forefront. Organizations should help ensure that wellbeing initiatives, such as an EAP, are offered virtually.

**On-site access:** The pandemic had a massive impact with regard to health and wellness. Some organizations may have added this option to encourage people to come back to the office, while others do it to offer social connectedness and relief from financial pressures.

### ONLY 48% OF ORGANIZATIONS AGREE THAT THEY EFFECTIVELY CREATE OR SUSTAIN A CULTURE OF TOTAL WELLBEING WITHIN THEIR ORGANIZATION – ARE YOU ONE OF THEM?

Given the time and effort that goes into a wellness program, failing to create or sustain one comes with high risk. It's a key component to attract and retain talent in this competitive market. Get insights from more than 4,000 employers, and identify opportunities for your organization to better compete for key talent and build success.

**GET THE REPORT**



### TALK TO ONE OF OUR PHYSICAL & EMOTIONAL WELLBEING CONSULTANTS TODAY TO DISCUSS INDUSTRY TRENDS.

Source for all statistics: Gallagher, "Benefits Strategy & Benchmarking Survey," 2022.

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