

The Official 10,000 Steps® Program Return on Investment (ROI)

Vitality Works is committed to running wellness programmes that change individual behaviours and improve business efficiency and profits. To achieve this, Vitality Works use a variety of health assessment methods to evaluate the impact of our programmes on individual health and on the organisational returns on investment.

The Official 10,000 Steps® Program has been proven to impact many areas of individual and business health. The feedback is consistently outstanding and the improvements include:

FOR THE INDIVIDUAL:

- Weight loss (avg. 3.9kg)
- Decreased stress (avg. 12.7%)
- Decreased cardiovascular disease risk
- Improved sleep
- Improved job satisfaction
- Increased levels of physical activity (avg. 37% increase)

FOR THE BUSINESS:

- Significantly improved teamwork
- Dramatic impact on morale
- Improved employee engagement
- Improved communication across all levels
- Increased productivity
- Decreased absenteeism

1. The Official 10,000 Steps® Program ROI Research

The following case study demonstrated a 3:1 return on investment from the 10,000 Steps® Program using the World Health Organisation's Health and Work Performance Questionnaire (HPQ)¹. The HPQ is a self-report instrument designed to estimate the workplace costs of health problems in terms of reduced job performance, sickness absence, and work-related accidents-injuries. It is an internationally recognized tool (developed at Harvard Medical School) and has been proven to generate valid data about the indirect workplace costs of employee health problems.

In May 2008, 91 employees completed a Vitality Works health risk assessment which included the HPQ. These employees then participated in the Official 10,000 Steps® Program. Following the 10,000 Steps® Program, all individuals repeated the health risk assessment. Using the HPQ, we were able to study the effect of the programme on workplace productivity.

We used the average salary across the organisation to calculate the indirect financial returns from implementing the program based on the average additional hours at work (decreased absenteeism) and the additional levels of productivity when at work (decreased presenteeism).

ROI ANALYSIS FOR OFFICIAL 10,000 STEPS® PROGRAM

The cost of the Wellness programme was \$151.50 per employee. The ROI analysis shows a return of \$482.90 per employee. This is a ROI of 3:1.

ROI analysis assumes the following:

- The average salary of \$65,000 per annum
- The average employee is contracted to work 37.5 hours per week
- Hourly rate: \$33.33
- That the increase in work hours lasted for the 3 months of the Wellness Program only



1. The HPQ was developed by Professor Ron Kessler to support the World Health Organisation (WHO) Global Burden of Disease initiative.

2. Confirming the correlation between productivity levels and health risk

Further confirming the link between good health and higher levels of productivity, those employees classified in the study as having either good or excellent health scores, were 3.9% more productive than those employees classified as having average, poor or at risk health scores.

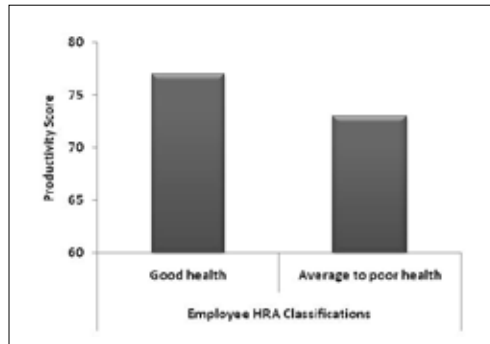


Figure 1. Productivity scores in relation to employee health classification

3. Australian study showing the indirect costs of unhealthy versus healthy employees

COMPARISON OF HEALTHY VERSUS UNHEALTHY WORKERS

Unhealthy rating	Healthy rating
High fat diet	Healthy diet
Low energy levels and poor concentration	Fit, energised and alert
Obese or overweight	Normal body weight
Irregular sleep patterns	More attentive at work, better sleep patterns
Poor stress management techniques	Actively manages stress
18 days annual sick leave	2 days annual sick leave
Self-rated productivity of 3.7 out of 10	Self-rated productivity of 8.5 out of 10
49 effective hours worked per month (full-time)	143 effective hours worked per month (full-time)

Medibank Private Study, 2005. Study involved 3600 Australian workers.

Summary of key individual employee results from the Official 10,000 Steps® Program

“Working as a team with other members of the division has made us a stronger work group”

“Absolutely brilliant, best motivating thing I have done in years”

“Good – Great team motivational activity”

