

6/13 New outline

## Employee Wellness: Successfully Engaging Each Generation – 60 minutes

There are several methods being used by employers to offset healthcare costs. The majority of these methods involve shifting the burden from the employer to the employee. The means by which this happens is by implementing higher co-pays, high deductible plans and some are considering defined contribution plans.

While employing the above strategies does shift burden from employer to employee it does not solve the underlying problem; people are consuming more care. They are doing so for two major reasons. First, urgent care and minute clinics, among others, have made services more readily available. Second, the population as a whole has a high percentage of chronic disease and the associated risk factors.

Wellness is all around us. From healthier choices on menus, yoga studios on every block and employee wellness programs at work, we are surrounded. The question is, how do we get everyone on board? This presentation will discuss the different generations and how they perceive wellness, as well as how to engage each generation into a worksite wellness program.

1. Explain how the workforce is becoming a melting pot of different generations.
2. Describe how each of generation in the workplace perceives wellness.
3. Identify ways for addressing and engaging each generation in a worksite wellness program.

### Timed Outline:

- Intro – 10 minutes
  - Insurance and how it relates to corporate wellness- discussion on cost
    - Increases have stabilized after years of double digit increases
    - Increases still outpacing inflation
    - Employers are struggling to absorb cost
    - Utilization and the cost of services and drugs are key factors driving increases
  - Quiz on defining what generation you are based on personality traits
- Define the Generations – 5 minutes
  - Traditionalists, Baby Boomers, Gen X & Millennials
  - Review timeframe of birth and timeframe characteristics (i.e. technology, popculture and events)
  - Examples of well-known people in each generation
  - Explanation of how each operates in the workplace (i.e. influencers, training focus, learning format, learning environment and financial values)
- Who do they trust concerning health and wellness? – 5 minutes
  - Where does each generation prefer to get their health information?
  - Comparison of the four generations (similarities and differences)
- How they perceive their work and wellness relationship? – 5 minutes
  - How does each generation define well-being in the workplace?
  - Do they believe in wellness programs at work?
- Necessary factors & important wellness components – 10 minutes
  - Discussion on engagement

- What completes a well-rounded wellness program?
- Discussion of yearly focus areas
  - 1-3 years
  - 3-5 years
  - 5+ years
- Complete 5-Step process for successful programming
- Review important wellness program components
- What programs are suitable for each generation? – 10 minutes
  - Break-down of example programs and services that will work based on each generation
- Sample wellness programs based off of percentage of each generation – 5 minutes
  - Company samples with varying percentages of generations and discussion on why those programs and services should be included

Speaker: Jennifer Stefanak