

Corporate Wellness Programs' Concepts and Comparisons of Customer Interactions

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Abstract

With the passage of the Affordable Health Care act in the U.S., many companies are investing in corporate wellness programs as a way to reduce healthcare costs and increase productivity of their workforces. Increasing healthcare expenditures and the pandemic of obesity and chronic diseases are driving forces to development and implementation of workplace wellness programs across the globe. Companies expect to experience a return on their investment through lower health-care costs and increased productivity. In this study, 109 business professionals were surveyed (primarily almost equally divided between Russian and Americans citizens) to examine their health-promoting and health-risk behaviors. Demographics were compared in an effort to identify key differences in order to pinpoint development opportunities to increase efficiencies among target populations. According to the results, nationality was related to certain differences in health-promoting behaviors, participation rates and frequency of wellness programs offered by employers. No differences were found among different age groups. Results indicated no one wellness program design is appropriate for all companies or even one company across all locations. In effect, wellness programs need to be developed specifically for the target population, with considerations to perceived value differences.

KEY WORDS: *corporate wellness programs, employee well-being, health practices, health-promoting behaviors, medical costs, Russian corporate wellness.*

Relevance to Marketing Practitioners: This case study is relevant to marketers and researchers in dealing with complex and cultural interrelationships concerning corporate wellness strategic initiatives.

TRACK: Healthcare Marketing