



Health & Wellbeing Strategic Audits and a basis for a sustainable Health & Wellbeing strategy

The DNA Way

Autumn 2020

In a nutshell

A strategic audit to set the benchmarks and highlight opportunity. Meaningful action plans to deliver an effective and sustainable Health and Wellbeing strategy.

A strategic Health and Wellbeing audit aimed at setting the benchmark and highlighting both issues and opportunities. This will create a programme of work aimed at increasing the quality and decreasing the cost of your Health and Wellbeing agenda. As a minimum it will clearly set out the foundation cornerstones on which to build a sustainable Health and Wellbeing strategy and guarantee consistent support for employees from day one. This will create a working environment of trust and understanding, where people feel valued, supported and want to proactively contribute, which in turn will both make you money and save you money and, as a result, build your employer reputation as a far-sighted company that cares for its staff in and out of work.



The business case

A proven process to highlight the issues. Powerful information to proactively turn them into opportunities. Delivering the long-term benefits and measurable ROI.

For many employers, Health and Wellbeing has traditionally been a tick box exercise. However, the world of work is changing and, as part of that, the world of Health and Wellbeing at work is changing faster. This is due to a combination of factors;

- Firstly, organisations realise that they need to face up to their responsibilities as an employer. Work shouldn't make you ill or injure you. Yes they (probably) comply with HSE regulations but they're the bare minimum in many cases. Worryingly many organisations are unaware of their non compliance and the risks attached.
- Secondly, staff expectations of employers have gone up. People recognise the effect on themselves and their families of the toxic, unsafe or overtly stressful workplace and that they are to be avoided.
- Thirdly, employers recognise the business case. An effective Health and Wellbeing strategy will make you money and save you money.
- Fourthly, employers recognise the risk of doing nothing. For example, failing to tackle mental health is seen as the biggest risk to the business plans of many companies.

But the physical and mental Health and Wellbeing of employees remains one of the least understood areas in business today – even when companies are spending significant budget on wellbeing initiatives, they are still seeing engagement reducing and absence increasing.

Employee health is now recognised as one of the major hidden risks and costs for modern business: it can range from £900 to £3,500 per employee per annum, 4-6% of the payroll. But these are costs that are simply not seen, and therefore the opportunity for businesses to help their employees is being lost.

Businesses are still reactive in their approach, because there appears to be no other way. If you're reacting it is already too late.

The business case

Our proven process ensures that you are able to truly see the problems and understand them in context. And with that powerful information we can suggest new ways to address these problems proactively to turn them into opportunities, whilst measuring the long-term benefits and measurable return on investment this joined up and proactive approach offers.

A Health and Wellbeing strategy that has the following key attributes:

- It's simple to understand, and the employee actually gets it.
- To understand how employees are feeling about Health and Wellbeing currently, their perceptions of the strategy and how it's implemented, the issues they face and the support they feel they need.
- Clearly defined steps to implementing a Health and Wellbeing approach, with supporting investment criteria and business case.
- Knowledge of what best in class looks like in areas such as absence reporting, occupational health and mental health.
- Clearly branded, with a well-defined roadmap and vision.
- Ability to show the people a real vision of how the business wants to be an enjoyable place to work, where there is value, empathy, trust and compassion.

Every £1 invested in Health and Wellbeing will see between £3 and £7 back within 18 months, net of all investment.

- Typically, a 25% reduction in absence and a 40% reduction in healthcare trust and private medical insurance spend.

The business case

- Reduced general insurance premiums through mitigation of risk.
- You become an employer of choice, where people are engaged and want to stay. And beyond that you have the ability to change people's lives for the better, both at work and at home.

As a result of the work done by Mark Giles of DNA at a major Midlands based manufacturer and distributor, they have seen a 25-30% reduction in absence, saving them c£600k pa in temps and sick pay. They are now consistent and legally compliant, which wasn't the case before. And they have highlighted areas where repeated sickness/absence trends were occurring – and why – and addressed them.

The cost of absence to one of the UK's largest veterinary chains is c£1m a week in lost surgery hours and temps/locums. The work is ongoing but, with DNA's help, they will fundamentally change the Company's approach to physical and mental health, absence overall and health interventions for staff.

The DNA way

**Clear, cohesive,
comprehensive and
measurable.**

The process consists of four separate phases.

A Health and Wellbeing audit and strategy review

(which can be done remotely)

The Health Review is a vital step in the design and rolling out of a joined up Health and Wellbeing strategy, as it will provide an independent assessment of what is currently in place, and provide clarity on the foundations required to build a proactive and sustainable strategy. It will also provide that all-important benchmark, enabling key stakeholders to measure the impact and return on investment that the Health and Wellbeing strategy is having on the business.

For a Health and Wellbeing strategy to work, any business has to understand:

- What is currently in place to support employees' Health and Wellbeing.
- What is the total cost to the business (lost days, cost of temps or locums, medical costs).
- How this compares to best practice and how to improve.
- Where are the gaps and what solutions are required to fill these.
- The business case to support Health and Wellbeing, showing clear return on investment within 12 months.
- Clearly defined Health and Wellbeing roadmap supported by clear recommendations.
- How do the employees feel about Health and Wellbeing now. What do they want going forwards.

The Health Review takes six to eight weeks, where relevant data is captured, and interviews with key stakeholders are carried out to understand what is currently in place, covering:

- Absence (looking at total absence data, absence reporting process, gaps, trends in the data, costs to the business – lost days, cost of temps or locums etc).
- Health services (medical costs, adequacy of medical/health intervention and overall provision).
- Insurances and benefits (adequacy).

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- Health and safety.
- Wellbeing initiatives (what are they, do they make a difference?)
- To understand how employees are feeling about Health and Wellbeing currently, their perceptions of the strategy and how it's implemented, the issues they face and the support they feel they need.
- We'll run an initial benchmark survey at the start of the exercise and repeat at least once a quarter to measure improvements both in perception and understanding of the journey the company is on and the investments they are making – and to be sure we are fully aware of employees' needs and how these might change over time.

Recommendations report detailing necessary actions

Firstly for compliance, secondly to increase Health and Wellbeing of staff and thirdly to prove ROI.

- High level review of absence and health-related services and benefits/insurances in place across the business.
- Identification of cost, hot issues, quick wins and any areas of concern for each area reviewed.
- Calculation of what the current health platform is costing the business.
- Potential net savings after investment generated by implementing a Health and Wellbeing strategy, and supporting recommendations.
- The key foundational building blocks to the Health and Wellbeing strategy, that the business needs to put in place based on best practice models.

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- Internal structure needed to deliver a joined-up approach to Health and Wellbeing.
- Integration of providers and services.
- How to effectively improve employee Health and Wellbeing, through innovative and proactive Health and Wellbeing initiatives, effective communications and training at all levels.
- Clear communication and branding for a Health and Wellbeing strategy.

Implementation

Every situation is different and every client is different but key features will include; communications plan to all staff, training for managers, new reporting processes, ongoing communications.

Measurement

To prove effectiveness and ROI.

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measurable.



Cost model

Mark Giles, DNA's in-house consultant, has so far run audits for a leading UK manufacturer, an energy producer and one of the UK's largest veterinary chains. The costs of these are typically £15-£30k dependent on number of employees and amount of available data. References are available if required.

In terms of implementation, the costs vary dependent on the programme required and can be a mix of retainer and PAYG.

| In every instance the aim is to prove full ROI within 12 months.



Thank you

Thanks for reading this presentation. We hope it was useful. If you have any questions or there's anything else that you'd like to find out more about, please let us know.



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