

Fractional Chief Well-being Officer



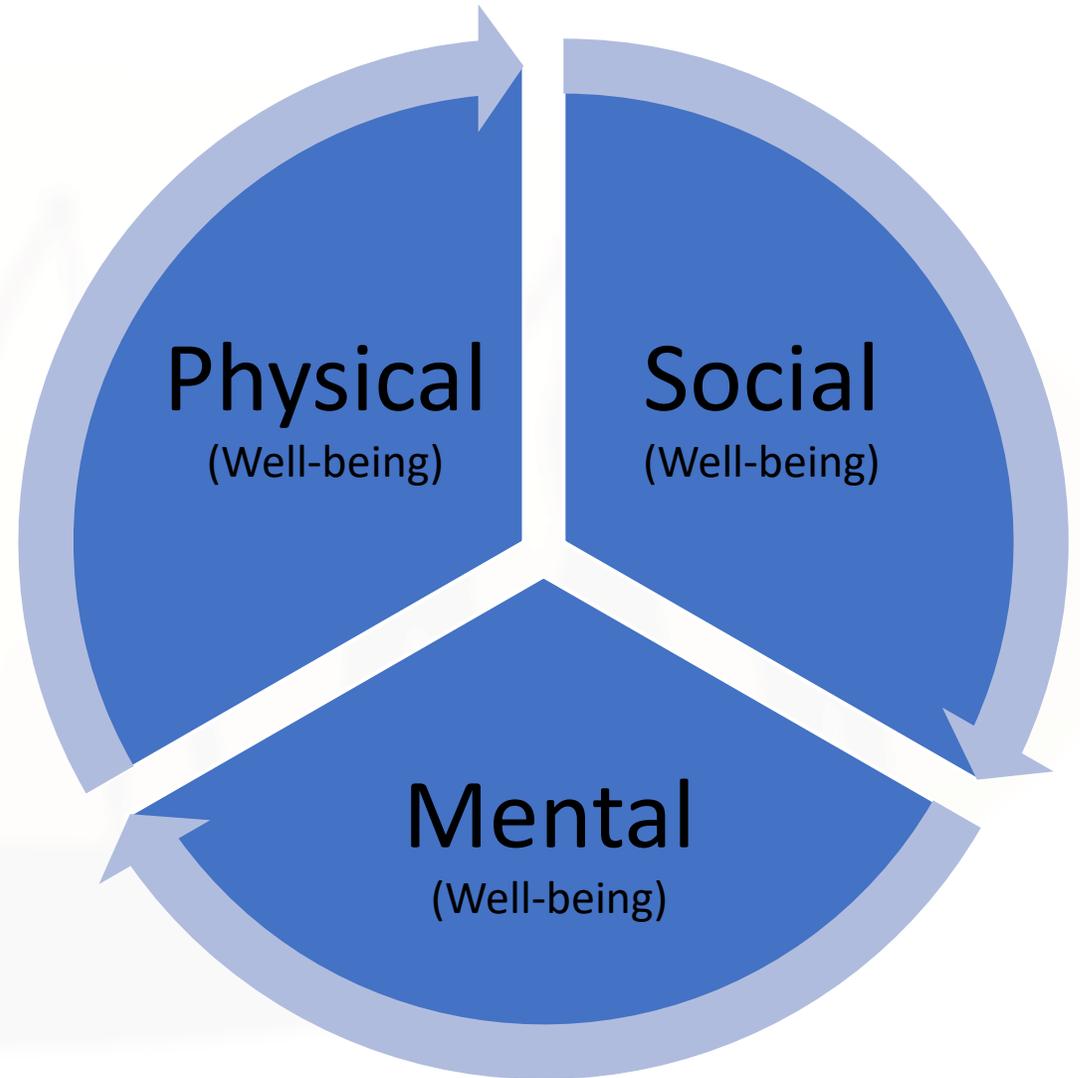
Positively Impacting Absenteeism and Workforce Productivity



World Health Organization

Health is the state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.

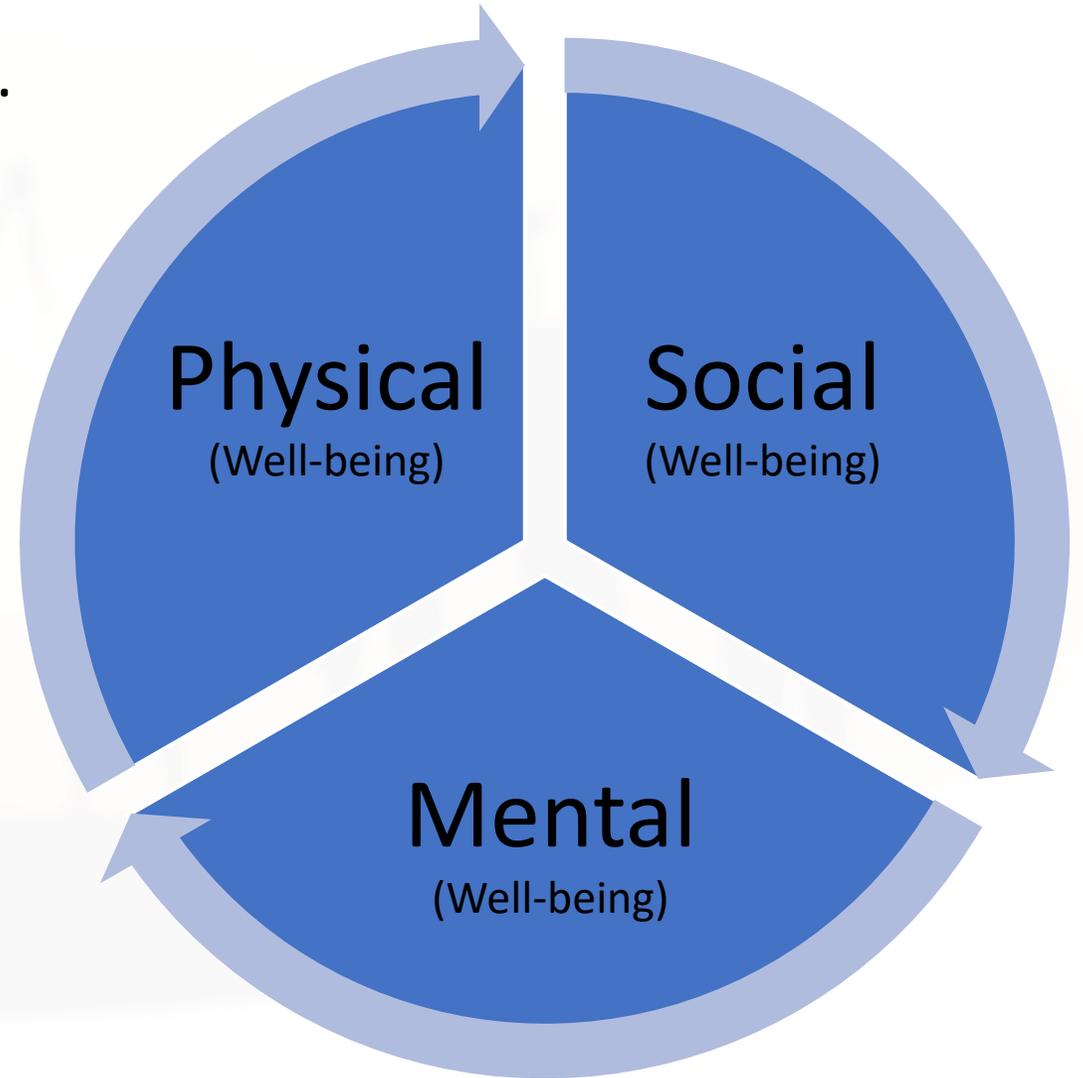
-WHO's official definition since 1948



A Chief Well-being Officer Helps You...

Achieve optimal health by focusing on both chronic disease and well-being.

- A focus on chronic disease management is an investment on the 10% who are driving your health care costs.
- A focus on prevention and well-being is an investment for 100% of your team, who are driving growth and profitability.



The Chief Well-being Officer Role Rarely Reaches Full-time Job Status.

- ✓ Those responsible for the wellness strategy have a primary business role and therefore struggle devoting time to a proven business strategy.
- ✓ Great leaders want a “health ecosystem,” but the professionals internally and/or externally responsible for its establishment and success are siloed in their experience and knowledge.
- ✓ The primary responsibility are to rise above the traditional departmental siloes and develop a culture of health and productivity where everyone becomes a champion of health and well-being for themselves and others.
- ✓ The initiative itself is assumed to be able to solve individual health and therefore health care costs.

What a Fractional Chief Well-being Officer Can Undertake?

Like other fractional executives, a Chief Well-being Officer (CWO) takes on an executive level role, but at a “fraction” of their time and costs. Businesses can utilize the CWO’s knowledge and expertise to transition from tactical benefits-based administration and wellness programming to optimal employee health and well-being for all.

1. Performance Analysis

Amid a culture that is contributing to burnout and a loss of sense of belonging (engagement), a CWO can help any organization systematically improve the health and well-being of its people, according to the American Medical Association (2022).

2. Financial Consulting

A CWO utilizes their project management skills in concert with advanced informatics and business intelligence – to better measure and interpret KPIs, as well as other contributing wellness investments that drive healthy outcomes while maximizing fiscal impact.

3. Roadmap & Planning

Chief Well-being Officers align operations, human resources, safety, finance, marketing, DEI, financial wellness, mental health, health, health care, benefits, public health, fitness, health coaching, and organizational leadership. CWOs design and develop strategies and programs in-line with company-wide initiatives – not just clinical health treatments.

4. Integrating Well-being and Business Performance

A CWO creates and maintains a system-wide ethos of social, mental, and physical well-being (health) by working alongside leadership, middle management, and employees to maximize each person's capabilities.

Great Fractional Chief Well-being Officers Have Experience

- Overseeing business operations/administration
- Negotiating health care benefits and total rewards
- Coordinating chronic disease management programs
- Vetting vendors
- Measuring performance (not just medical care costs)
- Communicating the message

Healthy ecosystems demand effort, energy, and enthusiasm. A CWO brings the VIGOR needed to drive well-being and business performance.

vig·or

/'vigər/

noun

1. physical strength and good health. *"I was 79, but still full of vigor and vitality"*
2. effort, energy, and enthusiasm. *"They set about the new task with vigor"*

Similar:

good health, strength, stamina, good shape, toughness, power, energy, activity, liveliness, vitality, enthusiasm, fervor, passion, determination, intensity

Opposite:

Weakness, listlessness, lethargy

Leading With V.I.G.O.R.

V = Visualize the goals that you want to achieve.

I = Integrate healthier decisions into your routines.

G = Maintain the the Grit to succeed.

O = Set realistic Outcomes from day one.

R = Be Resourceful to find what is necessary to succeed.

Impacting Lives and Profitability with VIGOR

Utilizing economic, societal, educational, and health indicators to showcase the correlation of comprehensive health strategies to:

- Influence health compliance
- Lower the levels of social isolation at work (and at home)
- Guide employees on economic prosperity
- Illustrate the correlation between wage growth and wellbeing
- Detail the positive effect of community wellbeing and business profitability

Primary outcomes:

Cultivate a unified language/message across multiple siloed departments

Develop the VIGOR Impact Statement™

Present and execute the key factors of success

Implement and manage the plan

CWOs Lead With VIGOR

- VIGOR Impact Statement™
- Health Ecosystem
- Business Performance



VIGOR Impact Statement™

A fiscal comprehension model establishing metrics that are both manageable and meaningful to making better decisions on culture, company-wide benefits, employee policies, recruitment strategies, and retention solutions.

A multidimensional index combining

- Career/Purpose well-being scores
- Physical well-being scores
- Social well-being scores
- Mental well-being scores
- Financial well-being scores

Subcategory indexes that help make decisions on:

- Belonging
- Corporate social responsibility
- Social determinants of health
- Business profitability

VIGOR Impact Statement™ Data Analysis

Community Score	Career/Purpose Score	Health Score	Isolation Score	Emotional Score	Values Score
Blue Collar Job: Natural resources, construction, and maintenance occupations	All age percent poverty	Adult Obesity%	Size and frequency of contacts	Poor mental health days	Spiritual Health Assessment Scale
Blue Collar Job: Production, transportation, and material moving occupations	Average Household Size	Adult smoking%	UCLA Lonliness Scale	% of available mental health professionals	The Valued Living Questionnaire (VLQ)
College education%	Average household size of owner-occupied unit	Alcohol impaired driving death %	De Jong Gierveld Loneliness scale	Suicide rates	The (Schwartz) Portrait Values Questionnaire (PVQ)
corporate income tax	Average household size of renter-occupied unit	Child mortality rate	Berkman Social Network Index	The Global Assessment of Functioning	The Personal Values Assessment (PVA)
High school graduation	Income inequality ratio	Exercise (proxied by access to exercise opportunity)	Social Determinants of Health	% of people living near family	Coherence Assessment Tool
Individual income tax	Median HH income	Health Dimension	Placemaking score	Number of friends they feel comfortable calling for emergency	Ethics Assessment Tool
Ln (White Collar Job)	Per capita personal income%	Low birthweight %			Faith-based affiliation
Percentage share of women	Under 18 percent poverty	Physican inactivity%			
Property Tax	Wealth Dimension	Poor or fair health %			
Share of Hispanic population		Poor physical health days			
Share of People who Voted		Premature death rate			
Social Association rate		Preventable hospital rate			
Sum of Blue-Collar Job		Primary care physician			
Sum of White-Collar Job		Unemployed %			
Total employment		Uninsured %			

An example of the types of data that can be collected and indexed to create an impact statement that tells the whole story and provides predictive modeling for practical application execution.

VIGOR Impact Statement™ Data Mining

Workplace Well-being Score

Unscheduled Absenteeism
Retention %
Average number of applicants per job
EAP utilization rate
Wellness programming participation rate
Ratio of lifestyle related illness to community data
Employee satisfaction survey
Job tenure
Compensation as compared to geographic compensation data

Community Well-being Score

Population growth
Job growth (blue collar and white collar)
Health data rates
Educational attainment
Residential engagement in community activities
Power of 10 place audit
Infrastructure assessment
Quality water
Accessibility to SDOH factors.

An example of various ways to breakout the data for specific analysis. Other areas of potential segmenting include Individual Well-being Score, Diversity Well-being Score, Age Well-being Score, etc....

Health Ecosystem



Cultivating a Health Ecosystem

Activating a health and well-being strategy that links to the existing medical care model will...



Provide a separate but equal structure that focuses on cost avoidance by keeping the healthy people healthy.



Allow the existing medical care system to focus on what it is designed to do - treat and manage the sick.

Generating a VIGOR Impact Statement[™] showcases the fiscal impact that health and wellbeing have on the organization – beyond the traditional medical costs.

Cultivating a Health Ecosystem

- The CWO integrates professional, personal, physical, and financial well-being of each employee, as well as embeds health and well-being into the larger business strategy.
- The CWO focuses on co-creating a well-built environment either virtual, hybrid or in office. This role works cross functional across divisions and departments to ensure upward trajectory of maximizing human capabilities.
- This is a strategic role that collaboratively collects and analyzes data, performs strategic and annual planning, supports and co-creates developing quality leaders, facilitates a supportive climate, deploys quality effective programs, optimizes resources, and focuses on quality improvement relentlessly.

Integrating Well-being and Business Performance Reduces Absenteeism

Health & Safety Executive statistics show that for 2006/07 almost 30 million days were lost because of work-related illness*. Stress, depression or anxiety accounted for 13.8 million days lost or 46% of all reported illnesses making this the single largest cause of all absences attributable to work-related illness. Over the last 5 years, work-related stress, depression or anxiety remains for each year the single most reported complaint.

In 2023, lost workdays from stress, depression or anxiety has gotten worse!

* <https://academic.oup.com/occmed/article/58/8/522/1466121>

Why Absenteeism is a KPI

- The yearly cost of employee absenteeism is 225.8 billion dollars, which is \$1,685 per employee, per year.
- The Bureau of Labor Statistics reported the national absence rate to be 3.6 percent in 2022, with the leading causes being injury and illness.
 - Workers also miss work if they are unhappy with their job, struggling with mental health issues, experiencing harassment in the workplace, or are suffering from burnout.
- Almost 50% of overtime is used to cover employee absences.
- The estimated loss of productivity due to unplanned absence reaches almost 40%.

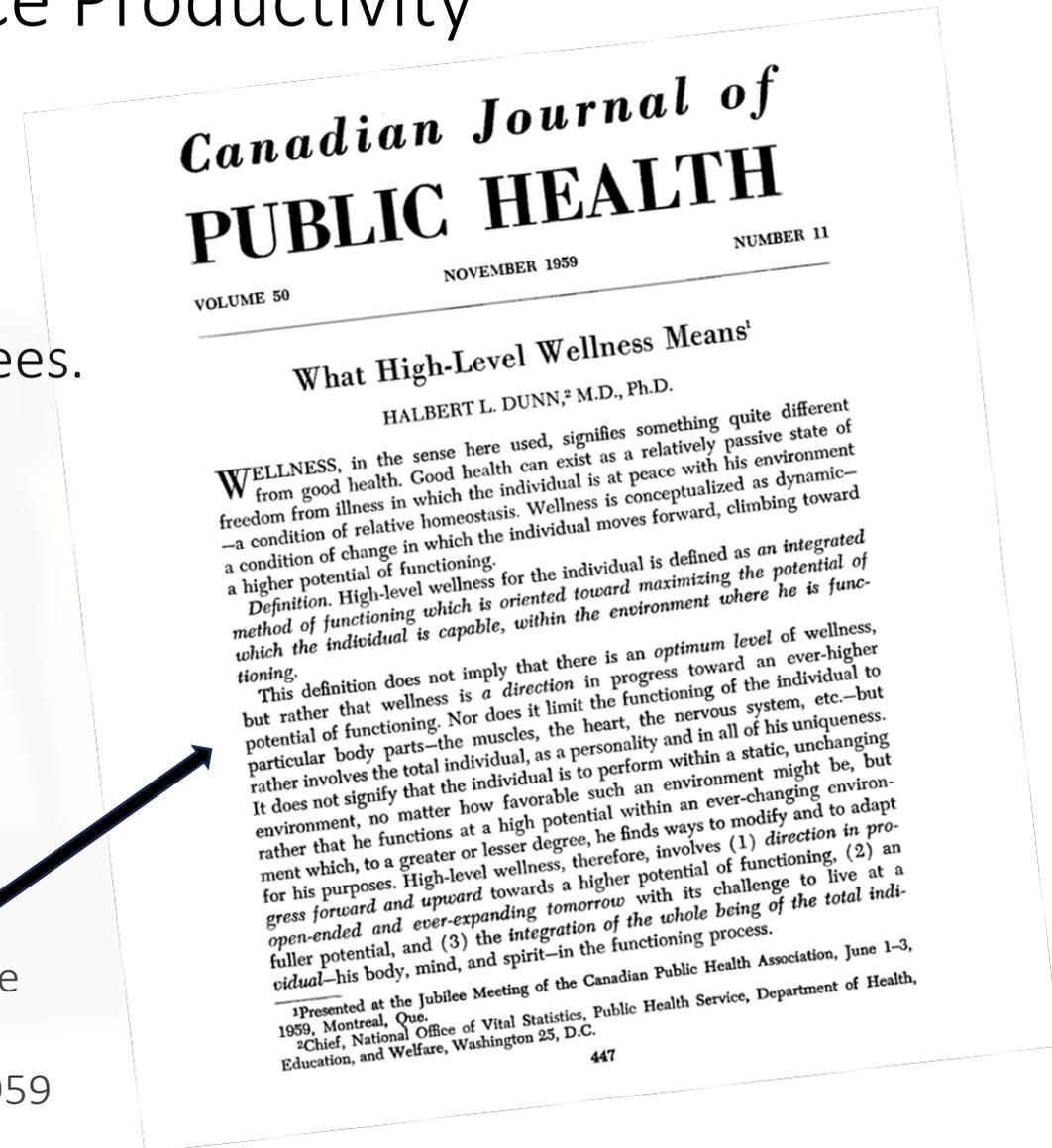
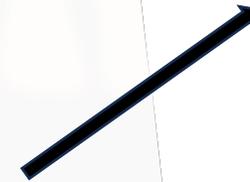
CWO's Role in Absenteeism and Workforce Productivity

A Health Ecosystem is having an environment that is conducive to maximizing the functionality of employees. This is also the root definition of wellness.

“Healthy places maximize human capability”

“An integrated method of functioning which is oriented toward maximizing the potential of which the individual is capable, within the environment where he is functioning.”

-Dr Halbert L Dunn 1959



CWO's Role in Absenteeism and Workforce Productivity

HOW A HEALTH ECOSYSTEM WORKS AND WHY IS IT IMPORTANT?

A health ecosystem is the collection of values, beliefs, assumptions, and norms that guide activity and mindsets in an organization. A healthy ecosystem impacts every facet of business, including:

- The way employees speak to each other
- The norms surrounding work-life balance
- The implied expectations when challenges arise
- How each employee feels about their work
- The permissibility of making mistakes
- How each team and department collaborate

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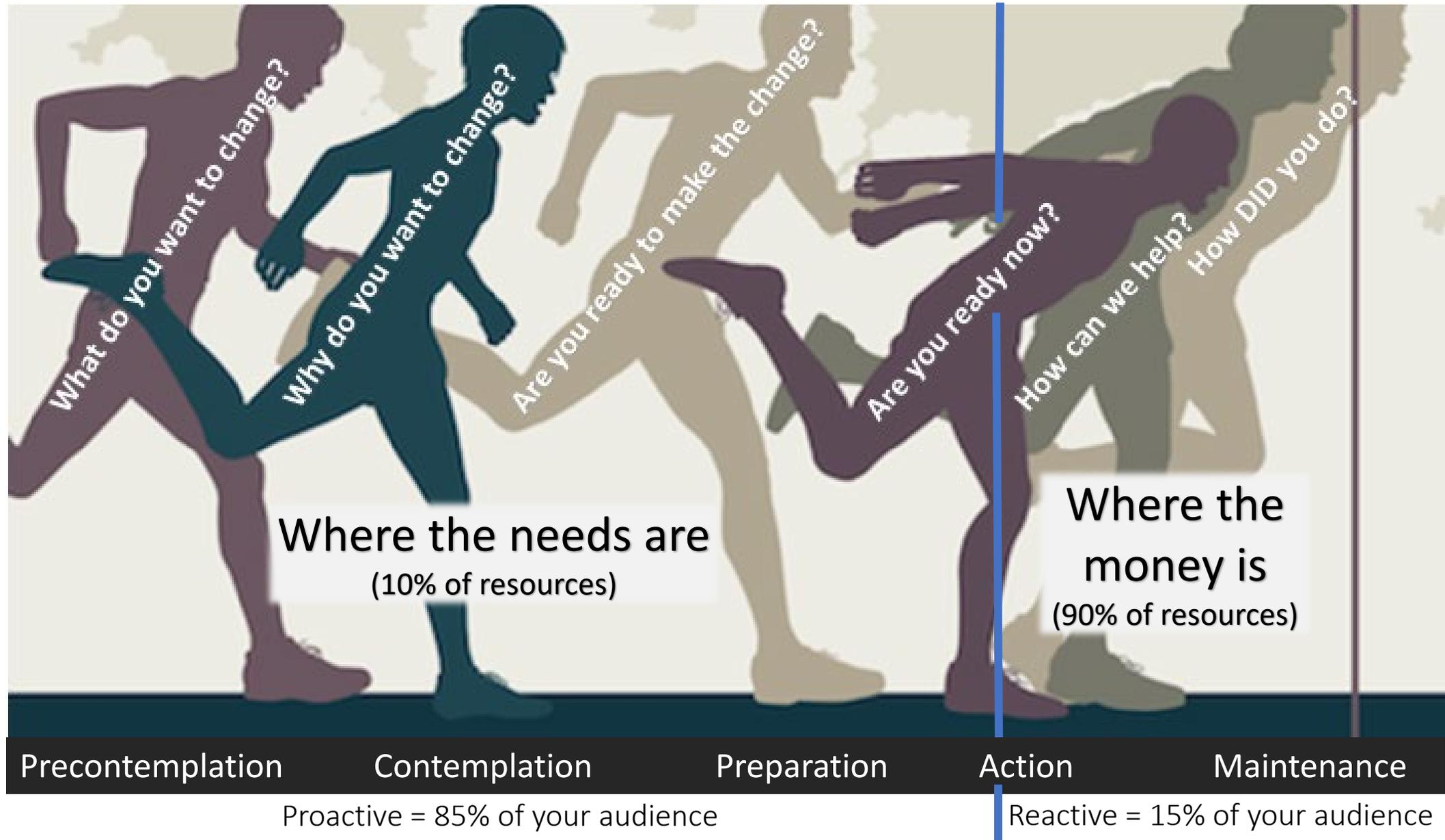
Your health ecosystem is a powerful driver of success. Having a strong ecosystem pays off financially:

- Impacts employees' motivation, which, in turn, influences their work's quality and efficiency, ability to reach goals, and retention rates.
- Fosters innovation which pays off in the form of new product ideas and creative solutions to problems.

The Simple Model for a Healthy Ecosystem...



Aligning Health and Productivity



NURTURING A HEALTH ECOSYSTEM!



Visualization | Integration | Grit | Outcomes | Resourcefulness

CWOs LEAD WITH VIGOR