



Preventative Wellness Programs Can Help Your Bottom Line

Now more than ever before, businesses are looking to cut costs without compromising quality.

Through organizational assessments, surveys and focus groups, many leaders have identified a growing threat to their organization's competitiveness and profitability—health care costs. Consider the following statistics, courtesy of the Centers for Disease Control and Prevention:

- Almost 21 percent of American adults are addicted to cigarettes--that's more than 46 million people
- Cigarette smoking costs more than \$193 billion each year (\$97 billion in lost productivity plus \$96 billion in health care expenditures)
- Secondhand smoke costs more than \$10 billion each year in terms of health care expenditures, morbidity, and mortality

These statistics help to demonstrate the severity of smoking-related health care costs and how critical it is that they be reduced. Through ongoing dialog with business leaders and benefits specialists, MIW has identified a growing trend that has the potential to benefit both employers as well as employees—containing health care costs through disease prevention and workplace wellness initiatives. Many organizations have already begun implementing various initiatives aimed at smoking cessation, such as:

- Providing free counseling, coaching and/or group support programs
- Recognizing and rewarding healthy behaviors through workplace incentives
- Extending wellness-related offerings to employees' spouses and/or family members, as this greatly increases their chances of success
- Creating special wellness intranet sites with information and news about upcoming programs
- Inviting employees to participate in seminars and webinars pertaining to wellness topics like smoking cessation

As you may have noticed, CFN recently launched another series of dial-in smoking cessation groups, which are scheduled to begin on November 18th, in recognition of National Great American Smokeout Day.

We at CFN's MIW program have always prided ourselves on keeping our clients abreast of the latest trends, as well as offering the most innovative, custom-fit solutions. Our intimate knowledge of our clients' organizational climate and culture allows us to provide the most effective and cost-efficient solutions possible.

For more information or to speak with a MIW consultant about implementing wellness initiatives in your organization, please contact makeitwork@corporatefamilynetwork.com.