

How to build a business case to ensure Board buy-in to your wellness strategy

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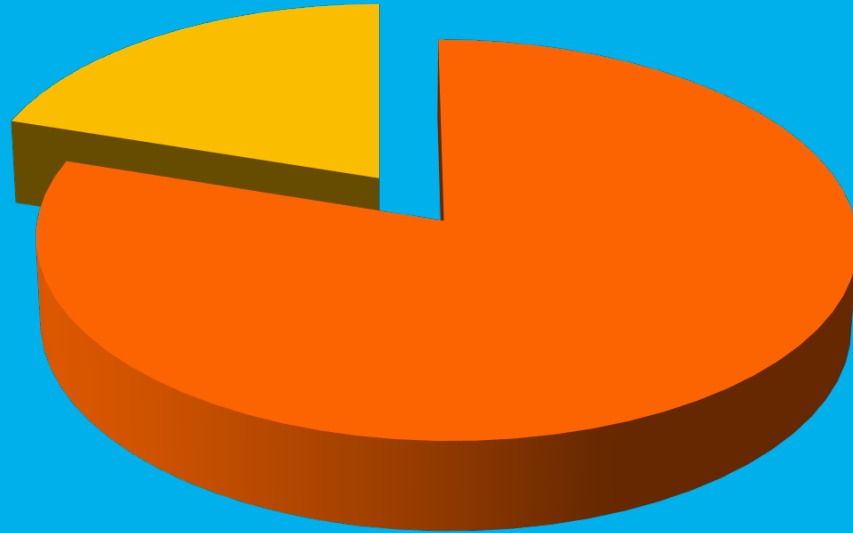
Agenda

- Who are we?
- Why do we do Wellness?
- Our early approach
- Our approach now
- ROI / VOI
- Summary
- Questions

Who we are..



20%

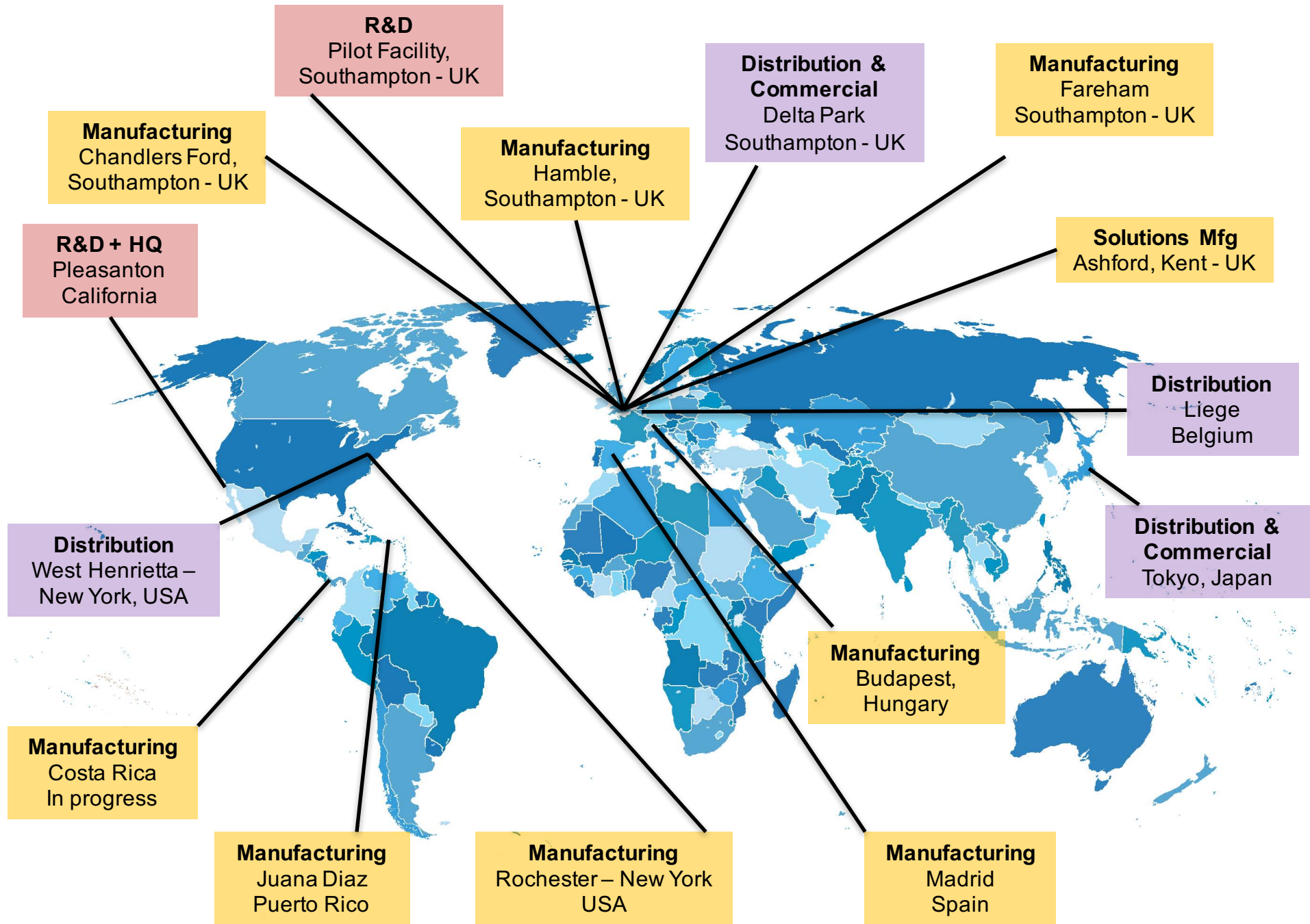


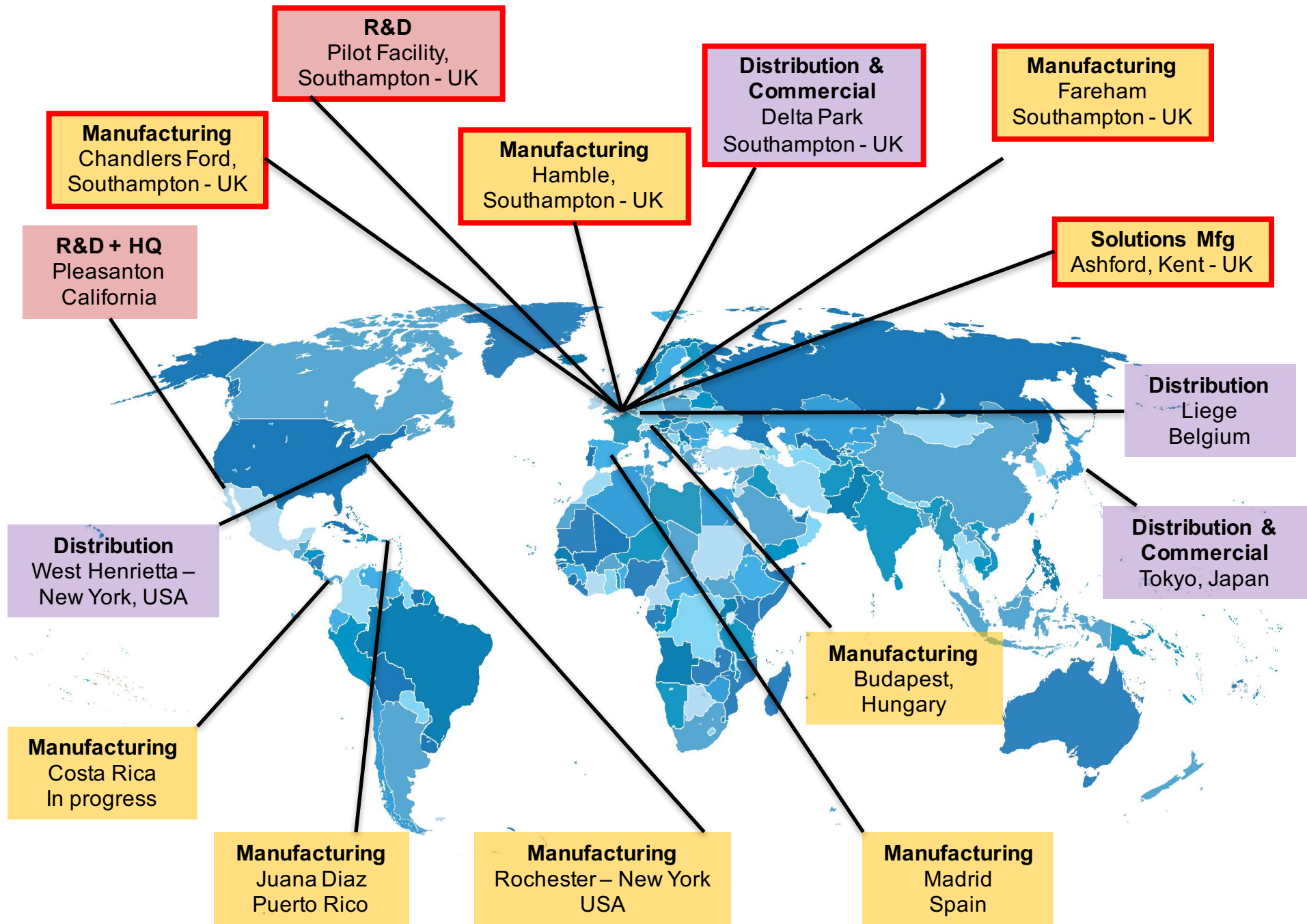
80%

% of revenue



- As a Cooper Companies our annual turnover in 2015 was **\$1.8billion**
- CooperVision employ approximately **9,000** people globally; **2,500** in UK
- CooperVision manufacture over **2 billion** contact lenses per year
- We have a **22%** global market share
- The **3rd** largest manufacturer of contact lenses in the world
- We have the largest product portfolio of any contact lens manufacturer, making the full range of products for all eye-care requirements.





Why do we do Wellness?

- Initially US focus on medical insurance cost reduction
 - “Global” Virtual walking program
- No real buy-in from UK management
- Employees “bought” with significant prizes and giveaways

Our early approach

- Ruby's story
- CEO buy-in
 - Fit with company ethos
 - “Employees are our #1 asset”
 - “ A quality of life company”
 - “We help people see better each day”
- Still no real buy-in from UK management

Our approach now

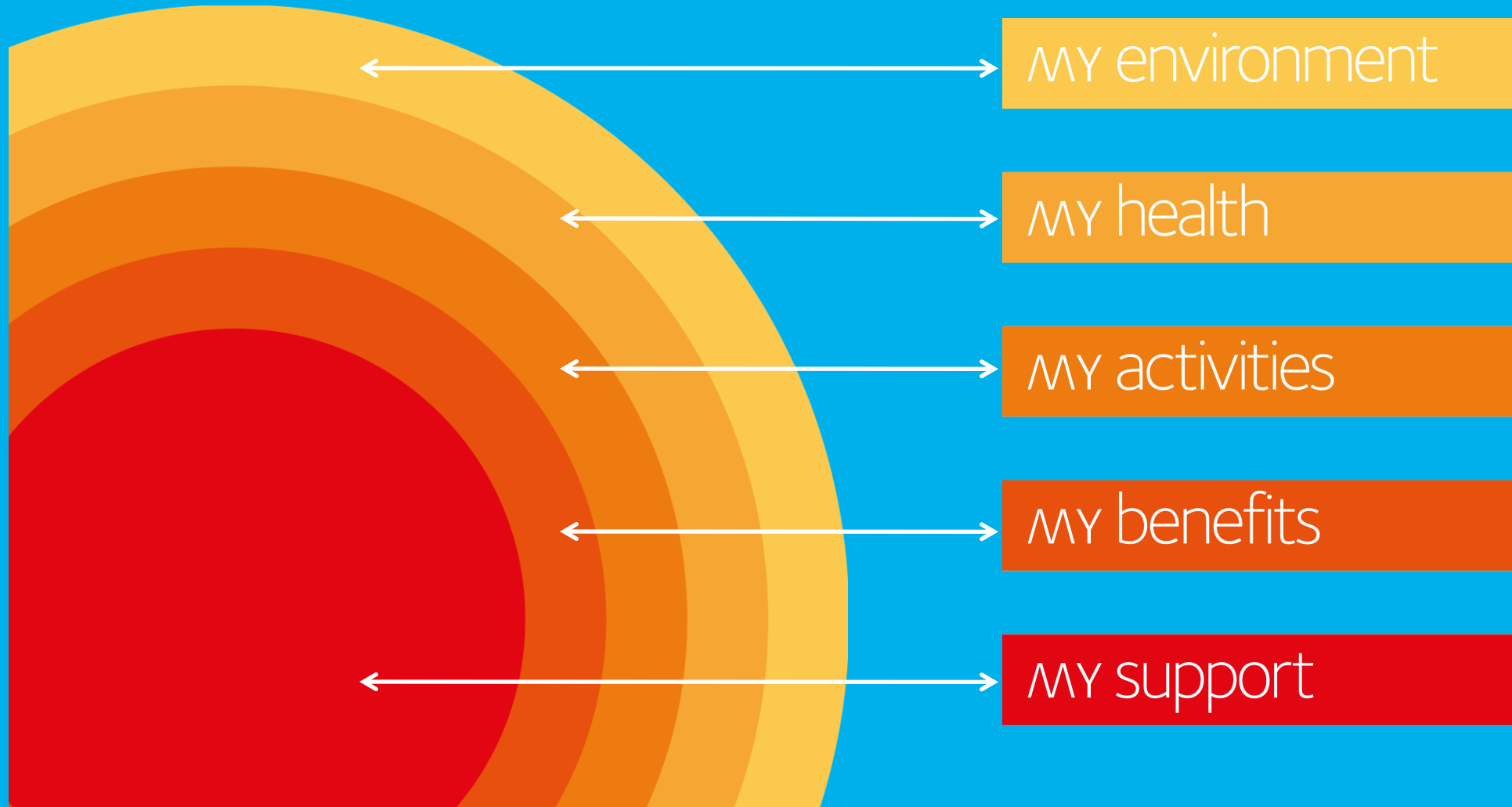
- UK took a holistic approach
 - Transformation from “Wellness” to “Well-Being”
 - Environment
 - Health
 - Activities
 - Benefits
 - Support
- Global Branding – Feb 2015
- Becoming truly global
 - Americas
 - Europe
 - Asia

Our tag line

There's more to work,
there's MyWellness.



The pillars.



MY environment

We want all our employees to work in a safe, engaging and supportive environment that fosters an innovative and amazing place to work.



my health

We're committed to helping you make healthy living choices by providing a broad range of options across all sites that are tailored to promote health and well-being just for you.



MY activities

Through charity events, family fun days, social events and sports groups, we aim to create a team culture that you'll love being part of – sociable, inclusive and fun.



my benefits

You are important to us.
To ensure you really feel
valued we offer a range of
life enhancing benefits for
you and your family now
and in the future.



MY support

We want to help you wherever we can, whether at home or at work. That's why we offer Wellness resources that provide guidance, education and more for you and your family.



ROI

What is ROI?

$$ROI = \frac{(Gain\ from\ investment - Cost\ of\ investment)}{Cost\ of\ investment}$$

It depends!

Why are you running a Wellness program?



Ask your Board!

What do they expect from Wellness?

- Lower healthcare costs?
- Lower absence?
- Lower employee turnover?
- Improved employee attraction?
- Employer brand / company image?
- CSR?
- Other stakeholders expect it?
- Personal health improvement?
- Moral imperative?
- Fits our values?
- Being a good place to work?
- Etc.



How do you measure VOI?

Multiple possible measures

- Productivity
 - Absence
 - Output
- Surveys - do employees feel supported?
- Employee turnover
- Cost to attract
- Work quality
- Etc.

Ask “Do you think health / wellness
Has anything to do with, say,
productivity?”



Summary

- Communication with and buy-in from management
- Wellness goals need to be business goals
- Businesses are different and have different goals – no single fit for Wellness goals
- Successful Wellness needs to be part of the culture of the company
- ROI – not sure it can work as a measure in UK
- More data to support VOI approach
- Strong, effective and consistent leadership



ROI / VOI

Ron Goetzel. Johns Hopkins University

Webinar: Is there a link between stock market price and having a great workplace wellness program

http://community.virginpulse.com/wr_buildingacultureofhealth?utm_campaign=0416+Webinar+-++ICYMI+SAB+Building+a+Culture+of+Success++&utm_source=hs_email&utm_medium=email&utm_content=28640969&hsenc=p2ANqtz-8vlhsGqaVCZI45eEMVUMe8Ajjplo00TOrVsvPoul_YOOZeV6TfiJyxKtWuQp-48vNASEKBGg1BXJ8SsvK58s3MJDQZw&hsmi=28640969



A final thought

The #2 objective of our CEO, Bob Weiss, is focused on Wellness

This is now being cascaded to all of our leaders



Questions?

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