

## Wellness & Safety Programs

# 5 BIGGEST MYTHS

### DEBUNKING COMMON BELIEFS

In this article, we'll debunk the 5 most common myths surrounding Wellness & Safety Programs and explain what makes a program successful.

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# 5 Biggest Myths Around Wellness and Safety Programs

Wellness and Safety Programs are essential tools for improving employee health, reducing healthcare costs, and enhancing workplace safety. However, despite their numerous benefits, many employers are hesitant to invest in these programs due to common misconceptions. Here we'll debunk the five biggest myths surrounding wellness and safety programs.

# 1

## **Myth: There's a Magic Budget Amount**

### **Fact: It's Not the Budget, It's the Program Design**

One of the biggest myths surrounding wellness and safety programs is that there's a magic budget amount that will guarantee success. In reality, it's not the budget that matters, but the program design. Take parenting for example, if you promise a child a reward for a certain behavior, the expectation is that if the action gets done, the reward follows. The whole principle loses its effectiveness if the reward is deferred to a later date. Another great example is smoking cessation. Every smoker knows the health risks related to long-term tobacco use. While the risks are well-founded and not theoretical, there still tends to be a level of disassociation. Smoking cessation programs that reward employees immediately for quitting are more effective than those that promise rewards in the future. The same goes for wellness and safety programs. A successful program design engages employees and provides immediate, tangible benefits.



# 2

## **Myth: Wellness Programs Don't Work**

### **Fact: They Usually Aren't Optimized for Engagement**

Another common myth is that wellness programs don't work. The truth is that those programs aren't optimized for engagement. It's no secret that in the United States, employers struggle to get their employees to engage in their health. A successful wellness program isn't just about getting employees to engage in healthier behaviors; it's also about creating a culture of wellness within the organization. When employees see that their company values their health and well-being, they are more likely to prioritize their own health and well-being. Companies like GoPivot are leading the way in optimizing wellness program engagement. By focusing on engaging employees through effective program design, wellness programs can be highly effective in improving employee health and reducing healthcare costs.

## **Myth: OSHA Doesn't Like Safety Incentive Programs**

### **Fact: They Love Programs That Reward Safe Behaviors, On the Spot**

# 3



It's a common belief that OSHA doesn't like safety incentive programs. However, OSHA doesn't object to safety incentive programs that reward employees for leading safe behaviors. Programs that reward for lagging behaviors should be avoided. These types of programs encourage the non-reporting of injuries, known as "bloody pocket syndrome." Instead, create safety programs that reward employees on the spot for safe behaviors. Using on-the-spot recognition which inspires healthier, safer habits, companies can reduce workplace accidents and injuries, resulting in lower workers' compensation claims and insurance costs. With the right program design, safety incentive programs can be a win-win for both employers and employees.

# 4

## **Myth: There's No ROI**

## **Fact: There Are Numerous Opportunities for ROI in Well-Designed Wellness Programs**

Some employers believe that there's no ROI in wellness programs. However, there are numerous opportunities for ROI in a well-designed program. For example, healthcare transparency can lead to immediate cost savings on care and services, such as prescriptions, imaging, and labs.

Reference-based pricing is one way that employers are taking control over health service costs. Take imaging for example, when going through insurance companies, imaging rates may be arbitrarily determined and often inflated.

Whereas, if a company predetermines rates through a certain imaging center, the company can save hundreds on a patient exam. Now multiply those cost savings times 3,000 employees. Expanding the wellness program to include other cost-saving initiatives, such as quality and safety, can also generate ROI. Claims reduction is a great opportunity, but it requires patience and fortitude to see the results. Creating a culture of prevention can lead to claims reduction over time.



## **Myth: Companies Have No Control Over Healthcare Costs**

## **Fact: It's About the Plan Design**

# 5

Employers often assume that healthcare costs are simply a given and that they have no control over them. However, this is a common myth that can lead to missed opportunities to reduce healthcare costs. By focusing on the plan design, employers can take proactive steps to manage their healthcare costs. Reference-based pricing, for instance, is a strategy that sets prices for medical services based on a benchmark price, such as Medicare rates, which can help lower costs. ->

Employers can also negotiate with pharmacy benefit managers to ensure they are getting the best prices for prescription drugs, including specialty drugs. Additionally, some companies look internationally for disease-related drugs that are more cost-effective overseas than in the U.S., which can result in significant cost savings.

## IN SUMMARY

Wellness and Safety Programs are not a waste of time and money. The right program can have significant benefits for both employees and employers. By designing programs that are engaging, incentivize safe behaviors, and promote transparency and cost savings, companies can create a culture of prevention and reduce healthcare costs. GoPivot is a leader in optimizing wellness program engagement and has a proven track record of helping companies achieve their wellness and safety goals

