

Living up to Healthier Expectations.



Thanks for participating in our webinar!
Here are the answers to some of the questions we received.

Q Does RBC® measure the outcome (ROI) of their wellness initiatives? I'd like to know in particular the employee health metrics such as BMI, LDL/HDL and BP, or disability rates, absenteeism and health plan costs.

Yes, we regularly monitor traditional metrics around our health and disability program. We are hoping that, in time, and with a continued focus on wellness, we will see a positive impact on year-over-year increases in the costs of our benefit programs.

We monitor the aggregate results from our wellness assessment such as BMI, cardiovascular risk, nutrition and exercise habits and reported stress levels. We also monitor participation rates in wellness initiatives, visits to our Living Well website, usage of the Employee Assistance Program, and we encourage employee feedback.

Q Are you monitoring employees to make sure they are living up to their Healthy Living Pledges?

Since 2007 was the first year we introduced the Healthy Living Pledges, they are meant to encourage employees to take steps towards living a healthier lifestyle. The pledges were an effective way for RBC to make wellness an integral part of the benefits program, and a way to provide a financial incentive to employees who are committed to living a healthier lifestyle.

We're here for our employees by gently reminding them that a pledge is a sincere promise. If they need support, we let them know about the variety of programs and resources that are available to help them with their personal wellness goals.

Q For your Wellness Assessment, did RBC create its own questionnaire or use a questionnaire available through a vendor?

We chose to use the assessment tool available to us through our health benefits provider. While the assessment tool has standardized questions for all users, we did customize it with additional questions to help us better understand our own employees' source and levels of stress.

Q How do you validate and track participation in the various wellness initiatives?

We believe it's important to reward employees for participating with either a financial incentive or the chance to win prizes, but it does vary from initiative to initiative.

And, to help us track participation, for the most part, we use electronic channels. For example, our online benefits enrolment system was able to provide the list of employees who elected to take the Healthy Living Pledges. For our wellness challenges, we were able to track participation through email or internet registration.

Q Do you find there is a big wave at the onset of these programs and then a drop in participation near the end? How are you overcoming or avoiding this?

Certainly, at the launch of any initiative there is bound to be a surge in participation because it's new. However, we are avoiding a drop in participation by building awareness and momentum with each wellness initiative. We find that by doing so, employees become more interested and aware of future initiatives. And with each new initiative, wellness becomes entrenched in the RBC culture and we spark further interest.

