

Online Wellness program vs. Onsite Wellness??

This article was written with the intent of creating awareness within companies that have the belief that a free online wellness resource is the solution to their wellness needs. In our country you can research any aspect of wellness, and we are not doing very well. The workplace is being affected dramatically with this epidemic of unhealthy employees increasing health care costs, increased absenteeism, increased presenteeism, increased prescribed drug use, and low productivity.

Our Onsite wellness programs versus a free online wellness resource have substantial differences, but some are more prevalent than others. With our Onsite programs we have no less than 59% employee participation by year end; with free on line resources there are participation totals ranging from 10% to 26%. Over the course of 1 year in terms of our Onsite programs we have achieved great results by lowering body fat and increasing weight loss. Our programs have yielded an average of 42% body fat loss amongst our clients and their employees; and in terms of weight loss we have averaged 103 lbs within each of our clients and their employees as well.

Most companies are very motivated to have a high availability of free online resources for their employees; now cost being the #1 reason for this choice. There may be several other reasons for this and most of them may be substantial, but if are you trying to create and promote a wellness program that will provide your company with healthier employees, a substantial ROI, increased employee participation, and minimized absenteeism then this article will make a lot of sense. *If you are just trying to create Wellness awareness within your workplace with flat line results then a free online resource is the "way to go"!*

Online tools are good for individuals to access information about themselves and possibly have wellness coaching available to them, but with an online Wellness program they cannot compare to the following contributions of an *On-site Wellness program*:

- * Increased employee Wellness accountability cannot occur with an online program, but with an onsite program each employee has a coach of some sort that has helped them to build on a new lifestyle so that they may obtain positive results.
- * An in person and truly nurtured relationship with their coach (Nutritional coach, Wellness coach, Fitness trainer, or Massage Therapist) cannot happen with an online resource. Online programs promote wellness coaching via telephone calls, but the information shared and the accountability is minimal.
- * Increased employee participation within the program; with just an online tool there is no one that the employees are accountable to or can help promote the program and recruit more employees into the program, with an onsite program this can happen.
- * To increase employee satisfaction levels, they cannot be increased by the use of an online system. The system only serves as a tool, not as an individual that they can relate to and talk with at anytime, or even meet for a coffee if they need the counseling.
- * An online system will not decrease health care costs, employee absenteeism, employee presenteeism, or prescribed drug usage, it only makes the employees more aware that there is a problem; an onsite program will force that person to take measures to rectify those conditions.

I have one analogy that seems to bring it home; having an online wellness resource is like having free access to a state of the art workout facility; but that facility is 200 miles away from your home. How good is that free access if you don't do anything with those resources made available and how likely would you fly 200 miles to get to that facility every week? On the flipside of that analogy, if that facility were 2 blocks from your home or office; how often would you use it then?

Companies with great intentions need to place more emphasis on receiving Wellness consultation from the experts if they want their program to be a successful one; and allow their company to achieve all of its goals and objectives at the first attempt.

BEFITBODY is a locally based Health & Wellness company with national capabilities that can provide you with Wellness program consultation. We can also provide you with any onsite resources necessary to complete your program. Our goal is to exceed 68% employee participation within your Wellness program, maintain high employee satisfaction, and create a substantial ROI for our clients.

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