



Is It Time for a Broader Approach? Recasting the Value of “Employee Health” with a Focus on Workforce Capability

This article is a response to a HERO survey of business leaders, which found that workforce health was not a top of mind driver of productivity and performance until leaders were asked explicitly about the role of health on such outcomes. One of the implications from the survey is if the workplace health promotion industry aims to broaden the value proposition for investment in workforce health and well-being, it is also necessary to rely on a more comprehensive and multifaceted approach to optimizing the human capital within an organization. The authors comment on an industry movement to pursue a more robust framework that links health and wellness with employee engagement, peak performance, and organizational well-being; presents a framework for what a more comprehensive and integrated approach involves; and offers considerations for practitioners that wish to successfully transition to a broader paradigm.

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