



# HERO FORUM<sup>2023</sup>

**Doing Well by Doing Good:**  
How Responsible Organizations are  
Addressing Societal Challenges

## **Fostering a Culture of Well-Being and Demonstrating the Benefits to Your Organization**

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A growing number of small and midsize organizations want to support employee well-being, but are challenged in 1) finding affordable ways to do so that are not a major administrative burden, and 2) measuring the impacts of these efforts to justify their organization's continued investment. This session will explore how a municipality facing these challenges designed a wellness program that leverages the right resources, incentives, and promotional strategies to create a well-workforce, and how they leverage data to demonstrate the impacts of their program on the overall health of their population.

### **Learning Objectives**

After completing this session, participants will be able to:

1. Identify opportunities to develop and deploy a successful wellness program with limited resources.
2. Describe how to design a wellness program to engage employees across the spectrum of health.
3. Leverage data to evaluate program impacts on cost, risk, and utilization trends in their population.
4. Apply ongoing program evaluation plans and limitations.

**1 CEU (ADV)**

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