



***Pillar 2***

*Health and Wellness Strategic Plan*

**Why is a health and wellness strategic plan necessary in building a culture of health and well-being?**

*Insights from NEXTpert, Mark Cunningham-Hill, MB CHB (MD), FFOM, FCOEM*



## Why is Pillar 2 – Health and Wellness Strategic Plan – important to employers?

“Companies that achieve a true benchmark culture of health and business success have a solid health and wellness strategic plan. It starts with a compelling vision of what the organization wants to achieve, which is supported and communicated from the top of the organization. However, as the educator and writer, Lee Bolman said ‘A vision without a strategy remains an illusion.’ It is therefore vital to have a multi-year strategic plan which operationalizes and sequences actions to maximize success.”



## How does Pillar 2 – Health and Wellness Strategic Plan – contribute to a culture of health, safety, and well-being?

“A strategic plan ensures that actions are taken in the right sequence to optimize the success of an organization’s well-being program. It ensures that investments made in time and resources are delivered at the right time maximizing impact and return on investment. It supports effective budgeting and planning.”



## How does Pillar 2 – Health and Wellness Strategic Plan – affect the workforce population?

“Having a strategic plan means that services and resources are offered in a logical sequence minimizing confusion and ensuring optimal employee engagement.”





## Why does sequencing matter for this pillar?

“Organizations that provide solutions and resources, without ensuring the organization and employees are ready or understand how to utilize these resources, frequently fail to get the full benefit of the services. Sequencing ensures that everything happens in the right order, ensuring crucial aspects are in place before moving forward.”



## A NEXTpert's insights on incorporating Pillar 2 – Health and Wellness Strategic Plan – into a workplan:

-  A strategic plan is not a one-and-done endeavor. The plan must be reviewed at least annually to ensures the organization stays on track and key metrics are met.
-  A annual review provides reassurance that the investment in developing a culture of health and well-being is progressing and improved health and costs are met.



“In addition to having a vision, mission and strategic plan supported by a budget, a strategic plan ensures that the culture of health and well-being programs address all five cohorts of the population health continuum from keeping the well well, through to supporting those at risk, or with acute, chronic, or catastrophic health issues. Remember to give information on your organizations approach to the health and well-being of its employees in recruiting and onboarding”

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