



CEOs Make Wellness at Work a Priority for 2016

Fitbit Health Solutions surveyed 200 CEOs at companies with between 1,000 and 10,000 employees to understand the business case for wellness. See what they had to say.

Corporate wellness is increasingly being viewed as a key component of business success.



88% of CEOs report that their companies already have a corporate health and wellness program in place.

94% of CEOs believe a health and wellness program is essential to attracting top talent.



Good things come to companies with wellness programs. Here are the top 5 benefits CEOs believe in:



53% more engaged employees



51% increased employee retention



47% lower healthcare costs

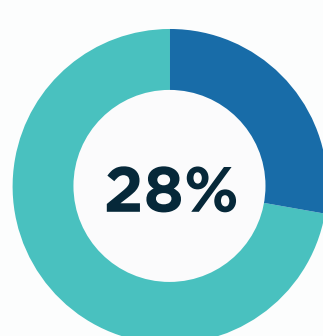


47% stronger sense of community

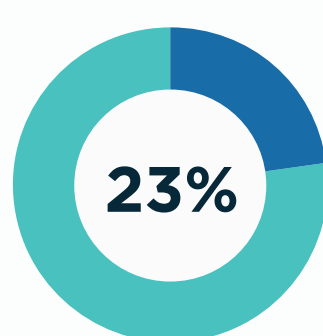


44% fewer sick days used

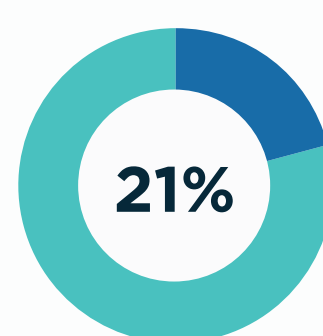
However, there's also room for improvement. Here are the top issues CEOs face:



hard to keep track of data



low employee participation



high cost

CEOs are also interested in ways to keep programs fun and motivating:

44%

with a health and wellness program have updated the program elements within the last year

77%

said their companies hosted an activity challenge as part of their company's corporate wellness program

95%

were interested in providing additional incentives to employees who use a fitness tracker

95%

said their companies are likely to organize an activity challenge for their employees in the next year

Want to help your company take steps toward better health? Learn how Fitbit Health Solutions can help you and your company by visiting www.healthsolutions.fitbit.com.

Source: 2015 Fitbit Health Solutions Survey of CEOs, companies with 1,000-10,000 employees, n = 200
IG-001-C



HEALTH SOLUTIONS