Evaluate
the Outcome

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There are several good reasons why you should evaluate your worksite wellness program:

▶ To obtain feedback so that you can adjust and improve your programming efforts

▶ To measure change and demonstrate success

▶ To validate the need and value of your program

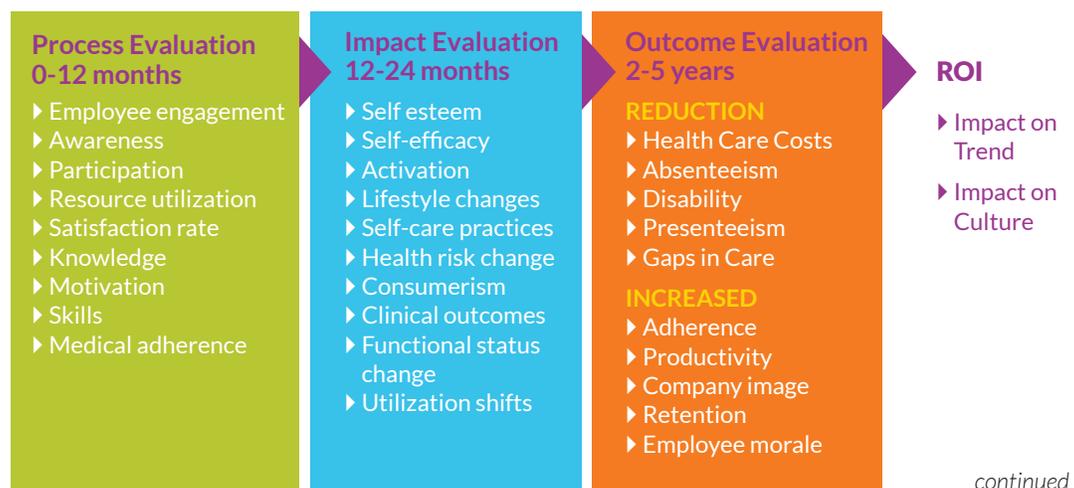▶ To secure ongoing resources and support

Evaluation Objectives

An evaluation of your wellness program should measure the success of its administration, as well as overall outcomes of the program, including cost/benefit analysis, if possible. Through analysis of a specified time frame, you may want to determine:

▶ how many employees successfully completed the program

▶ how satisfied participants were with program components
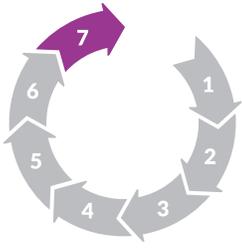
▶ whether identified objectives were achieved

Evaluation Framework and Metrics

The model below illustrates organizing performance measures into a logical and sequential roadmap for setting goals and expectations at specific intervals. The foundational assumption is that each measure, when shown to record a favorable outcome, is a marker for the increasing likelihood that subsequent measures also will record outcomes changing in the desired direction.

As a program is launched, the focus should be on program implementation and **process** evaluation metrics to ensure that the program is gaining early acceptance and traction within the eligible population. **Impacts** can be assessed as soon as repeat measures are available for comparison. However, enough time must be permitted to pass before significant impacts can be expected. **Outcomes** that require cultural support and significant intervention (e.g., weight management) may take up to two years to see in terms of population-level shifts in health trends.

Process Evaluation 0-12 months	Impact Evaluation 12-24 months	Outcome Evaluation 2-5 years	ROI
▶ Employee engagement	▶ Self esteem	**REDUCTION**	▶ Impact on Trend
▶ Awareness	▶ Self-efficacy	▶ Health Care Costs	▶ Impact on Culture
▶ Participation	▶ Activation	▶ Absenteeism	
▶ Resource utilization	▶ Lifestyle changes	▶ Disability	
▶ Satisfaction rate	▶ Self-care practices	▶ Presenteeism	
▶ Knowledge	▶ Health risk change	▶ Gaps in Care	
▶ Motivation	▶ Consumerism	**INCREASED**	
▶ Skills	▶ Clinical outcomes	▶ Adherence	
▶ Medical adherence	▶ Functional status change	▶ Productivity	
	▶ Utilization shifts	▶ Company image	
		▶ Retention	
		▶ Employee morale	

Process Evaluation:
Occurs both during and after the first year of the program

Process evaluation is also known as program evaluation, which assesses the basic operational success of the program, including how well the program was implemented, employee awareness of the program and satisfaction. An annual survey can be used to measure these areas.

Another key indicator of the program's success is the level of employee participation. This can be measured throughout the program's implementation by using sign-in sheets at various seminars, health education classes, fairs, screenings, as well as, vendor reports for health assessments, etc.

Sample program administration assessment questions:

▸ Has the program been successful in attracting and keeping participants?

▸ Who is using the program?

▸ Were all activities implemented as planned?

▸ Which activities are most popular?

▸ Did the program meet the participants' needs?

▸ Are participants happy with class instructors, program materials, incentive choices, etc.?

▸ Are there policy or management barriers that prevent employees from participating?

Impact Evaluation:
Occurs one-two years after the start of a comprehensive program

Impact evaluation focuses on the effects of the various interventions introduced to your employee population. Was the program able to accomplish the desired results? A Health Assessment can be used to establish baseline data for your evaluation at the beginning of your program and can be used to assess whether improvements in behavior or risk factors have occurred.

Outcome Evaluation:
Occurs 2-5 years after the start of comprehensive program

An outcome evaluation focuses on the ultimate goal of the program, generally measured by financial and health outcomes. Use available data, such as health care claims costs, employee absenteeism data, health risk status information, utilization of disability and workers' compensation benefits and costs; and employee satisfaction surveys to measure employee morale.

Sample outcomes objectives:

▸ Reduced health care costs

▸ Improved morale

▸ Reduced workers' compensation costs

▸ Reduced absenteeism and turnover