



***New Solutions for HR's
Biggest Productivity
Challenges***

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Recently a leading US benefits broker* conducted a study among more than 400 senior Human Resources and Finance executives at mid-sized employers. The purpose of the study was to identify their key employee benefits priorities and concerns.

Employee Productivity and Wellness and overall **Benefit Costs** were identified as the top two employer concerns. Over 80% of the survey participants reported that improving overall employee productivity and wellness was their organization's primary human resources priority. Benefit cost concerns were a close second.

Both of the top concerns are echoed in data from other sources. Overall US worker productivity is waning and employee engagement is startlingly low. The US Department of Labor reports that **productivity gains are at the lowest level since the 1970s** and a recent Gallup poll reported that **less than a third of US workers are actively engaged** in their jobs.

The concern about overall benefit costs isn't the least bit surprising. The rising cost of health insurance continues in its long-term trend of being one of the largest expense items for virtually every US employer. Worse yet, health insurance cost continues to grow at double-digit levels with no end in sight.

While the tendency is to identify the insurance industry as driving those costs, such simplistic scapegoating overlooks the elephant in the room: Over 70% of health costs are driven by so called lifestyle diseases and poor worker health habits. US obesity rates are at the highest level in history; 15-17% of Americans still smoke; and the Centers for Disease Control estimate that less than 80% of American adults engage in the minimum daily recommended exercise each week to maintain good health.

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The Productivity Problem: A Continuing Conundrum

These findings correspond directly with our own research and experience working with more than 3,000 HR and Finance executives at employers throughout the country. Employee productivity has always been a key issue; in fact, productivity losses driven by employee personal problems led to the emergence of Employee Assistance Programs (EAPs) as a solution.

**Hub International*



At ESI, we began with just such a mission more than 30 years ago. A decade later, we began to broaden our definition of employee assistance to cover virtually any issue or problem that might detract from an employee's productivity. Today ESI delivers the broadest suite of benefits of any other EAP. This comprehensive approach resulted in a utilization rate that is more than double the levels found with traditional EAPs. Perhaps more important is the fact that employees who use the ESI EAP experience a 23% reduction in employee lost productivity due to those personal problems.

Over the last decade, it became apparent that personal problems are not the only issues inhibiting employee performance and productivity. There are several other productivity killers. **Poor worker health, low levels of engagement** and a **lack of adequate training** all contribute to low worker productivity. To begin to build solid performance and productivity improvement strategies, several issues need to be addressed.

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Total Approach to Closing Productivity Gaps Required

Most of the productivity-inhibiting issues are interconnected and optimally require solutions that address the totality of the person. Plus, our experience with thousands of employers of all sizes tells us that there are a great many things that an individual employer can do to make significant improvements to employee engagement, productivity and wellness.

Our focus at ESI had been to do all that we could to help the one in five employees who experienced a personal problem severe enough to impact productivity to resolve those issues quickly and get back to work.

But it became obvious to us that if we were to help our client employers make a more substantial impact on productivity, we needed to address not just the one in five or 20% of the employee population, but to help 100% of the work force to maximize performance and reach full potential.

**Gallup Poll*



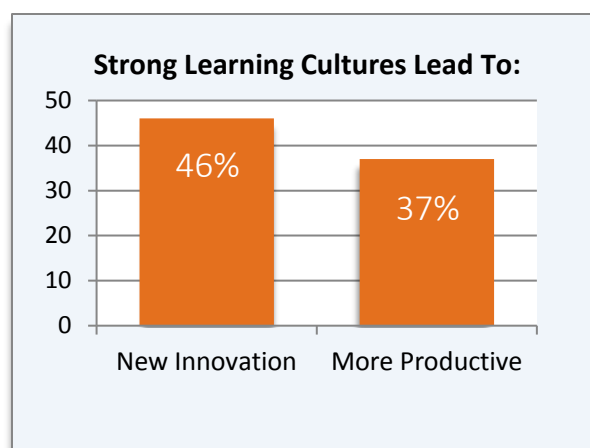
That's what has led us to introduce **Peak Performance Benefits** as an extension of our comprehensive EAP benefits. This offering encompasses three components—all designed to improve engagement, performance and productivity:

- **Peak Performance Knowledge Center**
- **Peak Performance Personal and Professional Development Coaching**
- **Peak Performance Wellness Coaching**

Employees have access to a deep library of more than 300 on-demand, state-of-the-art personal, professional and management development trainings. These trainings are the finest trainings available today.

We have also added Personal and Professional Coaching that is delivered by our senior clinicians to help employees improve performance at home and on the job.

Finally, we've added our Wellness Coaching program as part of the Peak Performance benefits. Members have unlimited access to our Certified Wellness Coaches.



Research by Deloitte Consulting demonstrates organizations that develop a strong training effort are more innovative. Deloitte reports that these organizations are 46% more likely to be first to market with new innovation and are 37% more productive.

When Forbes recently reported on their 100 Best Companies to Work For, they pointed to employee training and development as a key element in the success of these organizations.

Our Peak Performance results are still early, but impressive. Employees who access the training and coaching programs enjoy higher levels of engagement and commitment.

The professional and management trainings help create improved performance and productivity.



Two thirds of the employees who access the wellness coaching are able to reach their health improvement goals. And we do all this while delivering a stunning return on the modest investment the program requires.

To us, it is patently obvious—employers who foster learning along with personal and professional development in their organizations, do better. And Peak Performance Benefits are the backbone of just that sort of effort.

ESI's EAP represents the most effective solution for those 20% of your employees who are confronted with personal problems. Peak Performance Benefits offer a cost-effective opportunity to improve productivity, performance and employee health status.

