

Analyzing the impact of wellness programs on employees at
Vipul Medcorp Pvt Ltd.

Submitted in the Fulfillment for Dissertation Training At
Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram
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Submitted

by

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Enrollment No: PG/15-17/073

Post- Graduate Diploma in Healthcare IT Management

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Redefining Healthcare Services...

Vipul Med Corp Insurance TPA Private Limited

An ISO 9001:2008 Company

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The certificate is awarded to

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in recognition of having successfully

completed her Internship in the department of

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and has successfully completed her Project on

Analyzing the impact of wellness programs on employees

Date: 10.02.2017 – 10.05.2017

Organisation: Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram

She comes across as a committed, sincere & diligent person
who has a strong drive & zeal for learning

We wish her all the best for future endeavors



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Shalini Yadav** student of *Post Graduate Diploma in Hospital and Health Management (PGDHHM)* from *International Institute of Health Management Research, New Delhi* has undergone internship training at **Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram from 10.02.2017 to 10.05.2017.**

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dr. A.K. Agarwal
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Certificate of Approval

The following dissertation titled "Analyzing the Wellness of programs on employees" at "Vipul Medcorp Pvt. Ltd., Udhyog Vihar, Phase 5, Gurugram" is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of Post Graduate Diploma in Health and Hospital Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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This is to certify that Ms. Shalini Yadav, a graduate student of the Post- Graduate Diploma in Health and Hospital Management has worked under our guidance and supervision. He/ She is submitting this dissertation titled "Analyzing the impact of wellness programs on employees" at "Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram" in partial fulfillment of the requirements for the award of the Post-Graduate Diploma in Health and Hospital Management.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.


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**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Analyzing the impact of wellness programs on employees** and submitted by **Ms. Shalini Yadav** Enrollment No. **PG/15-17/073** under the supervision of **Dr. Nishikant Bele, Associate Professor** for award of Postgraduate Diploma in Hospital and Health Management of the Institute carried out during the period from **10.02.2017** to **10.05.2017**. embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.


Signature

FEEDBACK FORM

Name of the Student: Ms. Shalini Yadav

Dissertation Organisation: Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram

Area of Dissertation: Wellness

Attendance: 98%

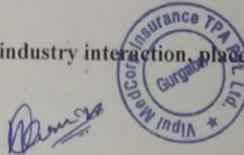
Objectives achieved: Timely Completion of task given with full Sincerity

Deliverables: Analyzing the impact of wellness programs on corporate employees

Strengths: Very hard working & sincere. Have good efficiency

Suggestions for Improvement:

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):



Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: 11/05/2017

Place: Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram

Acknowledgement

“Successful passage & outcome of every work comes with dedication, determination & team work. All these turn futile in the absence of visionary guidance.”

I would like to extend my sincere thanks to the staff of Vipul Medcorp Pvt Ltd., Udyog Vihar, Phase 5, Gurugram for extending its cooperation & never ending help in the process of understanding various dimensions of an organization. It's highly appreciated for the time spent by them for participating in discussions & lending valuable inputs.

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Lastly, a vote of thanks to everyone to indirectly helped out to make this report reach the final stage of completion.

Ms. Shalini Yadav

Overview of Vipul Medcorp

INTRODUCTION

Vipul Medcorp is currently managing over 5.4 Million lives across India and the rest of Asia.

Vipul Medcorp is engaged in the managed healthcare facilitation & has obtained a license from IRDA for TPA activities (Health) and offers its clients a wide array of services and products in the following areas: Third Party Administration (Health) services (TPA)

- Claims Handling, Management & Back office operations
- HealthCare Assistance Services
- Outpatient HealthCare facilitation & Management
- Tailor Made Insurance products
- Second Medical Opinion
- Cost Containment Services
- Preferred Service Provider (PSP) Networks
- Evacuation Services

Mission & Vision

“Vipul Medcorp has been the pioneer in recognizing the need of wellness and happy living in the Indian markets. With the help of the discussions with clients, Vipul has matured its wellness offerings after doing rigorous pilot testing. These offerings range from online health services like Second Medical Opinions, health check-up bookings to Health Discount Cards, customised health check up packages and lots more.”

Vipul Medcorp’s mission is ‘to provide affordable, accessible, reliable Healthcare’ and their vision is ‘Healthcare for all’

ORGANIZATIONAL PROFILE

Headquartered in Gurgaon with branch offices in New Delhi, Noida, Faridabad, Vrindavan, Jaipur, Mumbai, Kolkata, Bangalore, and Chennai & Cochin.

Wide Medical Network of over 2000 + hospitals, Diagnostic Center & Chemists. Operates a 24/7 Assistance Centre. Tailor-made software developed in-house with full web-based access for Claims Tracking, On-Line Access and Querying.

Professional manpower presenting our clients with benefits derived from our knowledge & experience of the medical network, TPA & Insurance fields. Dedicated Panel of Doctors, enabling us to render Second Medical Opinion, Case Management and Medical Procedure Audit.



SERVICES

- Claim processing & reimbursement, for non-network hospitals
- Computerized Medical History records
- Cost containment services for Insurance Companies & Insured with inadequate Insurance
- Online assistance to Insured during hospitalization & filing of claim documents
- 24hrs Ambulance/Doctor on call and Emergency services
- Priority admission in hospitals
- Hospitals/ nursing Homes all over India
- Tariff rationalization & Provider accreditation
- Evacuation Services i.e. Medical repatriation and medical escort

Service Level Agreements:

For deliverance of services the SLA (Service Level Agreements) are in place, which would be signed with various Insurance companies and the corporate groups.

H3U

H3U is a platform developed by Vipul Medcorp which helps to connect with a host of wellness services and products. It offers each individual user a customised solution as per their specific profile and needs. H3U provides specific solutions for individuals as well as groups with complete tracking programs for special health conditions. H3U enables healthcare access through its complex technology platform served through an extremely simple interface to enable access to quality healthcare with great ease. It is specially designed to provide wellness programs to different customers.

IMPORTANCE OF WELLNESS SECTOR

In India, wellness is a concept which has been in vogue since ancient times. Traditional medicinal and health practices like Ayurveda and yoga have propounded the concept of mental and bodily wellness. Most of the ancient wellness concepts have largely focused on the basic needs of an individual within the need hierarchy, namely a focus on health, nutrition and relaxation. With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for social acceptance, exclusivity and collective welfare. Chiefly influenced by changes in society and in the lifestyles of individuals, this change has also been accelerated by extraneous factors like globalization and a greater awareness of the need for wellness among individuals. Wellness players, thus have responded to this change, shifting their focus from traditional offerings like curative healthcare and value oriented mass products to new generational offerings like preventive healthcare, luxury products and personalized services. Perhaps the many instances of young corporate honchos collapsing in the past year or two has been a wake-up call to the average Indian that it is time to give their health, priority. A direct consequence is that most people have adopted some or the other form of physical activity in a bid to attain fitness and sustain high energy levels that go with success. Adjacent industries such as retail, healthcare, hospitality, among others, are assimilating wellness as part of their value proposition, opening up huge opportunities going forward. The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 1990s to a comprehensive ecosystem today. This ecosystem comprises consumers, providers, adjacent industries, facilitators and the Government. While the Consumers mainly comprise a young population with rising income levels and the increasing need to look good and feel good, which has led these young consumers to seek wellness solutions to meet lifestyle challenges, the Providers offer wellness services and products to meet the hygiene, curative and enhancement needs of the consumer. The Adjacent industries, such as healthcare, media, retail, gaming, hospitality and education capitalize on the growth of the wellness sector to generate additional revenue streams, leverage existing competencies and offer a wider array of services/products to customers while the Facilitators, include employers, insurance companies and schools, who are likely to play a key role in encouraging and inculcating pro-wellness habits among consumers

going forward. The last participant, the Government wears multiple hats in its roles as a provider, facilitator, enabler, and regulator in the industry.

Some of the key industry trends in this sector, include:

- The growing wellness industry has attracted many domestic entrants and international players.
- Established players are pursuing revenue maximization through product and service diversification
- and are exploring new global and domestic markets. Franchising is emerging as a popular option for scaling up.
- Companies are actively seeking public and private equity investments to fuel their growth.
- While there is strong optimism about future growth prospects, recovery of investments may spread over a longer horizon than anticipated.
- There exists an opportunity for micro-segmentation to develop more targeted value propositions for consumers and commercialization of traditional Indian home remedies.

The NABH (National Accreditation Board for Hospitals & Healthcare Providers) defines Wellness as “a state of a healthy balance of the mind and body that results in overall well-being.” As per a recent study by the Stanford Research Institute International, the global wellness industry represents a market of nearly US\$ 2 trillion as opposed to the Indian Wellness Industry, which is a US\$ 9.8 billion market; accounting therefore, for less than 2% of the global wellness industry. It is interesting to note the manner in which this industry has used the business potential of traditional Indian practices and home remedies and has moved from being a notion about luxury services to becoming a necessity. This is attributed to the fact that people want to live longer and healthier lives and so wellness, at some leveler the other, is no longer the comfort of the rich. It is believed that with the active involvement of the government and private participants, the wellness industry in India can create visible impact on a global scale. By 2015, wellness services alone are expected to have the potential to generate three million job opportunities. However, it is critical for the government and private participants to simultaneously invest in education infrastructure and quality standards to provide further impetus to the industry. The overall wellness market in India is estimated at INR 490 bn and wellness

services alone comprise 40% of this market. While users and providers form the core actors in the wellness space, industries like media, education and the government form the support pillars to sustain this sector. The media industry, comprising of players in the TV, radio, newspapers and events space has begun to take an active interest in the wellness space. Media has facilitated proliferation of the wellness concept through events and wellness specific program content. Alliances with wellness providers for generating content and the launch of wellness specific TV channels and magazines has underscored the importance of wellness as sector for media companies. Educational institutes have also begun to consider the wellness education as a facilitator for a lucrative professional career. State run ITI's along with several private players have begun to offer certificate courses in therapy, fitness training and other aspects of the wellness space.

With India being a hub for traditional wellness therapy, Government agencies have begun to support activities facilitating the development of wellness centers for domestic users and lucrative international tourists. Coupled with wellness being a lucrative sector for tourism, the Government has also taken an active interest in promoting wellness activities like yoga among people, with special classes among school children for overall holistic development. On the regulatory side, the Government has also taken steps to ensure quality standards in wellness offerings. Government agencies like the Quality Association of India (QAI) and the National Accreditation board for Hospitals and healthcare (NABH) have drawn out guidelines to be followed for effective product and service delivery.

Wellness industry:

The Indian wellness industry was estimated at close to Rs85,000 crore in fiscal year 2014-15 and is expected to grow at a compounded annual growth rate (CAGR) of nearly 12% for the next 5 years. The industry can achieve about Rs1.5 trillion by FY20, according to a recent report by Ficci and EY. It shows that wellness will be a key growth driver of health insurance in India.

India's population today is relatively young (due to the high birth rates) with about 47% of the population expected to enter the elderly phase down the line.

Health characteristics, which include the burden of diseases, productive years lost, and cost of health care, among others, are key drivers of economic growth for emerging markets like India.

With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for one's own well-being, uniqueness and collective welfare.

Primarily influenced by societal changes and individual's lifestyle trends, this revolution has also been enhanced by external factors such as globalization and a greater awareness of the need for wellness among individuals.

Wellness players, in alignment with above trends, have responded by shifting their focus from traditional offerings like curative health care and value-oriented mass products to new-generation offerings like preventive health care, luxury products and personalized services.

However, the end customer reach of the wellness is still limited due to the regulated environment of the insurance or health care providers and the regulators have now taken their first steps to encourage wellness and this will drive today's fragmented industry to become a marketplace, providing a common platform for various wellness aggregators.

As the government takes steps to align itself with the ecosystem, it is important to simultaneously address the challenges of design and implementation, which outline the effectiveness of the wellness offerings and the ease with which they are made available to each of the entities in the value chain, to adopt to the shift.

For example, pairing a life insurance policy with a wellness plan encourages customers to take action to improve their personal health as well as reduce their premiums.

THE PROBLEM:

Demanding schedules, high stress levels and performance linked perquisites in private sectors, nearly 42.5% of employees in private sectors are afflicted from depression or general anxiety disorder, compared to government employees with lesser levels of psychological demand at work, as stated in an ASSOCHAM study coinciding with the “World Health day” noted.

Day ahead of the World Health Day (April 7) prepared by the associated chamber of commerce and industry of India (ASSOCHAM) on “Preventive Healthcare: Impact on Corporate Sector” reveals that depression is the first hard hit disease that was observed among the respondents, with 42.5 per cent of the corporate employees suffering from this lifestyle disease. The rate of emotional problems such as anxiety and depression has increased by 45-50% among corporate employees in the last eight years, according to the ASSOCHAM recent study.

The report is based on the views of 1,250 corporate employees from 150 companies across 18 broad sectors like media, telecom and knowledge process outsourcing (KPO) etc.

The report included the major cities like Delhi-NCR, Mumbai, Bangalore, Kolkata, Chennai, Ahmedabad, Hyderabad, Pune, Chandigarh, Dehradun etc. A little over 200 employees were selected from each city on an average. Delhi ranks first afflicted from depression or general anxiety disorder followed by Bangalore (2nd), Mumbai (3rd), Ahmedabad (4th) Chandigarh (5th), Hyderabad (6th) and Pune (7th).

As per report, around 42.5% of the sample population are suffering from depression or general anxiety. Obesity is the second hard hit disease that was observed among the respondents, with 23% of the sample corporate employees suffering from obesity alone can modify occupational morbidity, mortality and injury risks that can further affect workplace absence, disability, productivity and healthcare costs. High blood pressure (B.P) and diabetes are the third and fourth largest disease with a share of 9 per cent and 8 per cent respectively as suffered among the corporate employees. Spondylosis (5.5 per cent), heart disease (4 per cent), cervical (3.0 per cent), asthma (2.5 per cent), slip disk (1 per cent) and arthritis (1.5 per cent) are the diseases that are mostly suffered by corporate employees.

Increasingly demanding schedules and high stress levels are leading to depression or general anxiety disorders in individual lives and have wide ranging effects like daytime fatigue, physical discomfort, psychological stress, performance deterioration, low pain threshold and increased absenteeism.

Nearly 38.5% of corporate employees sleep less than 6 hours in a day due to high stressed levels that arise out of tough targets set for themselves by employers and cause diseases like depression, hypertension, sugar etc.,

In terms of the physical fitness, it was found that around 57% of the employees in the private organization said they 'do not exercise at all', 23% do physical workout devoting less than 1 hour/week, 12 %of the employees exercise for 1-3 hours/week, 8% of employees exercise for 3-6 hours/week and merely 7% stay fit by exercising for more than 6 hours/week. This indicates that dedicated workout (exercise) can delay or prevent diabetes, some cancers and heart problems. It even reduces feelings of depression and anxiety. However, lack of exercise may increase risk factor for developing headaches.

As per the ASSOCHAM findings, about 48% of respondents said that they feel fatigue on regular basis due to general anxiety and close to 27% of participants in the survey admit that they suffer from regular headache. “Work pressure is a killer these days. Lack of self-confidence, unrealistic expectations and a nutrient deficient diet are factors that trigger off the condition too. Biological, psychological and environmental factors play a role too.

There are several physical and psychological factors that increase the risk of depression are:

- Lifestyle factors (e.g., poor sleep habits, excessive caffeine use)
- Environmental conditions (e.g., noise, extreme temperatures)
- Circadian system disruptions (e.g., shift work)
- Mental health disorders (depression, substance abuse)
- Medical disorders (e.g., hyperthyroidism, cardiovascular conditions, joint and low back pain)
- Neurological disorders (e.g., Parkinson's and Alzheimers' disease)
- Other sleep disorders (e.g., obstructive sleep apnea, restless legs syndrome)
- Stress (interpersonal, occupational, financial)
- Medication use, side effects, and discontinuation

Risk factors

There has been a major epidemiological transition in India in the last 25 years, and the focus has shifted from communicable to non-communicable diseases (NCDs).

The major reason for this is the change in economic conditions, resulting in a shift towards an unhealthy lifestyle.

Currently, India is suffering from high morbidity and low mortality, caused by the triple burden of infectious, communicable and NCDs.

In India, the occurrence of NCDs and the resultant morbidity becomes even more prevalent in an aging population. Chronic NCDs have increased over five-fold in the aging population, especially for those above 60 years.

Primarily, there is a growing concern to address the increasing burden of NCDs, which are responsible for two-thirds of the total morbidity burden and over half of deaths.

Recognizing the gravity of situation, in 2013–14 the government started the National Program for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Strokes (NPCDCS).

Currently the NPCDCS program is being implemented in 35 states and union territories of the country, and is expected to cover the entire country by the end of 2017.

However, this initiative is very recent and it will take significant effort and time to arrest the growth of non-communicable diseases in India.

Wellness programs:

There are two main types of wellness programs:

Management of specific diseases

This is appropriate if the target population consists mostly of high-risk individuals. A program is developed to tackle such illnesses as type 2 diabetes and heart disease. The program also helps individuals manage and reduce their risk factors.

Management of behavioral risks (or risk factor reduction)

This is a more broad-based approach. It focuses on unhealthy lifestyle choices such as smoking and lack of exercise and can include workshops, newsletters and sports competitions. Many companies tailor wellness programs to suit diverse types of employee. They will run a program that focuses on specific risk factors for senior management and a more broad-based approach for other employees. In both instances a regular employee health assessment, paid for by employers, can greatly inform individuals and the employer about risks to health – and what should be done to reduce the risk of chronic disease.

These are the key, and interrelated, areas in wellness campaigns that employers want to improve:

Education: People must be taught how to lead healthy lives. They must be shown how to avoid the behavior that causes the risk of chronic disease. These lessons must be practiced, reinforced and rewarded. Whatever is taught must consider employees' environment and culture.

Involvement: In some instances, less than 10% of the employee population have enrolled in their company wellness programs and those who participate are not always those most at risk. However, some programs are attracting over 70% of the workforce. This has been accomplished by offering incentives, by better communications and through the support of a company's international and local management.

Changing behavior: Enrolment in a wellness program does not always change a person's behavior. Employers are exploring ways to encourage employees and their families to live the lessons learned during these programs. By focusing on incentives for employees and their families, companies can improve the impact of wellness programs.

Making it stick: The changes brought by wellness programs can only last if they become part of the culture of the company and the wider community. Employers must coordinate these efforts inside and outside the workplace. The leading companies in wellness programs have executed “from the top” strategies. Results are short-term if changes in behavior are not embedded in the culture of the company and the community.

Wellness programs are good for employees

Employers run wellness programs because they want to:

- Improve performance and productivity and reduce indirect costs such as absenteeism and presentism (on-the-job effectiveness). As shown in the figure below, employers interviewed in the NBGH and PricewaterhouseCoopers (PWC) survey indicated that improved productivity and reduction of indirect costs are the primary reasons for investment in wellness programs.
- Cut the healthcare costs of employees.
- Be more attractive places for people to work.
- Be more socially responsible and to improve their corporate image.

Challenges:

Paucity of skilled and trained personnel is one of the biggest challenges in the industry today. Wellness services, it is estimated, will require 600,000 additional skilled personnel over the next five years. However, their availability is a concern. Effective monitoring of the industry is a challenge and on hindsight it seems as though the initial attempts at quality accreditation have not been impactful.

Challenges faced by users: Users of wellness products and services face around the quality of the offerings, primarily due to the following aspects:

- Substandard facilities and poor infrastructure, especially in the unorganized sector
- Unresponsive staff and poor ambience
- Doubts over the availability and skill of the service provider, thereby hampering reliability
- Usage of substandard, ineffective and harmful products by service providers with a view to regulate costs
- Over promise and under delivery by service providers leading to unmet expectations of the clients

Challenges faced by providers: Our focus on organized providers in the wellness space reveals several key challenges, a few of which are influenced by the cost of providing the service, while the rest are independent of cost:

- Inherent cost and locational advantages of unorganized players leading to strong competition
- Price sensitivity of the Indian customers, affected by the limited knowledge of wellness service offerings
- Significant Investment costs and long payback periods due to a lag in creating brand credibility and loyalty
- Shortage of skilled manpower and rising costs of inputs, rentals, advertising and promotions

- Regional differences in the expected wellness service offering, leading to a non-standardized approach for offerings

Challenges faced by media: Media players face multiple challenges around the sustainability of creating a business model focused on wellness, influenced by the following factors:

- Difficulty in attracting a large base of players in the wellness field to generate cost effective advertising solutions
- The inherent nature of localization in wellness services prevents media companies to organize customer centric events across regions cost effectively
- Creating wellness specific content for media can be a major challenge due to a paucity of experts

Challenges faced by education providers: Sustainability of wellness-based education players is challenged mainly by low consumer base and lack of authorized body, detailed in the following aspects:

- Lack of awareness among the potential learner base, combined with a false notion of low monetary benefit out of such an education
- Sustained focus among the learner base on traditional streams like science and commerce
- Lack of accreditation/recognition bodies to underscore credibility and enable differentiation

Challenges faced by the Government: The Government faces challenges mainly due to the high extent of un-organization in the various segments in wellness, in addition to the following aspects:

- Difficulty in application of control over unorganized sector
- Difficulty in implementing a control mechanism for regular monitoring and auditing unorganized players
- Hurdles in creating awareness in the consumers around the benefits and safety of the centers which are compliant and accredited

Future prospects:

In a country where the scholars and vaidyas conceptualized and defined the field of ayurveda, wellness is a natural extension of the preventive approach. Consumer lifestyles along with growing influence of global trends are now changing the face of wellness and making wellness a part of a consumer's everyday life. While Indian players have forayed in the wellness industry, the potential remains largely untapped. This is also attributable to the challenges that the players face, mainly due to the nascent stage of the industry. As the industry grows in an unorganized and uncoordinated fashion, these challenges become even more cumbersome. Therefore, it now becomes imperative for players to identify their potential and challenges, and derive solutions to tap the potential and overcome the challenges. To address these challenges private participants and the government share a common agenda in developing education infrastructure and improving quality standards in the industry. Private participants will have to work together to create a visible rating mechanism for the industry, that can provide an assurance of quality among consumers. In addition to this, greater collaboration with the government to create education infrastructure and generating internal and external awareness on quality accreditation are key action areas for private participants. The government on its part has to ensure that there are systemic checks for monitoring and that certified and licensed personnel are employed in critical service areas. During the next three years, it is estimated that the Indian wellness industry will grow at a CAGR of 20% to reach INR 875 bn. Consumers and their needs will continue to evolve, driving the transition from remedial care to a more holistic view on preventive care. This augurs well for the wellness industry in India. Considering the challenges prevalent for the wellness sector, each stakeholder needs to have a clear focus on issues corresponding to their area of operation

Users

Providers to enhance assurance on quality of service provided by improving around two key quality parameters i.e. technical competence and personal quality

Providers

- Focus on building a business model which can be sustained from a financial point of view

- Develop a product portfolio which balances ‘footfall generators’ and ‘footfall preservers’
- Invest in building collaborative distribution models to enhance depth and breadth of coverage and reach
- Ensure on delivering high standards in customer relationship and experience management
- Focus and engage with the media facilitator to undertake regular and appropriate communication with the users

Facilitators

- Focus on providing support to enhance quality, create awareness and promote wellness
- Enhance quality of the institutes and human resources being trained by these institutes

Stimulate the development of the wellness industry, regulate providers, initiate planning among different government entities and promote India as a wellness destination

REVIEW OF LITERATURE:

Wellness promoted at the organization level has many benefits including reducing medical costs (Baicker, Cutler, & Song, 2010), chronic illness incidence and severity (Heinen& Darling, 2009), absenteeism, and increasing work performance (Mills, Kessler, Cooper, & Sullivan, 2007).

Promoting health behaviors in workplace settings creates a unique opportunity to target health messages to the specific organizational culture, needs and preferences of employees, and to leverage the social capital of organizational membership and influence (Heinen& Darling, 2009).

Most of the studies on workplace wellness programs have focused on the effectiveness of the health intervention activities (among them promoting physical activity, controlling weight and others) (Conn, Hafdahl, Cooper, Brown, & Lusk, 2009). Findings provided enough evidence to suggest that there was linear relationship between safety and health, retirement plans, flexible scheduling and service delivery.

Aim of the study

To analyze the impact of wellness programs on employees

Objectives of the study

1. To analyze reasons of participation of employees in wellness programs.
2. To analyze Impact of different wellness activities on the employees.

Research Methodology

(a) **Sample Design**

Cross – Sectional Study

(b) **Study Area**

Gurugram

(c) **Sample Population**

Employers served by VipulMedcorp

(d) **Sample Technique**

Convenience Sampling Technique

(e) **Sample Size**

Total Size: 180

(f) **Data Analysis**

MS Excel

(g) **Primary Data:** The two main methods by which primary data is collected:

- Direct Interaction with the employees of different corporates and questionnaire
- Online questionnaire

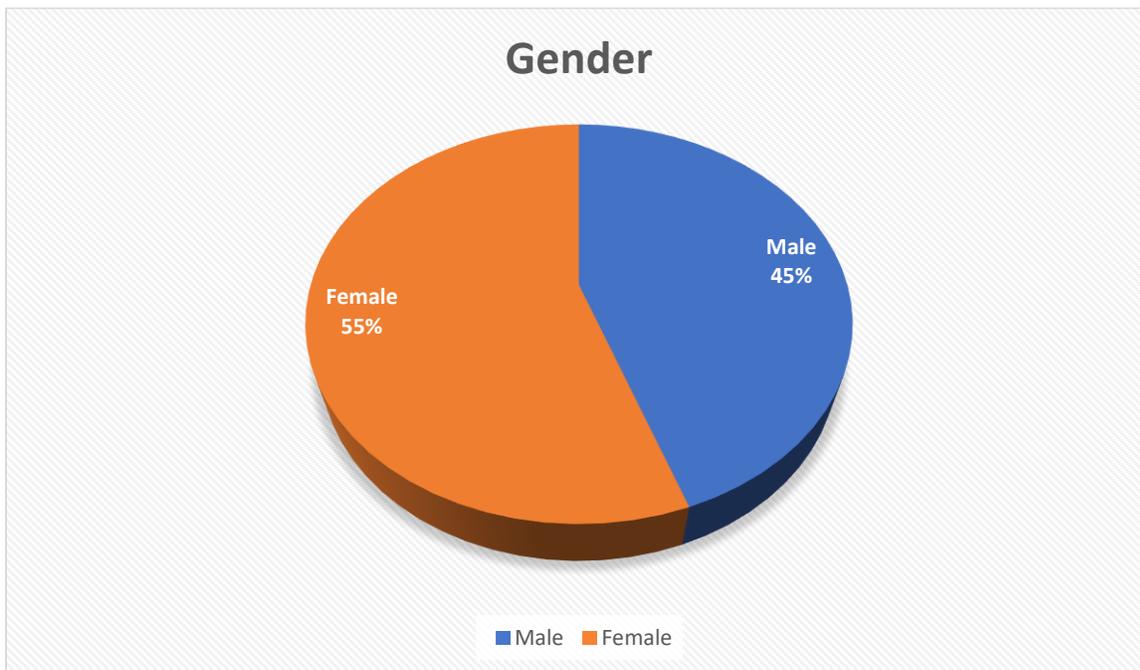
(h) **Method:** Data is observed from the responses of the employees through online questionnaire and through direct communication.

(i) **Duration of the Project**

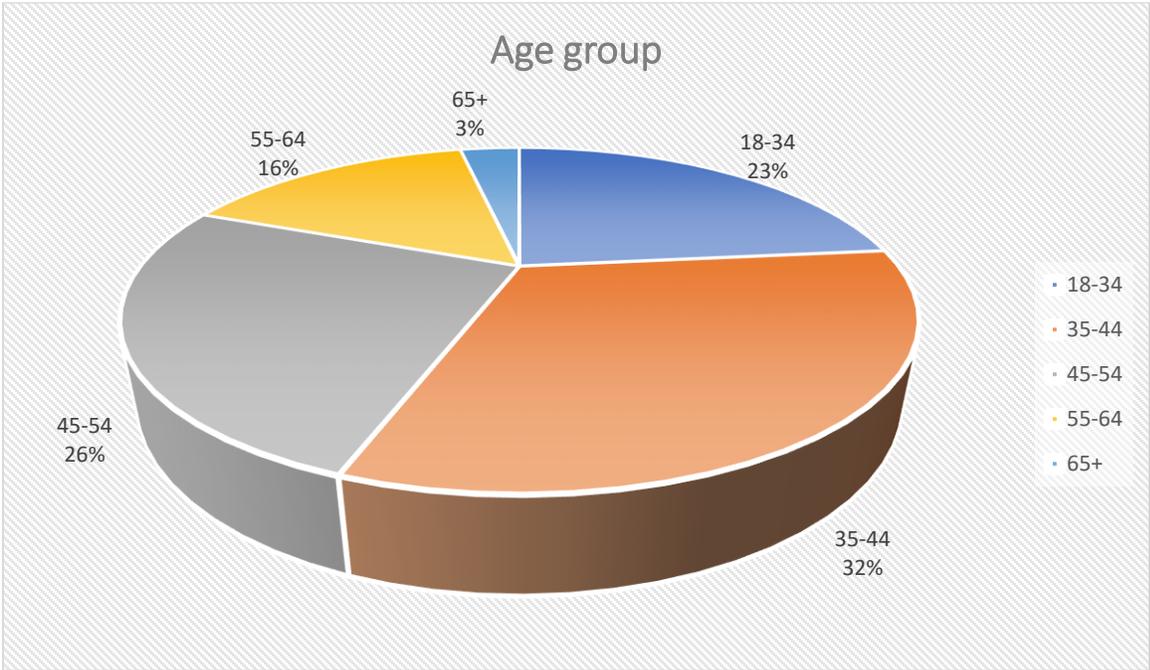
Feb 10th, 2017 to May 10th, 2017.

Analysis

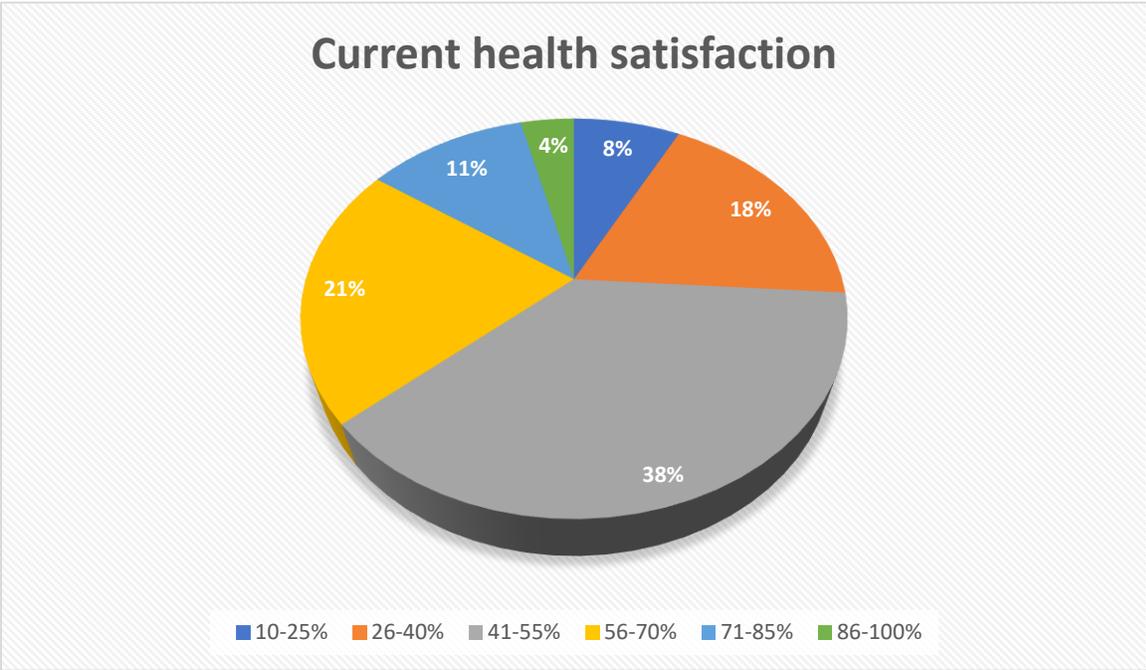
From the collected data, most the employees who responded to this research were females (102) and the number of male responses were 82. Females employees' participation was more important to realize because they also do housing chores with their jobs and some were mothers which make the work load even bigger. Wellness activities can help to make life a little easier for these working women. There were also a high number of male respondents who participated in the wellness activities in the previous couple of years. There was almost 90% of the employees who participated in the wellness activities from the companies. Major reasons of participation were to decrease stress and improve their health.



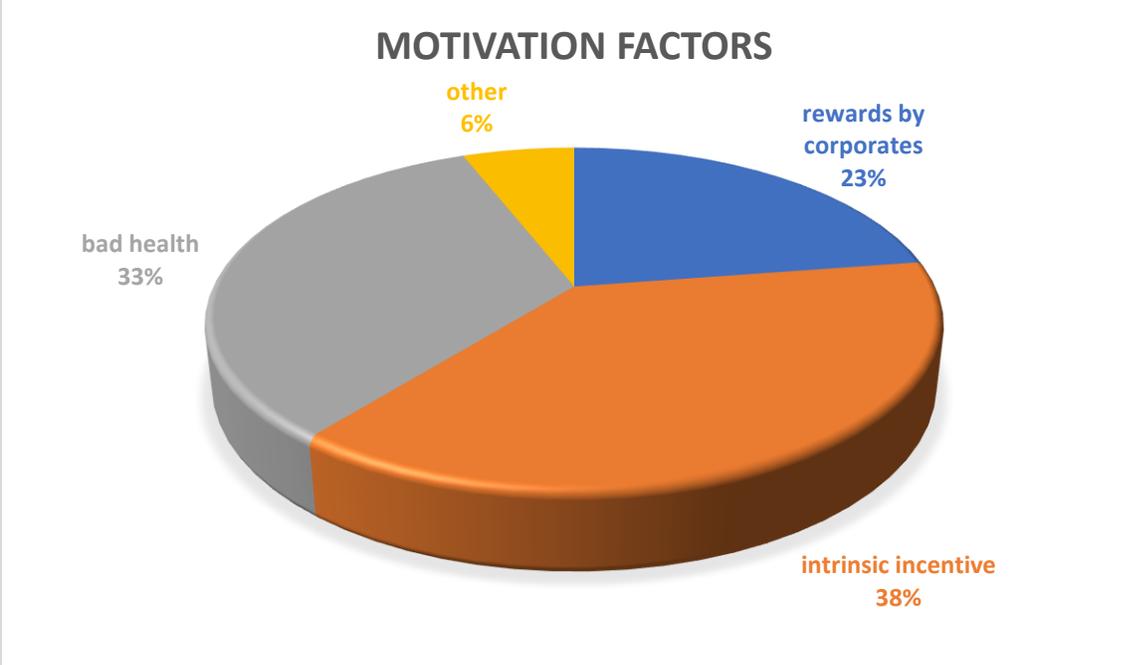
The participants in this research belonged to different age groups from 18 years of age to 65+. The participants were divided into 5 age groups 18-34, 35-44, 45-54, 55-64 and 65+. From the collected data, it is concluded that majority of the participants belongs to the 35 to 54 years of age which has 55% of respondents and number of people from 35-44 years of age was highest (32%). This tells that people who are 30+ participate more in the wellness programs and major reasons for this is the higher number of diseases suffered by these people as compared to the people from younger age and more stress level.



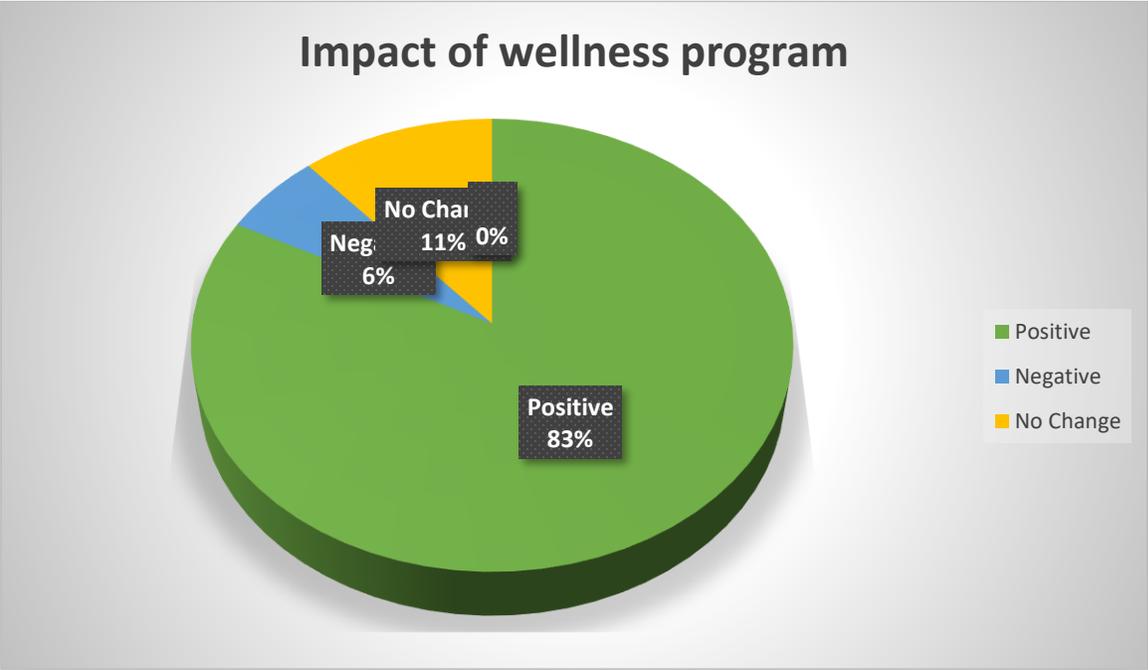
In the research, respondents were asked about how satisfy they are with their current health status and at what level they see themselves. Majority of the respondents has chosen a bracket of 41-55% and they say that they are just fit enough to do their jobs. 26% of people think their health status is under 40% and suffering from issues like back pain, blood pressure, diabetes, stress and other similar problems. There was also a chunk of people who find themselves quite fit (15% of people has chosen the bracket from 71-100%) and their participation in wellness programs was for just fun activities.



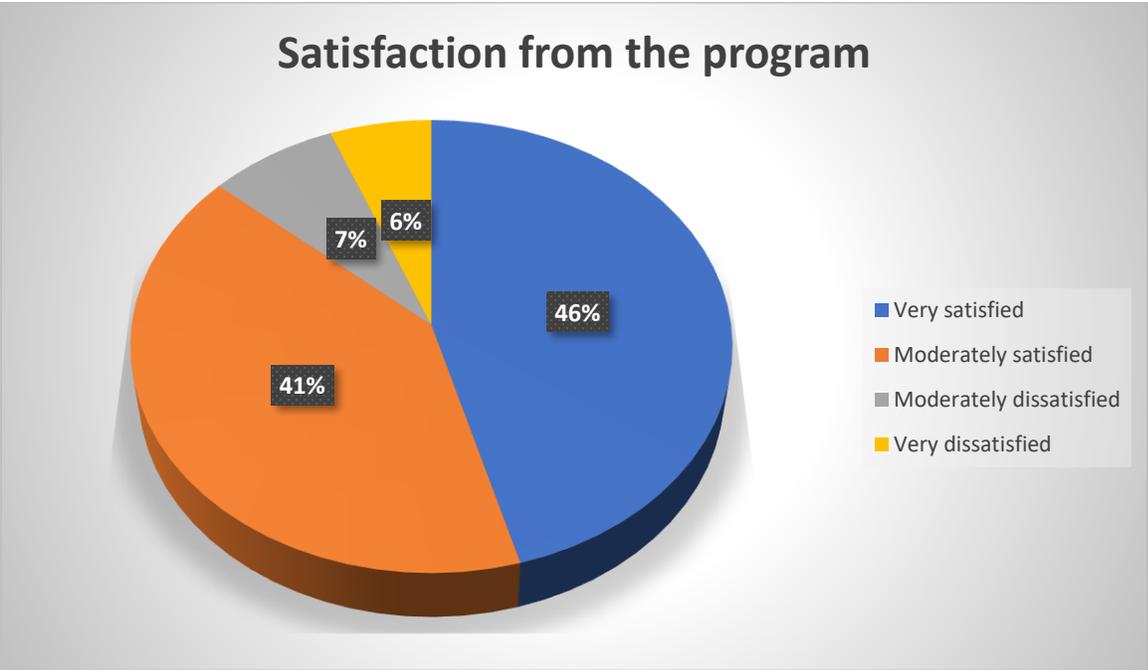
People participated in wellness activities for varied reasons. 23% of respondents answered that they participated in wellness activities for the rewards which were provided by the corporate. Most of these respondents were from the younger age group of 18-34 age. 38% of the respondents said that their reason for participation was intrinsic incentives to maintain their health and to decrease the stress level from their private and professional life. 33% of people said that their reason for participation was their bad health. They were suffering from some type of diseases like obesity, diabetes, blood pressure etc. while 6% of the people said that they have other reasons like they participated for fun etc.



Wellness programs are made to improve the work life of the employees and most of the time they make a positive impact on the participants. In the research, it was asked how the wellness programs impacted the people’s lives. 83% people said that wellness programs has made a positive impact on their work life and helped them to reduce stress and helped them to concentrate more on their work. People who were suffering from the diseases has also said that they are feeling improvements and their health has drastically improved. There is also some people(6%) who think wellness activities has made a negative impact on their lives and they feel tired, less motivated towards work and doesn’t find the activities interesting or worth time investing whereas 11% of the people said they didn’t find any change in their behavior or work life after their participation.



People were asked if they were satisfied with the program they were provided by their employee. Majority of the employees (87%) feels they are satisfied with the program which was provided to them by their employers. They feel the wellness activities was quite interesting and made a positive impact on them and they would like to participate again in the future. Whereas 13 % of the people were quite dissatisfied with the wellness programs which their employer had provided to them and has asked for a better program in the future.



Respondents were also asked for the suggestions and comments for the improvements in wellness programs and from the collected data, majority of the respondents has asked for a flexibility of timing for participation in these activities. They have asked for different time slots. Other common demand was for addition of newer sport activities and some advanced health activities. Some respondents have applauded the efforts put by the wellness program coordinators and how they helped in healthy participation which shows importance of a good wellness provider like VIPULMEDCORP.

CONCLUSION:

There is solid evidence that well-run programs operated by committed employers can meaningfully improve the health-related behaviors and health status of participating employees. From this data analysis, we can conclude that wellness programs have made a positive impact on the participants and people who were less satisfied with their health and concentration level were more focused and determined after their participation. People from upper age group (35-54) were more interested in participating in the wellness programs and had felt a positive impact in their work lives and health status. Employees participated in wellness programs because of the intrinsic incentives and to improve their bad health. People have also mentioned the importance of a good wellness provider in making the wellness programs more interesting and enjoyable. The implementation of these wellness programs is thought to help in enhancing employee job satisfaction, boost morale and motivation and ultimately enhance employee performance and productivity. Unlike medical schemes which address curative healthcare by paying for treatment costs, staff wellness programs to a considerable extent encourage preventive healthcare. This is because wellness programs ensure that prevalent health risks are avoided. An integrated employee wellness management program comprises of, among other components; health risk assessments, employee assistance programs, chronic disease management, and occupational health management.

LIMITATIONS OF STUDY:

1. Employees had time constraints when asked to fill the questionnaire.
2. There were some companies where employees hadn't participated in any wellness activity in the past.
3. Employees weren't interested in filling online questionnaire.
4. Sample was collected majorly on offline basis which provided the opportunity of 1 to 1 interaction but also consumed too much time.
5. Employees didn't have much knowledge to some wellness activities, so they were unable to rate those activities.
6. The study was conducted on a sample of 180 respondents; result can vary when a bigger sample will be analyzed.

RECOMMENDATIONS:

1. Need of providing different time slots.
2. Requirement of newer sports activities.
3. Requirement of advanced health activities.
4. More fund should be allotted for wellness activities by corporate.
5. Corporate should take initiatives for wellness awareness among employees.
6. Corporate should motivate employees to participate in wellness activities by providing lucrative rewards.

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