



Health *at* Work

A workplace health
strategy that works!



Advantages of Health *at Work*

“The singular competitive advantage held by any nation, industry, or company lies in its people.”

“Employee absences cost Canadian businesses \$8.5 billion per year.”

Statistics Canada



Access And Support

- ◆ The Health **at Work** model of self-care incorporates practical, accessible, medically validated health information tools to enable individuals and families to make informed decisions about their health needs.



Self Care = Better Health

Health *at Work* philosophy:

People, who are engaged in their own health decisions, both independently and in partnership with their care provider, will experience better health and satisfaction.



Why Health **at Work** Works

Empowers people by providing multiple access opportunities to medically validated information to help with informed decision making.

Easy. Timely. Relevant. Reliable.



Benefits to Employers

- ✓ Reduced absenteeism
- ✓ Reduced presenteeism
- ✓ Increased productivity
- ✓ Enhanced employer/employee relations
- ✓ Reduced WCB claims
- ✓ Enhanced return-to-work support
- ✓ Reduced demand on EAP's



Benefits to Employees

- ✓ Better physical, emotional and mental health
- ✓ Enhanced capacity to contribute fully at work
- ✓ Less time-off for personal/family health issues
- ✓ Satisfaction with a more supportive workplace
- ✓ Develop self-care confidence



Benefits To The Health System

- ✓ Self-care reduces use of other more expensive health care services
- ✓ Self-care builds an informed health care consumer – informed decision-making results in better decisions
- ✓ Self-care options improve access and satisfaction with the health care system

Economic Benefits

- ✓ “The estimated annual burden of workplace health in Canada is \$32.5 billion.”

Canadian Council on Integrated Health Care

- ✓ “Savings in disability costs at the intervention sites offset program costs in the first year, and returned \$2.05 for every dollar invested by the end of the second year.”

Dupont Manufacturing Company



How Health *at Work* Works

- ◆ Leverages and integrates a broad range of existing, medically validated information channels
- ◆ Helps employees and their families access information essential for good self-care
- ◆ Integrates with existing workplace health programs



Health *at Work* Toolkit

1. Marketing brochure
2. Implementation booklet
3. Proven strategies and best practices
4. Promotional materials and applications
5. Research and evaluation frameworks
6. Calendar of events, themes and contacts
7. Catalog of Health *at Work* materials
8. Resource CD



Resources You Can Trust

- ◆ Health *at Work* resources ensures employees get consistent, accurate health information from a trusted source.
- ◆ Resources have been fully reviewed and endorsed by medical and other professional health care bodies and providers.



Three-Step Strategy

1. **Read** the book (a self-care health manual covering over 200 common health issues)
2. **Click** the web (comprehensive, validated web based information)
3. **Call** the health line (health information and advice from trusted health professionals)



1: Read The Book



- ◆ The health handbook comprises comprehensive information on over 200 medically validated self-care common health issues.



2: Click The Web

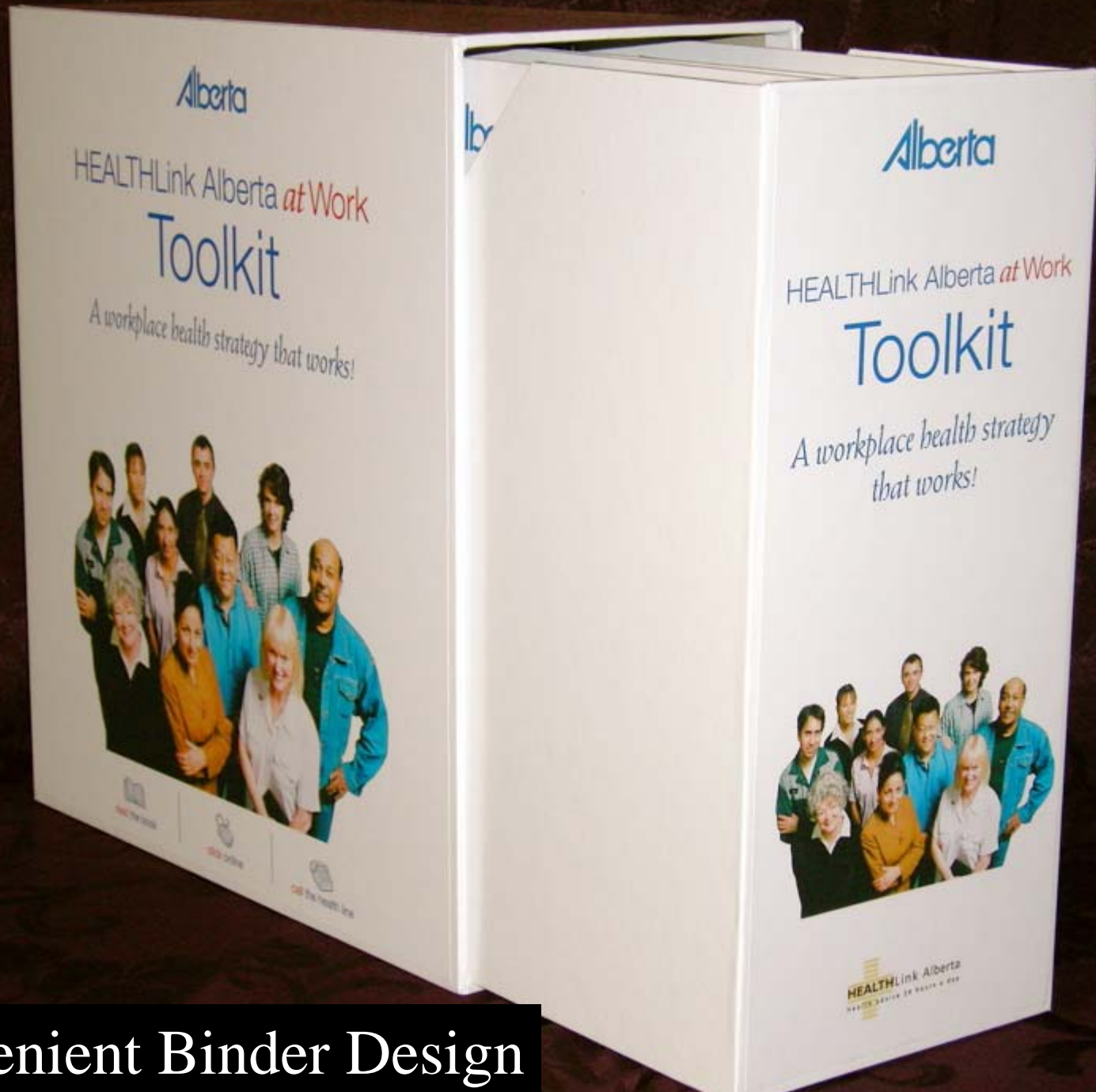


- ◆ Online resources contain comprehensive, medically approved health information with easy access and search capabilities on a wide range of health topics.

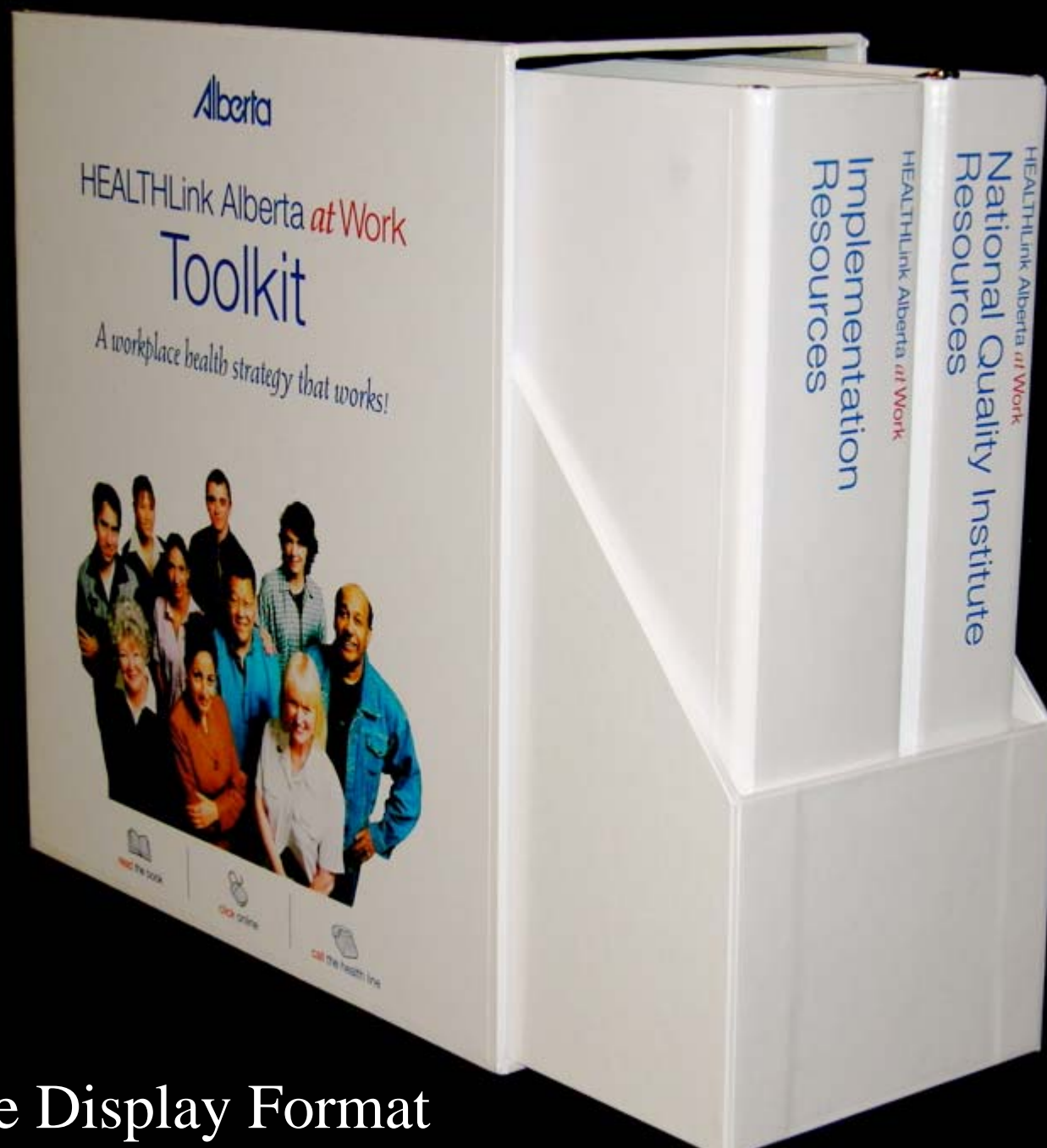


3: Call The Health Line

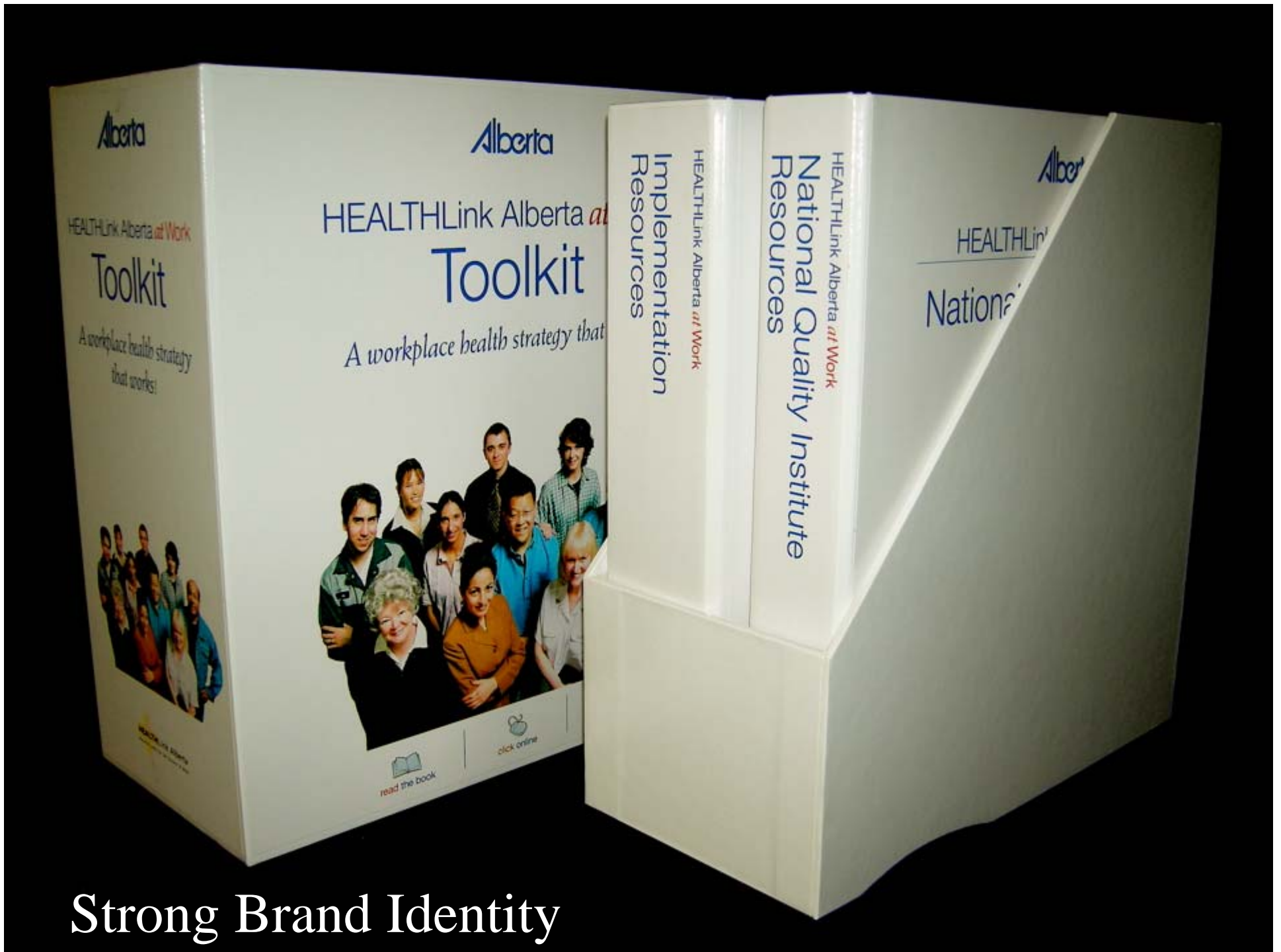
- ◆ Direct phone access to a professional care provider allows employees to take control and responsibility for their personal and family health needs in a timely manner
- ◆ Less time lost at work
- ◆ Better personal/family health management



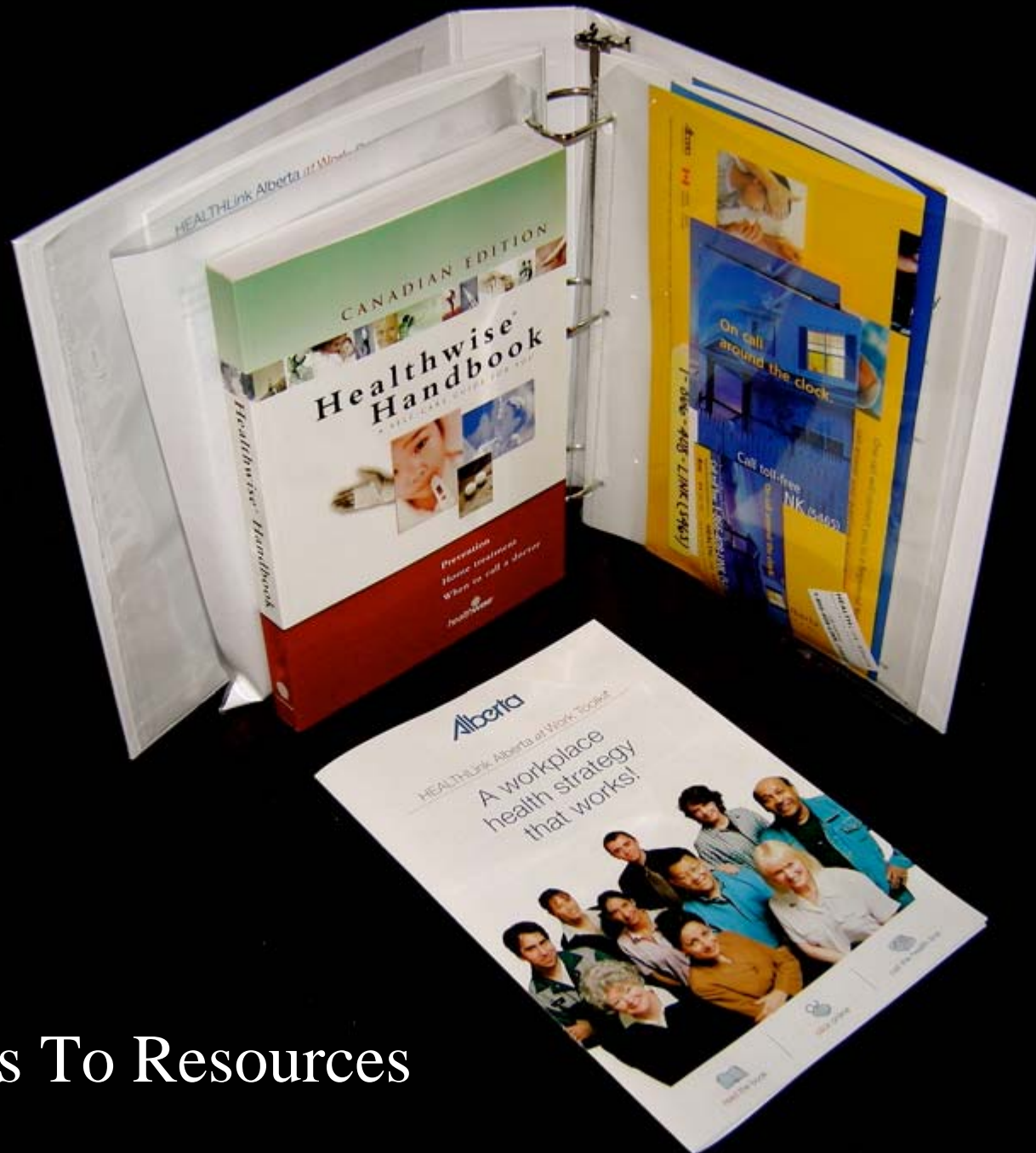
Convenient Binder Design



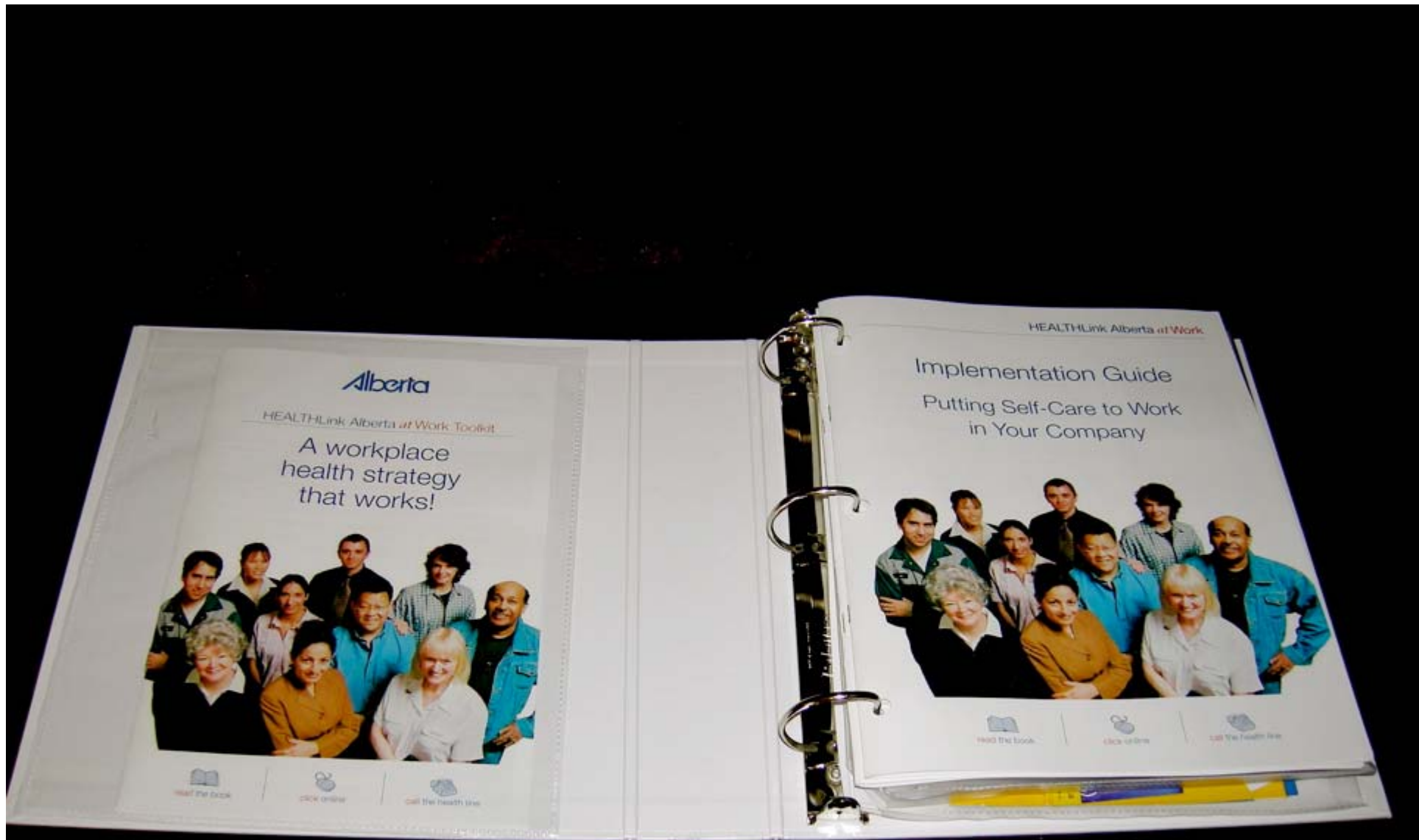
Reversible Display Format



Strong Brand Identity



Access To Resources



Implementation and Marketing Guides/Resources

Marketing Material

On call around the clock.

Call toll-free
1-866-408-LINK (5465)

With health
needs or information. That's why Health Link Alberta
is available to you 24 hours a day, 7 days a week.

One call will connect you to a Registered Nurse who
can answer your questions and give you sound advice
whenever you need it. Because health needs don't
sleep.

HEALTHLink Alberta
HEALTH SERVICES 24 HOURS A DAY

Alberta
HEALTHLink Alberta at Work Toolkit
A workplace
health strategy
that works!

HEALTHLink Alberta at Work
Implementation Guide
Putting Self-Care to Work
in Your Company



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