



BENCHMARKS, ENGAGEMENT STRATEGIES, AND BREAKING DOWN SILOES TOP THE LIST OF EMPLOYERS' INFORMATION NEEDS

August, 2017

Background

IBI's Annual Forum is the premiere professional gathering for business intelligence about workforce health and productivity. The March 2017 Forum in San Francisco once again showcased thought leadership, expert guidance, and rigorous analysis focused on how investments in workforce health can improve employers' business performance.

The success of the Forum does not happen by accident—everything depends on presenters delivering information that is relevant to health and productivity professionals' pressing business issues. To help ensure that the [2018 Forum](#) features topics that meet employers' needs, we asked attendees to complete the following survey sentence:

"To help my company make smarter investments in workforce health, I am looking for ..."

Attendees chose no more than three items from a list of six options:

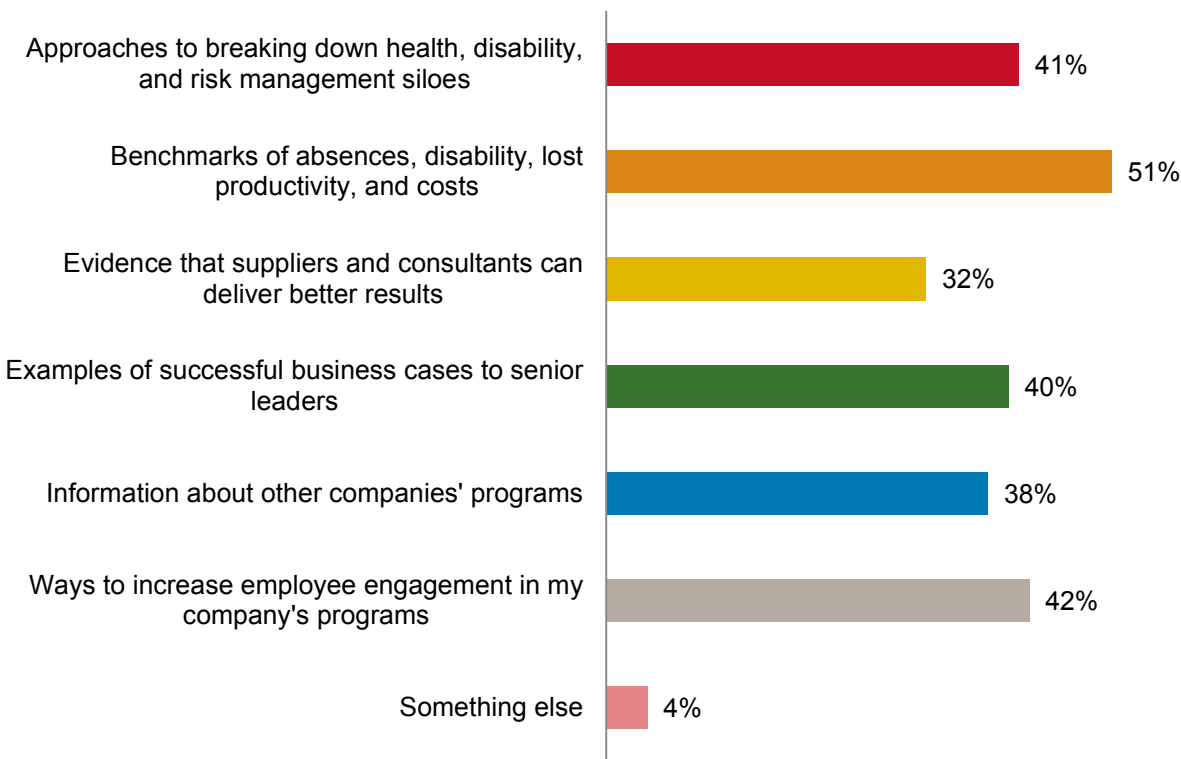
- Approaches to breaking down health, disability, and risk management siloes
- Benchmarks of absences, disability, lost productivity, and costs
- Evidence that suppliers and consultants can deliver better results
- Examples of successful business cases to senior leaders
- Information about other companies' programs
- Ways to increase employee engagement in my company's programs
- Something else

We subsequently surveyed IBI employer members, asking them to complete the same sentence. 97 employers completed the survey.

What types of information are Forum attendees looking for?

As the chart below shows, when it comes to information that can help their companies make smarter investments in workforce health, the six topics cover employers' needs—only 4% of attendees were looking for something that was not listed. Half of employers mentioned that they are looking for cost and lost productivity benchmarks. Nearly as many employers are looking for ways to increase employee engagement and approaches to breaking down health disability and risk management siloes.

"To help my company make smarter investments in workforce health, I am looking for ... "



Notes: based on 97 survey responses. Respondents were instructed to select no more than three items shown in the chart.

Guidance for Forum Presenters

The chart above provides a rough overview of a Forum agenda that delivers relevant information to most attendees. It also serves as general guidance for suppliers' efforts to help their employer partners understand how investment in workforce health can deliver better productivity outcomes and better business performance.

Of course, IBI develops its Forum agenda based on presentation proposals—which touch on the broad topics outlined above, but also contain rich substantive information on matters such as chronic health conditions, targeted populations, program design, analytic strategies, and emerging health and productivity issues. **The proposal deadline for IBI's 2018 Forum is October 2, 2017.** Presenters are encouraged to consider topics and approaches that address attendees' stated information needs—and to consult IBI's guidelines for crafting a successful proposal.

About IBI

Founded in 1995, the Integrated Benefits Institute (IBI) is a national, nonprofit research and educational organization focused on workforce health and productivity. IBI provides data, research, tools and engagement opportunities to help business leaders make sound investments in their employees' health. IBI is supported by more than 1,200 member companies representing over 20 million workers.

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