

'Indian employers focus on health and productivity programs is growing'

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Indian employers are increasingly focusing on health and productivity programs and is the highest in the Asia Pacific region, which has a direct bearing on the company's financial success, and three in every four employer expect the focus on their initiatives to grow in the next two years.

44 percent of the Indian companies plan to put in place a health and wellbeing strategy within the next couple of years, while 48 percent already have one in place. About 72 percent of Indian employers, believe the focus on such initiatives is likely to grow stronger two years down the line.

Internationally, companies with the most effective health programmes are more productive and generate 34 percent higher revenue per employee and such companies enjoy more than 20 percentage points higher market premium.

The number of leaves taken by employees of these companies goes down for each employee per year. Employee participation in lifestyle behavior coaching programmes is higher by 20 percentage points for such companies.

"These companies are naturally able to build and sustain better well-being over time and achieve even greater benefits in terms of reduced healthcare costs as well as greater productivity and performance," Mr Anuradha Sriram, director benefits, Towers Watson, India said. Around 44 percent of Indian employers claim to offer health risk assessments, more than two in every five (42 percent) of Indian employers in 2013 having instituted work-site diet or exercise activities, almost one in three (32 percent) have instituted stress or resilience management programmes.