



EVOLUTION OF WELLNESS

Program Evaluation: Executive Summary

Cornerstone Financial | 12-Week Corporate Wellness Program | Fictional Organization

Executive Summary

Program: 12-week corporate wellness initiative including biometric screenings, lunch-and-learn sessions, and a step challenge. 340 eligible employees; 96 participated in at least one component (28 percent reach). This evaluation asked whether the program is reaching employees at a rate that justifies its cost, and whether the organization can currently tell if it is working.

Key Findings

Low reach: only 28 percent of eligible employees engaged, concentrated in two departments with informal wellness champions, suggesting the program spread through peer encouragement rather than broad awareness. Measurement gap: Cornerstone collects biometric data but does not compare it to a baseline or review it in aggregate. There is currently no way to know whether the program is improving health outcomes or simply running.

Waste and Efficiency Note (DOWNTIME Lens)

Non-utilized talent: department champions do informal promotion with no formal role or support. Waiting: screening results take 3 weeks to reach employees, reducing their relevance.

Top Recommendations

1. Formalize the wellness champion role. Cost: about 2 hours per month. Affects: champions gain support; broader staff benefit from wider promotion. Success: reach growing from 28 percent toward 45 percent within two quarters. 2. Establish a baseline and quarterly review of screening data. Cost: about 4 hours per quarter. Affects: leadership gains the ability to show program value; employees get results within a week instead of three.

This is a condensed excerpt. The full report runs 2 pages and includes complete findings, a process map, and a Limitations section.

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