



TenStep Supplemental Paper

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Living for Life

A company that's callously axing its operations costs is possessed with recessionary blues! Most often, employee health and benefit costs are among the chopping board favorites. There are exceptions though. Despite the economic downturn, some companies offer their employees innovative health and wellness programs.

The following facts show that employee health and well-being has grown to become a corporate responsibility:

- Cost of treatment for preventable diseases accounts for 90% of medical expenditures.
- Companies with greater number of retirees will see a rise of 30% in benefits costs.
- In spite of a USD 29.1 billion loss, GM (Detroit) spent USD 27.5 billion on healthcare.
- In the USA, 15% of WCB (worker's compensation board) claims are stress-related.
- Deaths due to cardiovascular diseases are increasing.

Positively reacting to these trends is the Johnson and Johnson family of companies (J&J).

Healthcare at J&J

Since its inception, J&J has been a firm believer in the notion that employee health and well-being are crucial and essential to business success. Stemming from this belief is a health and wellness program characteristic of J&J. James E. Bruke was a visionary. As the CEO, he envisioned a workplace that bred the healthiest people in the world. Early in the 1970's he initiated a "live for life" program.

This initiative was a financial boon to J&J, which reported an annual savings of USD 225 per employee in medical care costs. Apart from impressive financial figures, the initiative also reduced the number of employees in eight out of thirteen risk categories.

Other wellness initiatives at J&J

- **Family-friendly initiatives.** Flexible work arrangements, on-site childcare, and a 24-hour hotline for employees and their families addressing medical and other emotional health issues are a few family-friendly initiatives at J&J.
- **Comprehensive workplace health programs.** J&J also offers training programs through "proactive risk assessments." LIFEWORKS is another program that offers employees information on issues that affect their work-life balance. "Lunch and learn" and health fairs are other initiatives towards employee health.
- **Employee assistance programs (EAP).** These are corporate health initiatives aimed at addressing employees' personal problems, health related issues, and work matters.



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With an array of health initiatives to offer, Johnson and Johnson aims to create a healthy, productive, and motivated set of employees.