



Infographic

Beyond ROI: How wellbeing drives real results

You're on a mission to keep employees engaged, healthy, and performing at their best. Everyone knows this matters, but business leaders need to see the numbers. Without proof points, getting leadership buy-in can be tough!

Pivoting from ROI to VOI

It can be tricky to measure how well your wellbeing programme works. Lots of things affect it, like leadership buy-in and the overall health of the business. Plus, "return on investment" (ROI) can just mean how much money you save on medical bills. But your programme should do more than that, right?

This is where Value on Investment (VOI) comes in. It's a broader way to see how much your programme benefits your company. We at Personify Health have seen positive results in areas like:

- Less absenteeism
- Safer working environment
- Improved employee performance and productivity
- Lower staff turnover
- Happier customers (because happy employees deliver better service!)

Instead of just focusing on monetary benefits, VOI helps you see the bigger picture of how your wellbeing programme helps your business thrive!

At [Personify Health](#), we have shown positive impact on business and talent concerns like absenteeism, safety, performance and productivity, turnover, and even customer quality and customer satisfaction.



It's time for a holistic approach and better measurement

When people feel good physically, mentally, and emotionally, they show up to work ready to give their all. But if they're not taking care of themselves, they might lack the focus and energy to succeed.

And that's why shifting from an ROI to a VOI mindset can make all the difference.



Value-on-investment framework

1 Wellbeing behaviours

57%

Improved their "healthy" step count

60%

Improved or maintained a healthy BMI

Participation • Engagement • Activity • Nutrition • Sleep and stress management • Connections • Challenges and goals

2 Wellbeing outcomes

52%

Improved stress levels

67%

Improved or maintained healthy blood pressure

70%

Improved or maintained healthy total [cholesterol]



Biometrics • Health risks reduced • Physical • Emotional • Financial health

3 Benefits impact

2.9 x

Lower workers compensation claims

50%

Less injuries

18%

Fewer sick days

68%

More aware of other benefits



Benefits awareness • Medical costs reduced • Workers comp • Disability reduced

4 Business, performance, & productivity

10%

Lower staff turnover

45%

more productive

49%

more engaged at work

46%

More energetic at work

36%

More likely to stay with their employer vs. non-members

60%

Prouder of company culture

Individual goals achieved • Customer NPS Quality • Innovation • Growth Retention • Culture • Impact • Financial • Productivity

Prove that investing in employee wellbeing is a critical business strategy, yielding significant value-on-investment. [Request a demo today.](#)