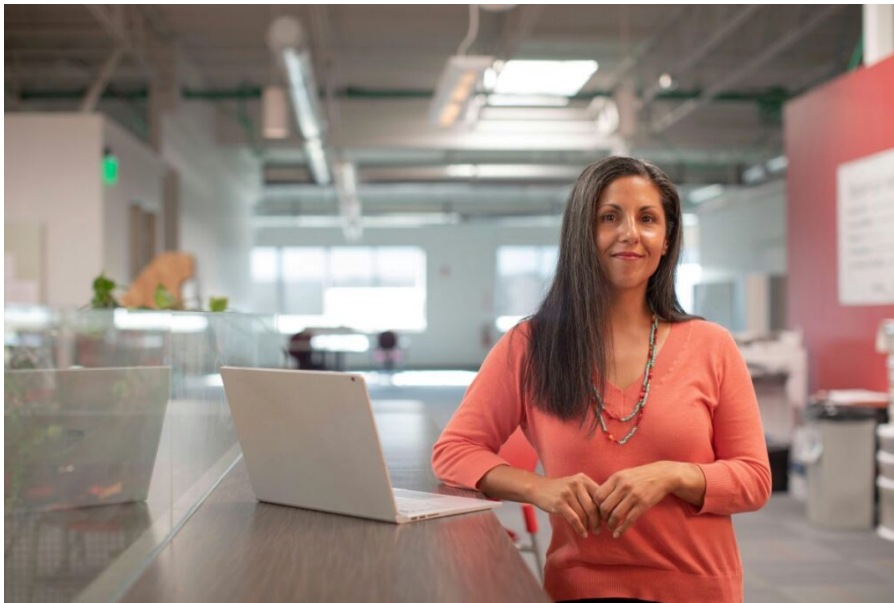


Research shows health and wellbeing support benefits the business as much as employees: Loyalty, retention and productivity the leading advantages

4 months ago



Offering health and wellbeing support to employees brings a wealth of advantages to the business itself, according to research¹ by [Towergate Employee Benefits](#).

While being ‘the right thing to do’ was also a key motivator for employers in offering health and wellbeing support, they recognised numerous benefits for the company in terms of increased loyalty, retention and productivity, amongst many other things.

Debra Clark, head of wellbeing at Towergate Employee Benefits, says: “It is great that employers recognise that supporting the health and wellbeing of staff has a much wider impact than just on the employees themselves. The more this is understood, the more businesses are likely to implement support, and this will benefit the business and its employees too.”

The main advantages in offering health and wellbeing support to employees were:

- Increased employee loyalty 35%
- It’s the right thing to do for the employee 35%
- Increases employee retention 35%
- Boosted productivity 34%

- Increases engagement 34%
- Reduced absenteeism 31%
- It aligns with culture and values 31%
- Support for recruitment 24%

The depth and breadth of the effect of health and wellbeing support is clear, with employers widely valuing everything it brings, from assisting with the retention and recruitment of employees to enhancing productivity and cutting absenteeism.

Debra Clark says: “It is important that companies are aware of the benefits to the business that come from looking after the health and wellbeing of staff, including areas such as improved recruitment, retention and productivity, along with reduced absenteeism. Any employer who feels they are not seeing direct advantages to the company from the support they offer should seek advice on how the support can benefit the business too.”

The role of health and wellbeing

Employers are facing so many challenges in the current business climate. Recruiting talent has become a constant battle and then retaining that talent is equally difficult. With new hybrid working models it is harder to spot issues leading to absenteeism. There are many things that need to be in place to support the business with these issues, including competitive remuneration, strong career progression options, a supportive culture, and good communication. It is good to see, however, that many employers recognise the key role that the right health and wellbeing support also plays.

Debra Clark says: “When the board sees the positive impact to the company when staff are looked after, they’re more likely to invest in it, and our findings help companies build the business case for supporting staff. What is clear is that when employees are looked after, everyone benefits.”