



The Employer's Business Case for Workplace Health Promotion

Michael P. O'Donnell, Alyssa Schultz

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The purpose of this workbook is to help employers think through the financial decision of investing in a health promotion program for employees. It includes review of the published literature on the impact of programs on medical cost and productivity, provides a framework employers and consultants can use to conduct a prospective cost/benefit analysis, and a discussion on the extent to which employers prospective analysis is rationally or emotionally driven.



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