

Maryland Department of Health & Mental Hygiene

# HEALTHIEST MARYLAND BUSINESSES

Where the healthiest choice is easy





## Letter from the Governor and Lt. Governor:

Together, we have chosen to lead the way when it comes to creating and saving jobs, expanding opportunity and expanding healthcare to more Maryland families and businesses. We have strengthened existing partnerships and forged new ones with both our private and public partners to build the stronger, more sustainable future we all prefer.

In 2007, we established the Maryland Health Quality and Cost Council, to provide the leadership, innovation and coordination necessary to improve the quality of health care and lower costs for all Marylanders in effort to make Maryland a national leader in the delivery of health care solutions.

This spring, the Council is launching the Healthiest Maryland campaign, a statewide movement to create a culture of wellness—an environment that makes the healthiest choice an easy choice. The cornerstone of the campaign is the Healthiest Maryland Businesses Initiative. Participating businesses will commit to making the health of their employees a top priority by increasing access to preventive services, expanding healthy food and beverage choices and promoting other workplace wellness programs.

Healthiest Maryland Businesses are businesses that lead and thrive because they are led by men and women who are committed to health promotion and the well-being of their workforce. We hope that you will join us in this campaign to make Maryland healthier.

**Working together, we will continue to move Maryland forward and make our state the healthiest state in the nation.**



Martin O'Malley, Governor



Anthony G. Brown, Lt. Governor  
Chair, Maryland Health Quality and Cost Council

# HEALTHIEST MARYLAND BUSINESSES “WHAT IS THE BOTTOM-LINE IMPACT?”

The health of your workforce drives the health of your business. For every \$1.00 you invest in your employees, you will save between \$3.50 to \$5.81. These savings result from:



reduced health  
care costs



reduced employee  
absenteeism



increased employee  
productivity

According to the Partnership for Prevention:

- The indirect costs (e.g., absenteeism, ready to work) of poor health can be **TWO TO THREE TIMES** the direct medical costs.
- Productivity losses related to personal and family health problems cost U.S. employers **\$1,685 PER EMPLOYEE PER YEAR**, or \$225.8 billion annually.
- A review of 56 published studies of worksite health promotion programs shows:

Average  
 **27%**  
reduction in  
sick leave  
absenteeism

Average  
 **26%**  
reduction in  
health costs

Average  
 **32%**  
reduction  
in workers'  
compensation  
and disability  
management  
claims costs

Average  
 **\$5.81-to-\$1**  
savings-to-cost  
ratio

# ENROLL TODAY!

## HOW TO JOIN

Log on to <http://dhhm.maryland.gov/healthiest/> You will be asked to complete a Healthiest Maryland Businesses Assessment and to sign a letter of commitment stating that you believe a healthy, productive workforce is a core part of your business strategy. Signing this letter means you are joining CEOs from across the state who are leading by example in making health promotion and disease prevention an integral part of their business strategy.

## REWARDS PROGRAM

In addition to saving money, by joining the movement, you will receive:

- Education and technical assistance via tools online at <http://dhhm.maryland.gov/healthiest/>
- Peer-to-peer support from our Ambassadors.
- Resources from our many partner organizations.
- Recognition from the Governor and Lt. Governor.
- Media features and highlights.
- Opportunities for co-sponsorship/co-branding in fitness and health education events.

### Maryland Department of Health & Mental Hygiene (DHMH)

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