

# CFOs—Ready to Invest in Healthy Outcomes

Health benefits still rank high in fostering both employee productivity and business success. So say the findings from the **IBI 2015 CFO survey**, revealing that many CFOs view investments in employee health as a strategic business decision. HR and benefits leaders who can quantify how their health programs enable business strategy will find it much easier to gain senior leadership support for program development and growth.

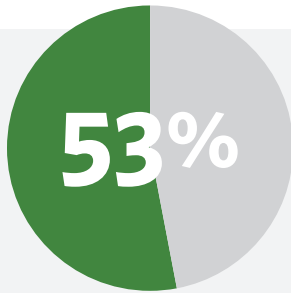
*CFOs are a key partner in health benefits decisions, who could be more effective if armed with data linking benefits to business outcomes.*



**85%** of CFOs **play a role** in benefits decisions

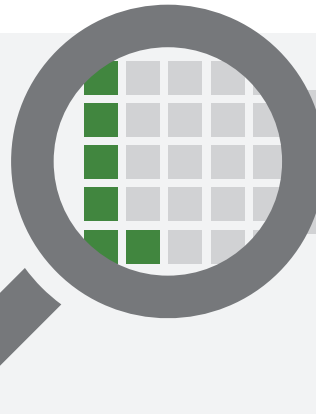


**43%** of CFOs say they participate in decisions as an **equal partner**—not just a budget approver—with other business functions, like HR



say they would be able to make better decisions about benefits if health-related improvements in job performance were **linked to business metrics**

However only **6%** measure the **ROI** of their benefits

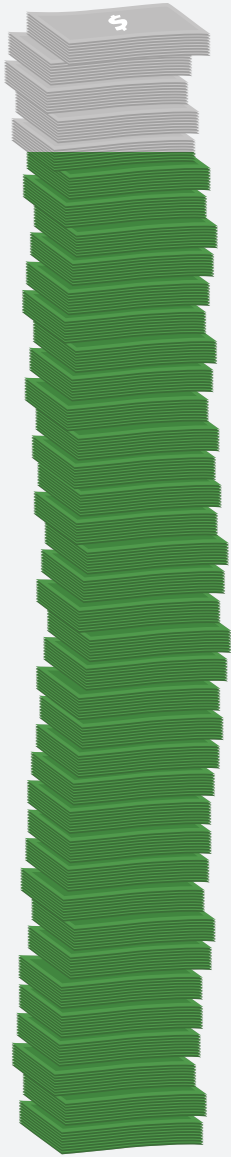


And only **23%** measure **any outcome**

## MISSING THE BOAT

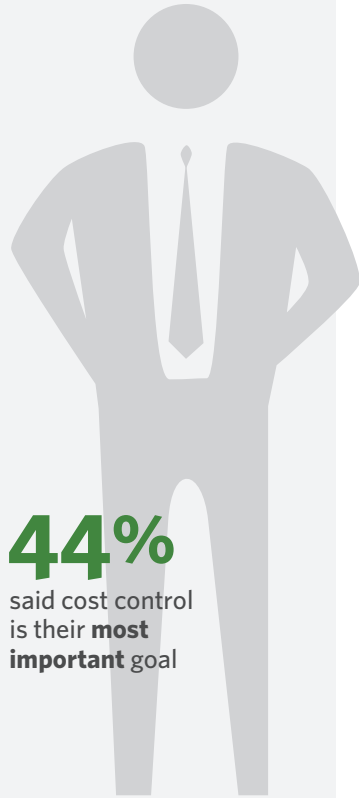
HR and benefits leaders can add value and drive business success by focusing on **achieving tangible business results** as well as benefits cost and wellness program participation levels.

CFOs are motivated by more than costs.



87%

said cost control is one of their **top 5** goals for health benefits



44%

said cost control is their **most important** goal

But there's more to the story

34%

view health benefits as an **important tool** to achieving strategic goals:

- attracting, retaining, and engaging **talent**
- helping employees become better **health care consumers**
- helping employees better **manage their health**

Few CFOs foresee dramatic changes to their health benefits strategy in the next three years.

Only a small minority (<6%) envision **eliminating health care coverage** for full-time employees



Knowing they're staying in the health care game, most have focused on cost-sharing changes and engaging employees in **wellness programs**



For many CFOs, attracting, retaining, and motivating performance trumps lowering costs.

What matters?

#### IMPROVING ENROLLEES' HEALTH

A business that puts **more emphasis** on helping enrollees be better health care consumers and better manage their health

is **more likely** to:

- ✓ increase wellness programs
- ✓ link premiums to lifestyle factors
- ✓ offer financial incentives for wellness programs



#### IMPROVING HUMAN CAPITAL

A business that puts **more emphasis** on

- competing for talent
- improving productivity

is **less likely** to:

- ✗ increase high-deductible plans
- ✗ increase out-of-pocket costs
- ✗ increase employee premiums



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As the stewards of company assets, CFOs will naturally consider the cost of health benefits. However, collaboration among finance, HR, and benefits leaders can result in programs that enhance the well-being of both the business and its employees.

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