



CORPORATE HEALTH ALLIANCE

HEALTHY EMPLOYER

The certification for successful WORKPLACE HEALTH PROMOTION (WHP) and CORPORATE HEALTH
MANAGEMENT (CHM)

CORPORATE HEALTH ALLIANCE

SMART. CORPORATE HEALTH. INTELLIGENCE

Healthy, motivated and productive employees are the most important resource for sustainable corporate success. With this conviction, the Corporate Health Alliance supports employers of all sizes and from all sectors in their transformation to a healthy, competitive company with a future.

The Corporate Health Alliance bundles all of EUPD's services for analysing, strategically developing and certifying sustainable corporate health management in the three areas of Research, Consult and Cert. Based on industry-specific background knowledge from 22 years of research, over 5,500 company analyses, the "Corporate Health Evaluation Standard" quality model established in 2009 and the annual "Corporate Health Award", we develop customised solutions for the objectives of your corporate health management.

EUPD Research

EUPD Consult

EUPD Cert



EXCERPT OF OUR REFERENCES



Mercedes-Benz Consulting



„HEALTHY EMPLOYER“ BACKGROUND & OBJECTIVES

In times of societal and workplace transformation, the development of **sustainable personnel strategies** is a fundamental prerequisite for long-term business success. Demographic change and shortages of skilled personnel demand forward-looking solutions to ensure the health, motivation, and performance of your workforce, prevent turnover, and attract qualified employees.

The integration of workplace health measures is a **strategic management task** that also provides significant benefits for your employer branding. The award "**Healthy Employer**" enhances the positive perception of your employer brand and publicly showcases your exemplary corporate values. The award is based on the renowned "**Corporate Health Evaluation Standard**" (CHES) quality model and serves as a tool for both internal and external communication of your social commitment.



- ✓ free application
- ✓ free status quo analysis
- ✓ thorough data protection
- ✓ confidentiality of your participation

„HEALTHY EMPLOYER“ THE PHASES



Phase 1 Application

- ✓ Request application documents
- ✓ Complete application documents
- ✓ Submit application documents

Phase 3 Verification

- ✓ Online verification of your WHP & CHM system
- ✓ Verification through online audit **or**
- ✓ Verification through document upload



Phase 2 Evaluation

- ✓ Analysis of your status quo in workplace health promotion
- ✓ Analysis of your status quo in corporate health management
- ✓ Delivery of your result report, including recommendations for action

Phase 4 Award

- ✓ Provision of your „Healthy Employer“ seal files
- ✓ Provision of your „Healthy Employer“ certificate
- ✓ Provision of a media package for your public relations



PHASE 1 | APPLICATION



For the free application for the "Healthy Employer" award, we provide you with a personal online access to the application questionnaire based on the scientific CHES model.

The questionnaire includes a total of 87 items in the areas of WHP and CHM.

Part A: Structure

Please answer the following questions on the progress of your corporate health management

Internal structures

Are the following aspects of CHM present in your organisation/your organisational unit?

	fully applies
Uniform guidelines/framework and/or company agreements and/or manual on CHM	<input type="radio"/>
Responsible health manager/coordinator	<input type="radio"/>
Steering committee/CHM working group	<input type="radio"/>

Part B: Strategy

Please answer the following questions about the progress of your corporate health management

Processes/goals

Which procedures/processes are an integral part of your CHM process?

	fully applies
Systematic needs analysis	<input type="radio"/>
Written definition of quantitative and qualitative goal for CHM (based on the needs analysis)	<input type="radio"/>
Systematic monitoring of results/evaluation (to check, optimise and further develop the objectives defined at the source and their achievement - e.g. target/actual comparison)	<input type="radio"/>

Part C: Services/WHP

What health benefits do you currently (or in the past 12 months) offer as part of your CHM for the majority (> 50 %) of your employees?

Medical care

	fully applies	partially applies	does not apply	No answer
Counselling on work-related illnesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Vaccinations (e.g. flu vaccination)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
legally prescribed occupational health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Voluntary topic-specific check-ups (lower cancer screening, glucose test)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Voluntary medical check-ups for all employees to identify risk factors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Offer specific check-ups for managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

The questionnaire, based on the "Corporate Health Evaluation Standard" quality model, assesses your previous WHP/CHM activities across three dimensions: "Structure," "Strategy," and "Services." The questions can be answered as a team, and the process can be paused, saved, or forwarded to involved colleagues at any time.

PHASE 2 | EVALUATION



After submitting your application, you will receive the detailed Check & Act Report, which presents your overall results. The outcome is composed of your WHP and CHM progress and is displayed as a percentage:

Qualification "Healthy Employer" – quality seal "WHP"

If you achieve a target fulfillment rate of over 50 percent in the "Service" dimension, you will get the opportunity to have your information verified through an online verification process.

Qualification "Healthy Employer" – quality seal "CHM"

If you achieve a target fulfillment rate of over 50 percent combined in the dimensions "Structure," "Strategy," and "Service" dimensions, you will get the opportunity to have your information verified through an online verification process.



The Check & Act Report also shows you specific and prioritised recommendations for action based on your status quo. To this end, your information is analysed by the assessment database of the Corporate Health Committee (CHC). The 100 members of the CHC are leading CHM managers in healthy companies and have themselves established a successful, audited corporate health management system.

PHASE 3 | VERIFICATION



If the degree of WHP and/or CHM target achievement is > 50 percent, you can have your details checked by means of online verification. This is an optional service, but a prerequisite for receiving the "Healthy Employer" award.

Verification "Healthy Employer" – quality seal "WHP"

To verify the WHP measures you have implemented, you be asked to provide documentary evidence from the "Services" sub-area, via short audit or document upload.

Verification "Healthy Employer" – quality seal "CHM"

In addition to the verification process for the "WHP" quality seal, it is requested to provide supporting documentary evidence from the "Structure" and "Strategy" sub-areas.



The verification has to be completed within four weeks of receiving the results (Check & Act Report) in order to ensure that your application documents are up to date. If you choose the verification method "document upload", you can either provide us the documents flexibly via the document platform of your choice or you can use our document system. Upon receipt, your documents will be promptly reviewed and checked by our auditors. Alternatively, the documents can also be viewed in a short online audit. In preparation, you will receive a verification guide from us.

PHASE 4 | AWARD



After successful verification, you will receive the "Healthy Employer" status and be awarded the WHP and/or CHM quality seal. We provide you with a comprehensive seal and media package for internal and external communication of your success.

Contents of **your seal & media package**

- ✓ Seal licence for your seal files in all common formats (jpg, eps, png)
- ✓ Digital Certificate seal provided for presentation in your company
- ✓ Press template for regional and nationwide communication of your success
- ✓ Social Media Shareables for communication on social networks



The seal licensing is valid for 365 days from the delivery of the Seal & Media Package. Afterward, the seal license can be extended for an additional year. After two years, a new application and audit are required to renew the seal licensing.

EXEMPLARY COMMUNICATION



Rolls-Royce Power Systems AG + Folgen
107.518 Follower:innen
1 Tag • Bearbeitet

Rolls-Royce Power Systems receives "Healthy Employer" quality seal.

With the regional "Healthy Employer" quality seal, **EUPD Research | Social** supports companies of all sizes in building a strong employer brand and offers skilled workers important guidance when choosing their future employer.

We are a new award winner showing the **#commitment** to the professional and personal development as well as the overall well-being of our **#employees**.

Chief People Officer and Labour Director **Dr. Thelse Godewerth** explains: "Our employees are the key to our continued success as a company. Physical, mental and social well-being are essential components of our corporate culture and basic prerequisites for being able to deliver top physical and mental performance in the constantly changing world of work. After all, both each individual and the company as a whole benefit from better health, satisfaction and performance."

Marion Müller, Head of Occupational Health Management, adds: "With our systematic occupational health management, we are creating greater awareness of holistic health - in the workplace and beyond. Health-promoting working conditions and a wide-ranging portfolio of programmes support our colleagues in strengthening their own skills and improving their **#health** in the long term. We are delighted that our commitment has been recognised with this certification." Our company health management under the name LIFE can look back on over 15 years of success and continuous improvement in Friedrichshafen and at our other German sites.

Übersetzung anzeigen



132 2 Kommentare · 3 direkt geteilte Beiträge



COMPANY RESPONSIBILITY

We have won – EDEKA is "Healthy Employer 2022/23"

Regional award for the EDEKA administrative locations in Chemnitz and Würzburg/Rottendorf

The administration of the wholesale business of the EDEKA Group, North Bavaria-Saxony-Thuringia has received the "Healthy Employer 2022/23" award for the administrative locations in Chemnitz and Würzburg/Rottendorf. This was preceded by a complex audit of the company's health management with the renowned Corporate Health Alliance, which audits and awards the winning companies.

03. Januar 2023 · Rottendorf



At AFRY, it's all about people: employees enjoy certified health management

02.05.2024, 07:01 | **Industry, Construction & Real Estate**
Press release from: Corporate Health Alliance / PR agency: EUPD Research Sustainable Management GmbH



Eric Köhler and Susanne Köhl-Adams proudly present the "Healthy Employer" award for AFRY to AFRY

(openPR) **The Scandinavian consulting and engineering company was awarded "Healthy Employer" by EUPD Research**

AFRY is a leading engineering, design and consulting services company whose primary goal is the transformation to a more sustainable society. This major task can only be accomplished with motivated, cooperative and, above all, healthy employees. The company has been aware of this for many years: Corporate Health Management and health promotion have proven themselves in the EUPD Research auditing process and identify AFRY as an exemplary "healthy employer".

The "Healthy Employer" certification not only measures entrepreneurial commitment, but also demonstrates the employer quality for qualified specialists. The award is given for outstanding achievements in Corporate Health Promotion (CHP) or Corporate Health Management (CHM).

CORPORATE HEALTH ALLIANCE AWARD "HEALTHY EMPLOYER"

Request your personal application documents for the
"HEALTHY EMPLOYER" award with no obligation [HERE](#)



Your personal contact person

Tobias Wrighton
Head of Customer Relations
Corporate Health Department
E-Mail: t.wrighton@eupd-research.com
Tel.: +49(0)228 504 36-42

EUPD Research

EUPD Consult

EUPD Cert

