Overview

The need
Prudential wanted to define the various connections between employee health and business performance, and identify opportunities to improve both.

The solution
Utilizing Advantage Suite and analytics consulting services from Watson Health, the company collected and analyzed a variety of employee data to see how health and lifestyle risk factors affected productivity, absenteeism and more.

The outcome
Prudential pinpointed specific opportunities to engage and assist employees in improving their health and financial wellness, and established new programs, benefits and offerings that are successfully working toward this goal.
The approach

To understand how health and talent are interconnected, Prudential first needed to identify and collect relevant employee satisfaction data. The decision was made to focus on five key dimensions of health and wellness — physical, emotional, social, spiritual and financial.

A team comprised of Prudential employees and Watson Health analytic consultants utilized the IBM Advantage Suite® solution to develop custom risk profiles for business groups and other organizations within Prudential. The goal for these risk profiles was threefold:

– To track the prevalence of health and lifestyle risk factors among each group over time, compared to the company overall
– To evaluate the impact of presenteeism and disability
– To emphasize measures of supervisor support

The team used Advantage Suite to integrate response data from an employee opinion survey, a work limitation survey and custom health risk assessments (HRAs) to define correlations between various measures of health with various measures of employee satisfaction. HRA data was also integrated with basic eligibility data to calculate rates of turnover and retention among employees with certain risk factors.

Key findings

Thanks to the insights gained from working with Advantage Suite and the analytics consulting team at Watson Health, Prudential determined that employee health and well-being are indeed integral to business success, and therefore should be a company-wide priority.

Financial stress was linked with:

- Lower productivity (120% more hours lost per employee)¹
- Higher absenteeism (Two more self-reported missed work days per employee)
- Greater incidence of short-term disability (69% more cases per 100 and 70% more days lost per 100)

Favorable supervisor support of employee health initiatives was connected to:

- Higher job satisfaction
- Higher productivity
- Lower job stress

94% greater rate of affirmative job satisfaction
57% fewer hours lost per employee²
86% greater rate of employees without job stress

53% and 63%

Fewer cases per 100
Fewer days lost per 100
The outcome

As a result of these findings, Prudential established new programs, benefits and offerings promoting financial health, as well as a dedicated financial health task force. Prudential will be rolling out a new financial health platform to its employees, including an assessment tool, educational materials and other resources.

Initiatives such as budget coaching and expanded child- and adult-care services have improved the incidence of financial stress at Prudential steadily from 2008 to 2015, and it has been favorable to their vendor’s benchmark in each year since 2012.

As a further reflection of Prudential’s pervasive culture of health, the annual HRA completion rate is consistently above 75 percent.

The company’s health and wellness team now routinely engages with business group leaders and other stakeholders on how best to address any concerns identified through the risk profile reporting.

“Prudential’s ability to have interactive conversations with business leaders and to quickly turnaround deeper analysis builds a reputation that helps us deliver the message that culture matters, and we can influence it directly.”

– Andrew Crighton, MD
VP & Chief Medical Officer
Prudential Financial
Notes

1, 2 Work Limitations Questionnaire, © 1998, The Health Institute, Tufts Medical Center f/k/a New England Medical Center Hospitals, Inc.; Debra Lerner, PhD; Benjamin Amick III, PhD; and GlaxoWellcome, Inc. All rights reserved.

About IBM Watson Health

Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

For more information on IBM Watson Health, visit ibm.com/watsonhealth.