



Industry Briefing Papers 2016

NORTH AMERICA: UNITED STATES

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Despite more companies implementing wellness initiatives, the health of the workforce continues to decline. This is due to a number of contributing factors including an aging workforce, stagnant wages, high levels of stress, lack of adequate sleep, job insecurity, and emerging issues like RX drug abuse. These are some of the factors, but not all. In addition, as per the Gallup Survey, employee engagement has remained about the same, about 30% for employees who consider themselves engaged, despite a better economic outlook.

Companies and organizations are struggling to understand what and how to impact employee health, engagement and well-being. With thousands of “solutions” in the marketplace, it’s difficult to know if a solution is evidence-based and/or efficacy-based and if it is a good fit for their culture.

There is also a big disconnect between understanding the benefits of a healthier, more engaged workforce and the time and resources needed to support them. On average only 2% of a company’s total healthcare spend in the U.S. (SHRM 2010 Study) is allocated for preventive care/wellness. That translates into usually minimal or underfunded training, programs, tools and resources. And yet companies believe that healthier, engaged employees are key to meeting corporate goals.

What is fairly new is the integration between the environmental sustainability movement and the human sustainability movement. There is a growing understanding of how combining these two focuses can lead to better health and well-being for companies and communities. It’s promising to see a more multi-disciplinary approach to health and well-being starting to emerge.

As companies and communities understand the value of an integrated, interdisciplinary approach, they will have more success with their health and well-being initiatives.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Catering to different demographics (Men, 55+, etc.)

Beauty:

More focus on healthy aging and natural beauty.

Fitness:

The connection between health (physical and mental), healthy aging and regular exercise.

Nutrition:

Growing education around the benefits of clean eating.

Wellness Tourism:

Vacations that focus on personal growth and renewal .

Wellness Communities or Real Estate:

Homes/communities built to support health and wellbeing, particularly for those 50 and older.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Solid research on the efficacy of mindfulness for better health and well-being.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

The “we can handle it” attitude (i.e., tough it out), and the stigma that exists around seeking support for mental health/stress related issues.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

The word wellness tends to still be associated predominately with physical fitness and/or nutrition. Well-being is more of a holistic/whole-person approach that can include financial wellness, sense of purpose, connection to community, spiritual wellness, and mental health.

SUBMITTED BY:

Name: Mim Senft

Title/Company: President and CEO,
Motivity Partnerships

Title/Company 2: Executive Director,
Global Women 4 Wellbeing

Email: Mim.senft@motivitypartnerships.com;
Mim.senft@gw4w.org

Phone Number: O) 917-574-4445 C) 197-887-9760

