



# Establish a budget

To get employees engaged and onboard for a new wellness initiative requires funding. Setting aside funds to help initiate, support and enhance your worksite wellness program will help you strategize and plan for future activities.

## Sample Group Expenses

Expense Timeline	Estimated Costs
<p><b>Year 1</b></p> <p>Biometrics:</p> <ul style="list-style-type: none"> <li>• For non-Blue Cross employees</li> <li>• Incentive for participation</li> </ul> <p>Health Risk Assessment:</p> <ul style="list-style-type: none"> <li>• Incentive for participation</li> </ul> <p>Attendance at Foundations Training</p>	<ul style="list-style-type: none"> <li>• Plan for \$45-50 cost for each non-Blue Cross employee.</li> <li>• Incentives range. Possibilities might include:             <ul style="list-style-type: none"> <li>– \$10 gift card or swag/person or consider large prize and sweepstakes entries (\$200 drawing)</li> </ul> </li> <li>• Costs vary, but may range from \$500 (attendance to central location) to \$1,500 if done for individual group on site.</li> </ul>
<p><b>Year 2</b></p> <p>Biometrics:</p> <ul style="list-style-type: none"> <li>• For non-Blue Cross employees</li> <li>• Incentive for participation</li> </ul> <p>Health Risk Assessment:</p> <ul style="list-style-type: none"> <li>• Incentive for participation</li> </ul> <p>Attendance at "topic area" training #1</p>	<ul style="list-style-type: none"> <li>• Plan for \$45-50 cost for each non-Blue Cross employee.</li> <li>• Incentives range. Possibilities might include:             <ul style="list-style-type: none"> <li>– \$10 gift card or swag/person or consider large prize and sweepstakes entries (\$200 drawing)</li> </ul> </li> <li>• Costs vary, but may range from \$500 (attendance to central location) to \$1,500 if done for individual group on site.</li> </ul>



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Expense Timeline	Estimated Costs
<p><b>Year 3</b></p> <p>Biometrics:</p> <ul style="list-style-type: none"> <li>• For non-Blue Cross employees</li> <li>• Incentive for participation</li> </ul> <p>Health Risk Assessment:</p> <ul style="list-style-type: none"> <li>• Incentive for participation</li> </ul> <p>Attendance at “topic area” training #2</p>	<ul style="list-style-type: none"> <li>• Plan for \$45-50 cost for each non-Blue Cross employee.</li> <li>• Incentives wide range. Possibilities might include: <ul style="list-style-type: none"> <li>– \$10 gift card or swag/person or consider large prize and sweepstakes entries (\$200 drawing)</li> </ul> </li> <li>• Costs to be determined but may range from \$500 (attendance to central location) to \$1,500 if done for individual group on site.</li> </ul>
<p><b>Year 4</b></p> <p>Biometrics:</p> <ul style="list-style-type: none"> <li>• For non-Blue Cross employees</li> <li>• Incentive for participation</li> </ul> <p>Health Risk Assessment:</p> <ul style="list-style-type: none"> <li>• Incentive for participation</li> </ul> <p>Attendance at “topic area” training #3 (optional)</p>	<ul style="list-style-type: none"> <li>• Plan for \$45-50 cost for each non-Blue Cross employee.</li> <li>• Incentives wide range. Possibilities might include: <ul style="list-style-type: none"> <li>– \$10 gift card or swag/person or consider large prize and sweepstakes entries (\$200 drawing)</li> </ul> </li> <li>• Costs to be determined but may range from \$500 (attendance to central location) to \$1,500 if done for individual group on site.</li> </ul>
<p><b>Year 5</b></p> <p>Biometrics:</p> <ul style="list-style-type: none"> <li>• For non-Blue Cross employees</li> <li>• Incentive for participation</li> </ul> <p>Health Risk Assessment:</p> <ul style="list-style-type: none"> <li>• Incentive for participation</li> <li>• Incorporate spouses and dependents in wellness programming and incentive structure (optional)</li> </ul>	<ul style="list-style-type: none"> <li>• Plan for \$45-50 cost for each non-Blue Cross employee.</li> <li>• Incentives wide range. Possibilities might include: <ul style="list-style-type: none"> <li>– \$10 gift card or swag/person or consider large prize and sweepstakes entries (\$200 drawing)</li> </ul> </li> <li>• Costs to be determined but may range from \$500 (attendance to central location) to \$1,500 if done for individual group on site.</li> </ul>
<p><b>Target areas</b></p> <p>Tobacco/nicotine use</p> <p>Physical activity</p> <p>Healthy eating</p> <p>Well-being (optional)</p>	<ul style="list-style-type: none"> <li>• Cost will vary dependent on activities; \$0 to actual cost for NRT, premium differential or incentives, etc.</li> <li>• Cost will vary dependent on activities; \$0 to cost for on-site equipment, gym memberships, etc.</li> <li>• Cost will vary dependent on activities; \$0 to cost for healthy food on-site (daily, weekly...), etc.</li> <li>• Cost will vary dependent on activities (e.g. EAP, financial education).</li> </ul>

**Expense Timeline**

**Estimated Costs**

**Other opportunities to boost programming and incentivize employees**

- Counselor onsite
- Mental health counseling
- First aid training
- Music lessons
- Onsite massage
- Ergonomics/job-site evaluations
- Wish list fulfillment
- Paid time off for medical/dental appointments
- Medical savings account
- Reimburse gym memberships, employees who bike to work, etc.

• Costs will vary.

\*See Wellness Rider brochure

Sample budget for wellness reserve:

**ABC Company**

**Year 1**

Biometrics:

- For non-Blue Cross employees (20 non-members x \$50/screening) .....\$ 1,000
- Incentive for participation (200 employees x \$10/person) .....\$ 2,000

Health Risk Assessment (may be included with biometric incentive):

- Incentive for participation (200 employees x \$10/person) .....\$ 2,000

Attendance at Foundations training (central location with additional groups) .....\$ 500

**TOTAL.....\$ 5,500**

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