



## The Employer's Business Case for Workplace Health Promotion

By Michael P O'Donnell, Alyssa Schultz

American Journal of Health Promotion, United States, 2013. Paperback. Book Condition: New. 274 x 212 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The purpose of this workbook is to help employers think through the financial decision of investing in a health promotion program for employees. It includes review of the published literature on the impact of programs on medical cost and productivity, provides a framework employers and consultants can use to conduct a prospective cost/benefit analysis, and a discussion on the extent to which employers prospective analysis is rationally or emotionally driven.



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