Healthy Business Coalition

Convening cross-industry leaders to invest in health and wellness across the corporate value chain

82% of companies agree that addressing health and wellness is a priority business objective.

**Our Focus**

- Defining and mapping the case for investment in health and wellness
- Increasing internal alignment and support for health and wellness
- Improving goal-setting, measurement, and reporting on health and wellness
- Creating frameworks and tools to drive specific opportunities

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Reforms in the U.S. healthcare system have sparked new discussions about the role of business in helping Americans achieve better health. The private sector is seizing immense opportunities to improve employee health and drive business benefits. Yet, few companies realize the opportunity for strategic interventions along the value chain, in customer and community populations. Sustainability, CSR and health and wellness teams are uniquely positioned to drive systemic investment in health and integrate more fully into the corporate agenda.

The Healthy Business Coalition exists to reframe how business thinks about and invests in health, wellness, and prevention along the value chain. By developing a community of ambitious companies and engaged stakeholders, we are driving the conversation on innovative models to improve health in the United States. Sustainability, CSR and health & wellness teams can transform their companies, and the coalition is a trusted partner along their journey toward becoming agents of change.

**Our Mission**

We are building a community of cross-sector leaders who seek to create communications and tools that drive interest and investment in health and wellness in employee, customer, and community populations.

**Source:**
Why Join?

1. Articulate why health and wellness aligns with your business strategy
2. Overcome internal barriers to investment in the health of your employees, customers, and communities
3. Identify and take action on specific opportunities with measurable value
4. Improve disclosure on health and wellness goals, performance, and impacts

Our Approach

Create a community of practice
The coalition will scale company and stakeholder participation, creating a community of like-minded advocates and change makers who drive health and wellness investment along the corporate value chain.

Develop a platform for action
The coalition will articulate the key messaging that companies can deploy internally and externally and will equip our members with tools needed to drive change.

Activate the community for progress
The coalition will amplify its communications and activities through digital and in-person convening, designed to surface new opportunities for sustainability and CSR teams to drive health, wellness, and prevention.

A REPRESENTATIVE SAMPLE OF OUR MEMBER COMMUNITY

Blue Cross Blue Shield of Massachusetts
Blue Shield of California
General Electric Company
Johnson & Johnson
Sodexo

FOR MORE INFORMATION
www.bsr.org/bcph

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