

What to expect: Big Picture

Identify champions
Establish processes
Raise awareness
Increase visibility
\$\$ PR cache

Year 1

Model good health
Supportive policy
Use metrics
Shift in health indicators
\$\$ Recruitment

Year 2

Part of cultural norms
System of accountability
Use metrics to keep fresh
Return on investment
\$\$ Healthcare claims

Year 3

Part of cultural norms
Widely seen as benefit
Tied to performance
Return on investment
\$\$ Productivity

Year 4

↓
Startup



↓
**Integration &
Cross Promotion**



↓
Maintenance



↓
Growth

