



Media release

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Alberta Blue Cross® report highlights employee wellbeing as essential for business success

After examining data from 250 diverse organizations across Canada—with a spotlight on Alberta-based companies—through their 2024 Organizational Wellbeing Benchmarking Survey¹, Alberta Blue Cross has developed a comprehensive look at the current state of organizational wellbeing.

According to the report, 90 per cent of the surveyed organizations reported employee wellbeing is extremely or very important to their organization's overall talent value proposition. Yet only 50 per cent of these organizations have a defined and cohesive wellbeing strategy.

In fact, according to the report, less than 1 per cent of companies with a cohesive wellbeing strategy face unsupportive leadership compared to 27 per cent that are lacking a strategy. Additionally, of those without a wellbeing strategy, 25 per cent report their organization is not very supportive of key drivers of organizational wellbeing.

There's a significant gap in reliable data that goes beyond benefits and claims, and truly uncovers the real drivers of a healthy, high-performing workforce—especially in Alberta," says Melanie Fuller, director of Wellness at Alberta Blue Cross. "This is why we've created this first of its kind, Alberta centric report: to capture critical employer perspectives on where and how they are prioritizing employee wellbeing."

The study went on to find that companies with a clearly defined and cohesive wellbeing strategy are

- 4 times as likely to highly support career progression as those without a wellbeing strategy;
- nearly 5 times as likely to have comprehensive diversity, equity, inclusion and accessibility policies as those without a wellbeing strategy; and
- report higher employee engagement in wellness programs.

According to [Wellhub's State of Work-Life Wellness 2024² report](#), 93 per cent of employees believe wellbeing is as important as their salary and 87 per cent of employees would consider leaving a company that doesn't focus on wellbeing.

Whether an organization with more than 1,000 employees or a business with 50 employees, Alberta Blue Cross outlines how having a well-crafted wellbeing strategy is important for many reasons:

- **It enables company leaders to be proactive.** Ensuring comprehensive coverage and early intervention can help to address issues like burnout and absenteeism before they escalate.
- **It can align with organizational goals.** When wellbeing initiatives are integrated with a company's overall objectives, they can enhance both employee welfare and productivity as well as business outcomes.



- **You'll attract (and retain) top talent.** An organization with robust wellbeing strategies are more appealing to job seekers and current employees who make work-life balance a priority.
- **Employees will be more motivated.** Consistent wellbeing initiatives make employees feel valued, leading to an increase in overall motivation and engagement.

According to respondents of the survey, employee productivity is the top reason high performing organizations are investing in wellbeing (86 per cent), followed by talent attraction and retention (72 per cent), business performance (65 per cent) and to foster engagement (65 per cent).

Alberta Blue Cross's findings show that businesses that prioritize wellbeing are leading the pack in proactive strategic implementation. Organizations that indicated they have a cohesive wellbeing strategy report being more supportive of each driver of organizational wellbeing, compared to organizations without a wellbeing strategy.

It's clear when organizations adopt a comprehensive wellbeing strategy, they can create environments where employees feel valued and see improved productivity, innovation and overall business performance. It's also key to enabling adaptability and success in a business environment that's constantly changing.

[The full report is available here.](#)

About the Alberta Blue Cross wellness report

Alberta Blue Cross gathered data and insights from 250 organizations across Canada spanning over 20 industries and 4 organization sizes, ranging from small businesses to enterprise corporations, to create this report.

About Alberta Blue Cross

As the largest provider of health benefits in Alberta, we believe we have the potential and responsibility to impact people's lives for the better. We believe all communities should thrive, and we are committed to serving as a champion for wellness by promoting the health of Albertans.

For more information, please contact Jaclyn Spurrell, Manager of Corporate Communications, Alberta Blue Cross® at jspurrel@ab.bluecross.ca.

¹Alberta Blue Cross. *Organizational Wellbeing Benchmarking Survey*. Edmonton, 2024

² Wellhub. *The State of Work-Life Wellness 2024 report*. [The State of Work-Life Wellness 2024](#).

