

Enterprise for Health (Germany/Non-Profit)
<http://www.enterprise-for-health.org/index.php?id=4>

Section I: Summary

Founded by the Bertelsmann Stiftung (Foundation) and the Federal Association of Company Health Insurance Funds [Bundesverband der Betriebskrankenkassen] in Germany, Enterprise for Health (EfH) helps companies establish corporate cultures which promote health policy. EfH encourages member companies to obtain buy-in at all management and employee levels, focus on employees and their families, and work with other organizations to improve overall community health.

Section II: Statement of purpose:

Research has found that programs based solely on behaviour often fail, as people tend to revert to old behaviours when programs are withdrawn. Scientist suggest that the best programs measure health conditions and interests, help people set goals, train them in the skills they need to improve health practices, and provide opportunities to maintain those behaviours. Enterprise for Health (EfH) seeks to help companies develop and sustain cost-effective health policies which capitalize on effective partnerships and cooperation. EfH was established in 2000 by the Bertelsmann Stiftung (Foundation) and the Federal Association of Company Health Insurance Funds [Bundesverband der Betriebskrankenkassen] in Germany. These organizations established EfH to help like-minded organizations share information and learn from one another.

EfH helps member groups work together on the continued development of corporate cultures which promote health policy. EfH encourages organizations to establish partnerships beyond the usual national boundaries and lines of businesses to build on efficiencies and increase the impact of health-related programs.

The existing traditional programs, however, which are generally focused on individual lifestyle risk behaviours such as inactivity, poor nutrition and smoking, only have little impact. This is why recent interventions have led to a more comprehensive approach that addresses both worker and organisational health, and which tends to effect behavioral change combined with improved working conditions and environments.

- What can companies do to promote employees' healthy lifestyle?
- What are the effects of successful interventions, and are there quantifiable economic benefits?
- What can be done to maximize program success?

Section III: Outcomes

This exchange of experience and knowledge benefits companies outside the network. EfH promotes the public discussion of issues which are of fundamental importance for the competitiveness of companies in Europe. EfH collates the results of its work relating to each subject and makes them available to the interested public in the form of practical recommendations. EfH areas of focus include:

- Development of a corporate culture based on partnership
- Health and personality-promoting structuring of work
- Working time organization and new organizational forms of work
- Knowledge management - future organization of how companies deal with knowledge and information
- Development of individual health competence of the employees
- Healthy work design for older employees
- Work-life balance / Transitions within working life and transitions into and out of working life
- Social responsibility of companies in the neighborhood and society
- Integration of all these aspects into management systems and staff leadership.

Section IV: Additional resources

Enterprise for Health Documents:

[**"European Network Enterprise for Health"** \(German - English, PDF 1 MB\)](#)

http://www.enterprise-for-health.org/fileadmin/texte/EfH_Flyer_2007/EfH_Infobroschuere.pdf

[**"Achieving Business Excellence - Health, Well-Being and Performance"** \(English, PDF 1,94 MB\)](#)

http://www.enterprise-for-health.org/fileadmin/texte/EfH_Conference_2008/Conference_Guide_2008/efh_conference_book_final.pdf