CORE CONCEPT

Corporate Wellness Programme Course: Biometric Screening, Activity Challenges and Claims ROI

10 – 14 January 2027
Jeddah - Corniche four-star

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Ref: 2099_30502 **Date:** 10 – 14 January 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Corporate wellness programme training on biometric screening, activity challenges and claims ROI is a 1-week course for HR, occupational health and employee benefits units that ends with a Corporate Wellness Programme Plan for a case organisation. Many employers buy screening days, step contests and gym subsidies that reach staff who are already healthy, leave high-risk groups untouched and cannot show any effect on sick days or medical claims. Nominees already coordinate employee health activity or manage group medical benefits, and learning is by case study on aggregated screening results, absence records and claims extracts. CoreConcept Training Center delivers this corporate wellness programme course.

Course Objectives:

- Quantify the organisation's physical health risks and their cost using aggregated health risk assessment, sick absence and group medical claims data
- Structure a workplace health promotion plan with the CDC Workplace Health Model and the WHO Healthy Workplaces avenues of influence
- Run biometric screening days and health risk assessments with informed consent, follow-up referral and de-identified employer reporting
- Design physical activity challenges, nutrition campaigns and ergonomics measures that target chronic disease, obesity and sedentary work
- Negotiate service levels and data-sharing terms with wellness vendors and group health insurers
- Estimate absenteeism and claims return on investment with baselines and comparison groups inside a Corporate Wellness Programme Plan

Target Audience:

- HR units responsible for employee health activity, wellness calendars and health campaigns
- Occupational health units responsible for screening, health surveillance and fitness-for-work referrals
- Employee benefits and reward units responsible for group medical insurance and wellness budgets
- Facilities and workplace services units responsible for canteens, fitness rooms and workstation layout
- HSE units responsible for ergonomics and the physical work environment
- Wellness committees and site coordinators who run activity and nutrition initiatives across locations

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Course Outline:

Day 1: Corporate Wellness Landscape, Cost Drivers and Baseline Review

- Primary, Secondary and Tertiary Prevention in Workplace Settings
- Health and Productivity Management Cost Drivers Mapped
- Chronic Disease and Obesity Risk Profile of Working Populations
- Group Medical Claims and Sick Absence Baseline Extraction
- Existing Benefits, Facilities and Canteen Offer Inventory

Day 2: CDC Workplace Health Model and WHO Healthy Workplaces Framework

- CDC Workplace Health Model Four-Step Cycle Applied
- WHO Healthy Workplaces Avenues of Influence Mapping Exercise
- Organisational Health Culture Checklist and Leadership Support Review
- Wellness Committee Charter, Budget Lines and Executive Sponsorship
- Workplace Health Improvement Plan Structure and Priority Setting

Day 3: Screening Days, Activity Challenges and Nutrition Campaigns

- Health Risk Assessment Questionnaire Selection and Aggregate Reporting
- Biometric Screening Day Logistics, Consent and Referral Pathway
- Physical Activity Challenge Design With Teams, Tracking and Incentives
- Healthy Canteen and Vending Policy With Nutrition Labelling
- Weight Management, Tobacco Cessation and Health Coaching Referral Options

Day 4: Ergonomics, Vendor Partnerships, Health Data Privacy and Participation Risks

- Office Ergonomics Workstation Assessment and Sit-Stand Arrangements
- Sedentary Work Reduction With Movement Breaks and Stair Prompts
- Wellness Vendor and Insurer Partnership Contracts and Service Levels
- Health Data Privacy, Consent and De-Identified Reporting Rules
- Low Participation, Incentive Misuse and Cost-Shifting Warning Signs

Day 5: Case Study on the Corporate Wellness Programme Plan

- Case Organisation Screening Results and Claims Data Interpretation
- Case Priority Risk Selection and Intervention Mix Decision
- Absenteeism and Claims ROI Model With Comparison Group Design
- Case Wellness Calendar, Vendor Roles and Privacy Safeguards
- Corporate Wellness Programme Plan Completion and Sponsor Presentation

Skills You Will Gain:

- Health Risk Profiling
- Biometric Screening Coordination
- Activity Challenge Design
- Workplace Nutrition Policy
- Workstation Ergonomics Review
- Wellness Vendor Management
- Health Data Privacy Control
- Claims and Absence ROI Modelling

Why Attend This Course:

- Hand the HR director and the benefits committee a Corporate Wellness Programme Plan built on case screening, absence and claims data
- Decide which risk groups, sites and interventions receive the wellness budget first
- Avoid paying for screening days and challenges that reach only healthy staff or expose personal health data
- Share the screening day checklist, challenge rules and ROI workbook with site coordinators and occupational health colleagues

Conclusion:

Back at work, the participant hands the HR director, the benefits committee and occupational health a Corporate Wellness Programme Plan that sets priority risks, interventions, vendor roles, privacy safeguards and evaluation measures. The committee uses it to approve the wellness budget and prepare insurer negotiations, and site coordinators use its calendar to run screening days and activity challenges. After the first screening cycle, the unit should compare participation, risk-factor changes, sick absence and claims cost against the baseline and revise the intervention mix.

Frequently Asked Questions FAQ:

What should participants know before a corporate wellness programme course?

Participants should already coordinate employee health activity, occupational health services or group medical benefits. No clinical qualification is needed. Bringing aggregated absence figures, a claims summary or a past wellness calendar helps apply the case study to their own organisation.

How does a corporate wellness programme course differ from a workplace mental health or happiness course?

It concentrates on physical health: screening, chronic disease and obesity prevention, activity, nutrition, ergonomics, vendors and claims evidence. Courses on mental health support or workplace happiness cover different risks and methods, which appear here only as referral points.

Do corporate wellness programmes reduce absenteeism and medical claims?

Results vary. Some studies report lower absence and medical costs, while randomised trials found limited short-term effects. Programmes show credible results when they target measured risks, reach high-risk staff and are evaluated against a baseline and a comparison group over several years.

What does a participant take back from a corporate wellness programme course?

A Corporate Wellness Programme Plan for a case organisation, with a risk profile, intervention mix, wellness calendar, vendor and privacy terms and an absenteeism and claims ROI model that can be adapted to the participant's own employer.