

ABSTRACT

Comprehensive knowledge of motives for participating in corporate health promotions and offers can contribute to improving corporate health management and thereby increase its efficiency and effectiveness. Employees and employers both profit from a well-designed and targeted corporate health management (CHM) program. Therefore, this thesis investigates these motives but also the barriers that hinder employees from participating in CHM offers. An organization in the health industry serves as the case for this study, assuming that revealing information about effective CHM can be gathered in a health-conscious environment. A case study design combining qualitative and quantitative research methods serves to explore specific CHM-related perceptions. Qualitative data are collected using semi-structured interviews and analyzed applying qualitative content analysis. A quantitative survey is created based on the results of the qualitative study and analyzed using principal component analysis in order to identify relevant motives and obstacles for CHM-participation and acceptance. Results show that motives have a higher average agreement compared to barriers and the perception of a personal advantage is the most prominent motivating factor. Hence, the benefits of CHM must be well communicated to employees in order to raise participation in and acceptance of CHM offers. The results of this thesis serve to improve CHM programs and communication within companies. This thesis therefore contributes to the aim of providing effective individual health benefits for employees.