

White Paper

Eppendorf PhysioCare Concept 3 | March 2012

Health Promoting Measures for Employees as the Future Core Element of Organizational Success?



If one believes in the existence of Kondratieff cycles, which are based in the theory of long waves and which are in themselves a theory of the cyclical development of the economy, according to Leo Nefiodow, "Health", in its holistic sense, will dominate the current 6th Kondratieff cycle as its fundamental innovation [1]. Thus investments, in connection with new processes, technologies, products and services in the areas of biotechnology, medicine, environment and information will lead to an economic upswing until these innovations have been fully established [1]. In contrast to past cycles, which emphasized on processes and technologies (steam engine, internet, etc.), now the human being with his spiritual and social needs has moved to the center of the economic stage [1] [2]. Human enthusiasm and ability to learn, creativity, strength and power, are crucially dependent on a holistic state of health, where, besides material motivational factors, immaterial factors have stepped into the foreground [1] [2]. In the holistic sense, health is defined as simultaneously physical, psychological, spiritual, social and ecological health [2].

Incidentally, the WHO defines "Health" along 7 criteria, which include healthy work conditions and meaningful work. It may be postulated that for work in the laboratory of the 21st century, demands on the throughput of laboratory samples will rise to the same degree as the work strain caused by these demands. A sufficient number of vacation days, access to health care and healthy work hours are by far not sufficient to prevent the threatening strain on the employee in its entirety. Ergonomics in the holistic sense is now more important than ever. It is under these aspects that the Eppendorf PhysioCare Concept came to life as a holistic solution to bring the workflow in the laboratory into harmony with the health and wellness of the employees.

Only with the needs of their employees for healthy working conditions in mind and with regard to a holistic understanding of health, will an organization be able to state in good conscience that they conduct their business in a responsible fashion. And only under these conditions will they be able to generate a long term competitive advantage [2]. The provision of healthy workplace conditions is an important incentive which is likely to gain importance to create an incentive-contribution balance, so that the employee will contribute in material and immaterial ways to the organization [2]. Here, especially the desire for a long life in good health becomes the driving force for individual actions.

But also for national economies, the health of its population has high priority, not least due to health care costs. For these reasons, the provision of healthy work conditions becomes an important CSR measure (Corporate Social Responsibility), with which the organization may take responsibility, while simultaneously generating a long term competitive advantage [3].

Literature

- [1] Nefiodow L A, 2006: [The 6th Kondratieff, 6th edition, p. 1-22][German] Der sechste Kondratieff, 6. Aufl., Sankt Augustin, S. 1-22.
- [2] Meyer M, 2010: [Company leadership; lecture, chapter 1, p.3, 41; chapter 2, p. 5, 8, 11; Department of economics and Marketing, Julius-Maximilians-Universität, Würzburg, Germany][German] Unternehmertum und Unternehmensführung, Vorlesung, Kap. 1 S. 3, 41; Kap. 2 S. 5, 8, 11, Lehrstuhl für BWL und Marketing, Julius-Maximilians-Universität, Würzburg.
- [3] Porter M, Kramer M, 2007: Corporate Social Responsibility, Harvard Business Manager, Jan., S. 7.