

The ROI of Behavioral Health Coaches in Construction:

Reducing Risk, Preventing Injury, and Protecting Your Workforce



Area of Impact	Value Delivered	Why This Matters
Cost Drivers	15 health risks serve as primary cost drivers in increasing risk for injury, and decreased productivity, leading to increased healthcare and workers' comp costs. ¹	A Behavioral Health Coach brings frontline, jobsite-ready support to address stress, fatigue, substance-use risk, and life pressures before they show up as injuries, incidents, absences, or turnover. In an industry with elevated suicide and overdose risk, having a trusted, onsite resource improves early identification, reduces stigma, and connects workers to the right help faster.
Injury Prevention	MSK injuries account for 30-60% of OSHA-recordable incidents in construction. Behavioral Health Coaches (BHC) reduce these by intervening early. ²	
Mental Health Awareness	Coaches manage 80% of the mental health needs of a construction or industrial population through adequate skill-building, training and coaching. ³	
Return On Investment	National Safety Council reports a \$4.00 ROI for Behavioral Health Coaches. ⁴	
Safety Culture	Promotes a proactive culture of care and prevention, not just compliance. ⁵	

1 JOEM 2. BLS 2018, 3. Occ. Health & Safety 2023, 4. NSC 2021, 5. OHS Online

Bottom-line Benefits for Construction Leaders

- Fewer incidents and claims = fewer recordables and lost time
- Enhanced morale and retention = higher productivity
- Measurable savings = clear ROI for leadership



- Trained in cognitive behavioral therapy and motivational interviewing in addition to health education.
- 5-15-minute rapid engagement encounters allow BHCs to assess needs, reinforce the importance and confidence in change, and set attainable goals with accountability.
- Compassionate communication enables BHCs to make additional referrals to EAP, and other resources for support



If you're managing risk without Wellness Workdays' Behavioral Health Coaches onsite, you're leaving safety—and savings—on the table.