

Contents

1	The Importance of Health in the Work World 4.0	1
2	The Interplay of Health, (Financial) Success and Corporate Health Promotion	9
2.1	Current Health State of Germans	9
2.2	Major National Health Problems	13
2.2.1	Stress and Burnout	13
2.2.2	Overweight and Obesity	14
2.3	The Financial Importance of Employee Health	16
2.4	Corporate Health Promotion	20
2.4.1	An Introduction	20
2.4.2	Chances	22
2.4.3	Challenges	24
2.5	Factors that Influence Health (Decisions)	27
2.5.1	Empirical Findings on the Relationship between Leadership and Health	30
2.5.2	Behavioral Economical Insights	34
3	Nudging for more Health	39
3.1	Behavioral Economical Basics of Nudging	39
3.1.1	Definition and Classification to Classical Health Policy Instruments	39
3.1.2	The MIND-THE-GAP-framework as a Suitable Nudge Design Concept	41
3.2	Fields of Action to Nudge Employees Towards more Health	45

3.2.1	Nutrition	45
3.2.2	Physical Activity	49
3.2.3	Mental Health	52
3.3	Discussion	54
3.3.1	Critics and Limitations of (Health) Nudges	54
3.3.2	Criteria of a Successful Nudge in the Context of Corporate Health Promotion	56
4	Recommendations for Action	59
4.1	A Guideline to Implement Health Nudges in Organizations	59
4.2	How to Lead Health-Oriented	66
5	Conclusion	73
5.1	Main Results	73
5.2	Limitations and Need for Further Research	75
5.3	Outlook	78
	References	81