CASE STUDY: Circadian Corporate Sleep Program Improves the Sleep IQ of the Cambridge Health Alliance Workforce

The Challenge: There is substantial and irrefutable scientific evidence which reveals that the third of our lives spent sleeping profoundly impacts the two-thirds we spend awake. More specifically, an extensive literature details the effects of insufficient sleep on productivity, creativity, communication, focus, health, and safety.

As the demands on the global workforce increasingly stretch the boundaries of work hours, there is a urgent need to provide sleep education and training. Given that over three-quarters of employees feel tired most days of the week, the cost of sleep insufficiency to employers is deep and far-reaching. In fact, it’s been reported that insomnia alone, costs US employers $63 billion in lost productivity each year. This does not include costs associated with employees who are tired because of disordered sleep - with poor sleep habits/hygiene.

Cambridge Health Alliance (CHA) has a pre-existing wellness program based on four tenets of health: self-care, rest and recovery, nutrition, and movement. Circadian Corporate Sleep Programs was approached by CHA to present an educational workshop relating to their rest and rejuvenation tenet and to illustrate the relationship of sleep to the other three tenets of health in their wellness program. The over-arching goal of the program was to create awareness within the CHA workforce about the effects of sleep insufficiency on productivity, health, and safety, and to provide strategies for sleep improvement.

The Solution: Circadian Corporate Sleep Programs presented an introductory educational workshop to the CHA workforce. This ½ hour workshop was delivered virtually as a webinar and was designed to educate and increase the participants’ awareness of the dangers of insufficient sleep and to offer a variety of methods of behavior change and modifications for better sleep. The program was supplemented with a hardcopy guidebook distributed prior to the workshop. The guidebook contained authoritative information, interactive exercises, and practical tips to help the reader recognize the causes and consequences of sleep deficiency and to take steps to improve their sleep, health, and overall wellbeing.

1 Turgiss, J. Asleep on the Job. Virgin Pulse Institute.
The Result: A pre- (N=75) and post-survey (n=26) was completed by participants. A comparison of four Sleep IQ questions\(^3\) asked in both the pre- and post-survey found that the total Sleep IQ of the participants increased almost 20% after attending the short educational program. In addition, most respondents reported in the post-program survey that they would try to implement two of the suggested sleep strategies: (1) stop using their electronic devices 1-2 hours before going to sleep (83%); and, (2) set up a sleep schedule (e.g. go to sleep and get up at the same time each day) (57%). A majority of respondents were interested in additional learning opportunities about healthy sleep habits.

An increase in Sleep IQ immediately following an educational program is not a surprising outcome. A more important result of this program was the participants’ motivation to implement one or more of the suggested sleep improvement strategies. These findings add to the growing evidence regarding the efficacy of sleep education to not only increase a knowledge base but to be a motivating factor in behavior change.

About CIRCADIAN®:
Through a unique combination of consulting expertise, research and technology, software tools, and informative publications, CIRCADIAN helps organizations to optimize employee performance and reduce the inherent risks and costs associated with employee sleep deprivation and fatigue. As the global leader in providing 24/7 workforce performance and safety solutions, CIRCADIAN recognizes that sleep is integral to optimizing all businesses’ human capital and employee well-being. CIRCADIAN Corporate Sleep Programs offers customized sleep education and training initiatives for sustainable sleep improvement to enhance the lives of all employees both at work and at home.

Circadian Corporate Sleep Programs are customized to serve our clients’ strategic goals, workplace culture, workforce demographics and budgetary constraints to ensure that our clients’ employees are equipped and empowered with knowledge, strategies, tools, and resources to support sustainable sleep improvement.

For more information about Circadian Corporate Sleep Programs, please contact Irene Fassler at 781 439-6325 or ifassler@circadian.com.

\(^3\) The questions included: 1. People can make up for not getting enough sleep during the workweek on days off; 2. The older you get, the fewer hours of sleep you need; 3. How long before bed do experts recommend you stop using screens; and, 4. Alcohol makes you sleep deeper and longer.