



GLOBAL EMPLOYER INSIGHT SURVEY:

Health and wellbeing

How have programme engagement and success strategies changed?

As part of our annual international wellbeing survey, Optum surveyed 350 employers across a spectrum of health and wellbeing topics to understand current practices and how trends have changed over time. Here is what they said regarding programme engagement and success strategies at their companies.

Health and wellbeing programme communication decreased

Although most companies (94%) believe employees know about programmes, fewer (90%) than last year (95%) believed they effectively communicate about offerings. With workers dispersed, sheltering at home, and attentions fluctuating between the needs of family members and 24/7 pandemic coverage, the result is not surprising. In EMEA, at the time of the survey, fewer companies (38%) strongly agreed that their programme communication was effective. The result was also significantly less than last year, when 61% of EMEA employers strongly agreed. Alternatively, APAC companies (65%) were more confident about the effectiveness of their communication than last year (47%).

90%

of employers believe they effectively communicate about offerings

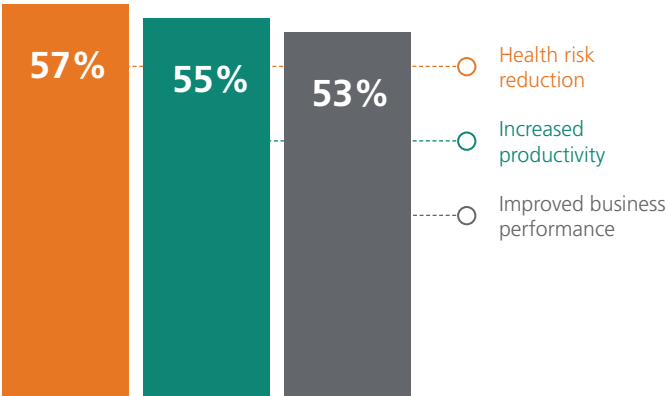


Q: How important is each of the following in how you determine the success of your health management and wellness programmes?

Top 3 listed as “very important”:

- Health risk reduction (57%)
- Increased productivity (55%)
- Improved business performance (53%)

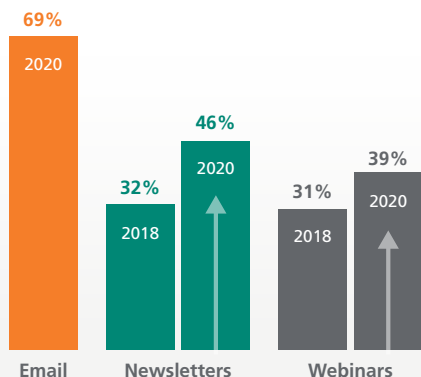
Most companies believe their health and wellness programmes are successful, but less than half (48%) are confident in their ability to effectively evaluate programme performance via programme metric tracking.



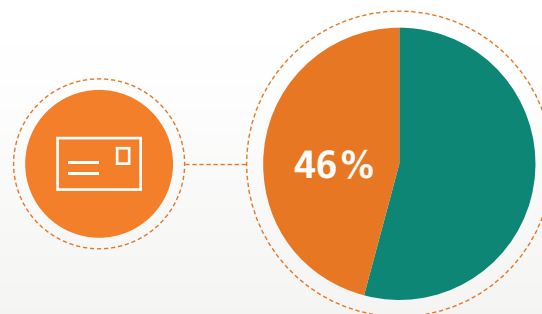
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Q: How does your company promote its health management and wellness programmes to employees?

Email was the top programme promotion channel, whilst newsletters and webinars have risen in popularity.



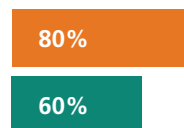
Q: What is your preferred method of communicating about health management and wellness programmes with family members of employees?



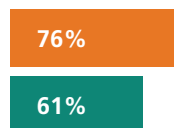
Nearly 50% of employers communicate through direct mail.

Q: Does your company use or plan to use any of the following digital engagement methods?

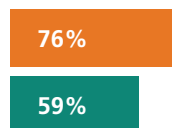
Social networks



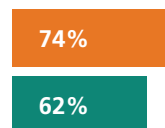
Health-related mobile messaging



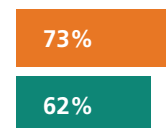
Online competitions/challenges



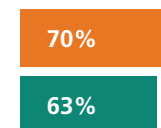
Activity tracking devices



Health-related mobile apps



Game-like features



2020 ■ Currently use/plan to use ■ Success rate

Optum support

Whether extending your health and wellbeing programme globally or expanding the services available in your programme, Optum has a suite of international health solutions, including our global Employee Assistance Programme (EAP). The Optum team can support your objective of engaging members around the world, helping them to manage their personal health and wellbeing.

[Learn more at \[optum.com/globalemployers\]\(https://optum.com/globalemployers\).](https://optum.com/globalemployers)

Survey methodology

- 350 international employers located in APAC, EMEA or LATAM regions
- Global companies with >3,000 employees
- Decision-makers in human resources, executive, management or administrative role
- Online survey administered 21 April–28 May 2020



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