

The challenge for Corporate Britain

Corporations throughout Britain are increasingly understanding the vital importance of improving the health and wellness of employees.

By helping reduce employees' exposure to health risks, not only do employees gain from improved health but employers themselves stand to benefit from a happier and more productive workforce.

Sickness absence is estimated to cost UK businesses £29bn each year (1). Compounding this, is the impact of poor health on employee productivity. Data from the largest workplace wellness study in the UK 'Britain's Healthiest Workplace' suggests that for each hour of lost productive time each day, just 5 minutes relates to formal absence from work - while 55 minutes (more than 90%) is driven by presenteeism. The findings suggest that investing in employee health and well-being aligns with better business. Other key insights from the report include:



Employees lose approximately 27.5 days in productive time while at work due to ill-health - the impact of presenteeism

**2.6X
MORE EFFECTIVE**

Employers implementing a comprehensive wellness programme rather than disparate wellness initiatives are 2.6x more likely to see employee engagement

**70%
INCREASE**

Providing incentives and rewards for engagement in health promotion programmes increases employee participation by 70%

Most forward thinking companies have started to put strategies in place that address workplace health and wellbeing but in many cases they find it difficult to engage their employees in these initiatives and measure the impact on key productivity measures. Healthy Workplace addresses these challenges and makes it easier for your employees to sustainably engage in healthy behaviour.

1) PWC Research, The Rising Cost of Absence



**FOR A HEALTHIER,
HAPPIER AND
MORE PRODUCTIVE
WORKPLACE**



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HEALTHY WORKPLACE

Healthy Workplace – A whole of workforce wellness solution

Healthy Workplace is a new whole of workforce solution for large employers that's designed to meet the health and wellness challenges facing Corporate Britain.

It is developed using the learnings from Britain's Healthiest Workplace and guided on the principles of a clinically proven, science based health promotion programme. This new solution will engage employees to improve their health and provide employers with the tools and information to understand their specific health risks and the ability to create a meaningful, tailored wellbeing strategy to have the greatest impact on their employees' health.

What do the employees get?

The employee solution is all based around an innovative app that is based on three simple steps allowing them to:

1 - KNOW THEIR HEALTH

Through Vitality Age - a simple measure of an employee's health against key lifestyle risk factors such as physical activity, nutrition, mental health, smoking and alcohol.

2 - IMPROVE THEIR HEALTH

By engaging in healthy activity and tracking that activity to earn Vitality points. We make it easier and cheaper to engage in this activity through a range of partners.

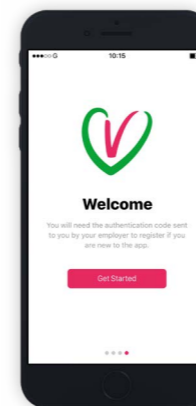
Partners available as standard:

- Nuffield Health services
- Polar and Garmin devices
- Weight Watchers
- Allen Carr Easyway to stop smoking
- Healthy Mind apps

Additional discounted services from Nuffield Health

- Consumer gym membership 40%
(when active rewards are included)
- Health assessments 25%
- Hospital treatment 20%
- Physiotherapy 20%
- Virtual GP 40%
- Emotional wellbeing 10%
- Beauty services 10%
- Nursery services 5%

If added these can all be accessed via the app



3 - GET REWARDED FOR MAKING IMPROVEMENTS TO THEIR HEALTH

Employees get the chance to win weekly rewards for engaging in their health including: Cinema tickets from Vue or Cineworld and a drink from Starbucks.



EMPLOYER SPONSORED REWARDS

And, you can choose to add your own employer sponsored rewards for employees that achieve a certain health status such as: extra days holiday, prize draw for a weekend away.

What do you get as an employer?

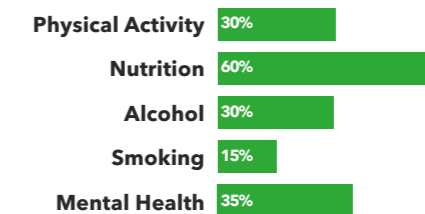
COMPREHENSIVE AND CONFIGURABLE MI

As an employer you'll get access to a corporate dashboard that will allow you to monitor the health of your employees and track the effectiveness of your Health and Wellness strategy.

You'll be able to evaluate this data at a corporate level, compare year on year as well as drilling down on specific risk factors, departments and sites so you can really understand what your issues are and where to invest in improvements.

Example MI:

EMPLOYEE LIFESTYLE RISK FACTORS



OVERALL PHYSICAL ACTIVITY PROFILE

