



BUYER'S GUIDE

# Optimizing Employee Health & Wellbeing

A guide to finding the right solution  
for your workforce

# 6 Factors to Consider and Key Questions to Ask

## Building a Culture of Health in Unprecedented Times

The workplace as we know it is changing in ways we've never seen before, and it's essential to be ready for what's next. With remote employees, hybrid work arrangements, and the war for talent heating up, it's not enough to offer the standard benefits package and two weeks' vacation. Employees now expect more, and that's why wellbeing programs need to do more - create social connections that span offices around the world, provide personalized, curated content for the individual's health challenges, and orchestrate the employee experience to foster healthy and supportive workplace cultures.

***Now is not the time to underestimate the importance of outcomes.***

Your employees also expect to be part of a community that celebrates differences, fosters respect, and supports everyone. They want an employer that provides generous personal growth, relevant health benefits, and work-life balance. To attract, retain, and motivate workers today, the most successful

businesses seek an innovative, expansive, and evidence-based health and wellbeing approach. Doing so provides the ability to recognize the links between mental health, physical health, and social determinants of health. There is an urgency to create environments where diverse individuals are embraced and celebrated for their contributions. You can accomplish this by leveraging digital tools designed to support live programs and services—both high-touch and high-tech—to reach employees wherever they are on their health and wellbeing journey.





# Finding Your Solution

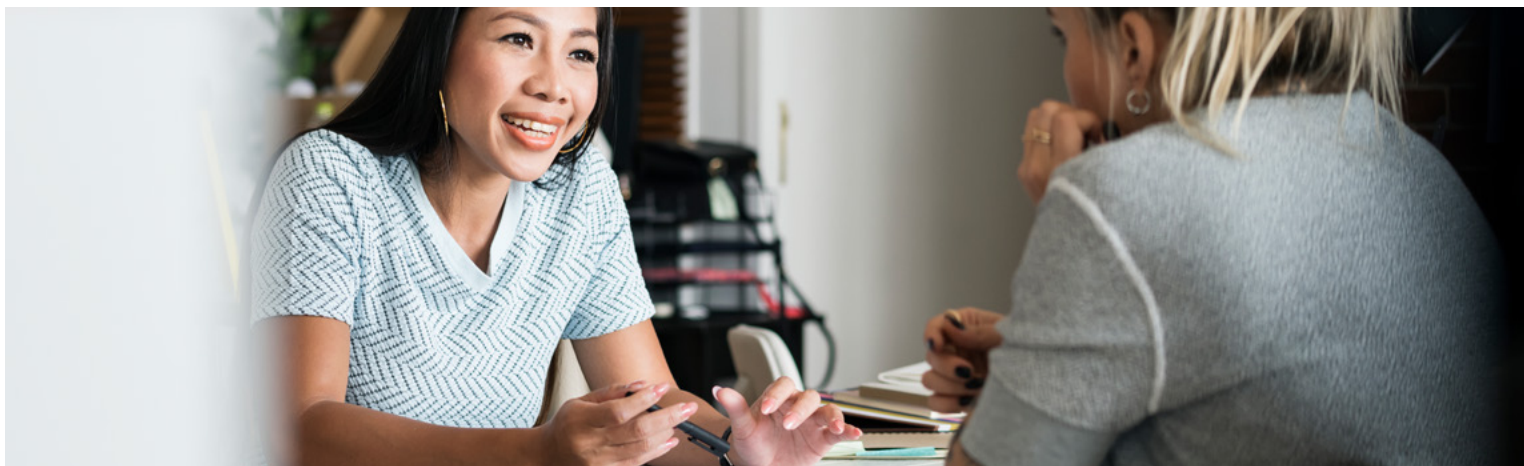
As you respond to a changing landscape and growing demands, seeking a health and wellbeing platform alone is not enough. You need a solution partner that can adapt as your workforce evolves to meet business needs. The last few years have taught us a lot. The world can change quickly—and in unanticipated ways, from a global pandemic to social, political, and economic volatility. More than ever, employers need a trusted advisor to help them respond to current challenges and adapt to meet those same challenges.

When the health of your workers—and your business—is at stake, having a trusted advisor along with a unified and agile system is vital to seeing value on your investment.

# First Things First

Before engaging with potential vendor partners, define what success looks like for your organization:

- Why are you investing in employee health and wellbeing right now? (e.g., to reduce healthcare costs, attract or retain talent, provide a one-stop-shop for health and wellbeing benefits, support users across the entire health care continuum)
- How do you define a healthy workforce?
- What metrics are you currently using to track success?
- How does your business support mental health, diversity, equity, and inclusion, along with flexibility/work-life balance?
- What is not working with your current approach or program?
- How does your current solution integrate with, support, and drive utilization of your existing point solutions?
- Are you considering investing in additional point solutions focused on specific areas, like mental health or chronic disease management?
- How future-proof is your health and wellbeing program? Will it support your business's growth and expansion?
- How do your employees engage and learn best?
- What is your budget for employee health and wellbeing—and what will it cost you not to prioritize it?
- How are you approaching preventative, episodic, and chronic condition management? Would a data-driven solution have an impact on cost reduction and investment decisions?



# 6 Areas to Consider and Key Questions to Ask

Now that you have defined success, the next step is to consider your main goals and prioritize them. As you consider potential solutions, think about a vendor who can help reach those goals—and perhaps push you to go even further. A point solution might meet your needs now, but a more comprehensive platform can evolve with you as you grow.

Here are important areas and questions to keep in mind as you consider potential vendors.



01

## Effectiveness & Experience

### What to look for:

Does the vendor have the experience to deliver what they promise? Look for a vendor that has provided measurable results for companies similar to yours in size, industry, geographic area, and employee health and demographics.

### What to ask:

- **What is your history and track record in the market?**
- **What results are you most proud of from the past two years?**
- **What metrics do you use to define success for your customers?**
- **Is your approach research-based? Do you have academic/scientific advisors informing your approach?**
- **Do you have any case studies for customers that share our same challenges and goals?**



02

## Core Capabilities & Value Proposition

### What to look for:

Leading organizations now seek solution providers that can provide a hub that customizes and integrates programs and services to address their specific health and wellbeing priorities. This is achieved when the technology orchestrates point solutions into a single, secure platform personalized for the individual, increasing utilization across the HR tech stack.

### What to ask:

- **Does your solution integrate wellbeing engagement, benefits navigation, condition management, and coordination with healthcare providers?**
- **Are your programs and services mostly “high-touch,” like coaching, or “high-tech,” like a mobile app?**
- **How do you ensure a quality experience across different devices?**
- **How do you personalize the user experience at an individual level?**
- **How does your solution scale or adapt as your customers’ workforce grows or changes?**







03

## Collaboration & Customization

### What to look for:

Look for a solutions provider that takes the time to understand your business's unique culture and priorities. The ideal vendor will also play the role of trusted advisor through their customer success team.

### What to ask:

- **What type of customer support do you provide for employees and their families? How are their needs (medical and other) triaged and handled?**
- **Can you customize content and design to match our brand, messaging, and audience?**
- **Can you integrate my existing partners into the platform? How do you handle data integration?**
- **What support do your Program Design and Customer Success teams offer your clients?**





04

## Motivation & Engagement

### What to look for:

Inspiring people to adopt or maintain healthy behaviors isn't easy. It requires meeting people where they are by understanding their individual goals and barriers to change. Look for a vendor with a track record of helping clients improve their people's mental and physical health through greater engagement and community-building.

### What to ask:

- **How do you define engagement, and what are your engagement rates?**
- **What are your main methods of empowering, incentivizing, and rewarding employees?**
- **Are your programs, services, and content customized to address the varying needs of your workforce?**
- **How have you helped clients become more diverse, equitable, and inclusive organizations?**
- **Does your solution facilitate social connections for both in-office and remote employees?**







05

## Reporting & Outcomes

### What to look for:

You've defined success, and it's essential to measure progress. Find a vendor willing and able to give you the actionable data you want, when you want it, and how you want it. When various partners or point solutions are involved, having a centralized dashboard is critical. Reference "Measuring Success" for key employee and company metrics to consider during the vetting process.

### What to ask:

- **What type of standard reports do you provide? What content do they include, and how are they delivered?**
- **Do you have a sample dashboard we can access to understand the first-hand experience?**
- **Does your reporting include metrics around social determinants of health?**
- **Does your reporting capture quantitative metrics, like decreased disability claims and personnel turnover, and qualitative metrics, like increased employee morale and corporate social responsibility?**



### MEASURING SUCCESS

As you consider health and wellbeing solutions, keep in mind these metrics, and decide which are most important to the health of your business and your employees.

#### Employee Metrics:

- Participation
- Engagement
- Health behaviors and risks
- Biometric measures
- Mental health
- Overall wellbeing
- Financial status

#### Company Metrics:

- Healthcare utilization
- Disability and workers' compensation costs
- Productivity and safety
- Turnover
- Absenteeism
- Morale
- Engagement





06

## Global Reach

### What to look for:

Your solution provider should be able to support your workforce no matter where they are in the world. To help you achieve your strategic goals and growth, the right vendor has experience with global businesses and partnerships.

### What to ask:

- **How many customers are multinational companies?**
- **Have you worked with customers as they are in the process of expanding globally?**
- **If applicable, what languages does your platform support and what language translations do you have planned for the future?**
- **Where do you have office locations around the world?**



# Next Steps

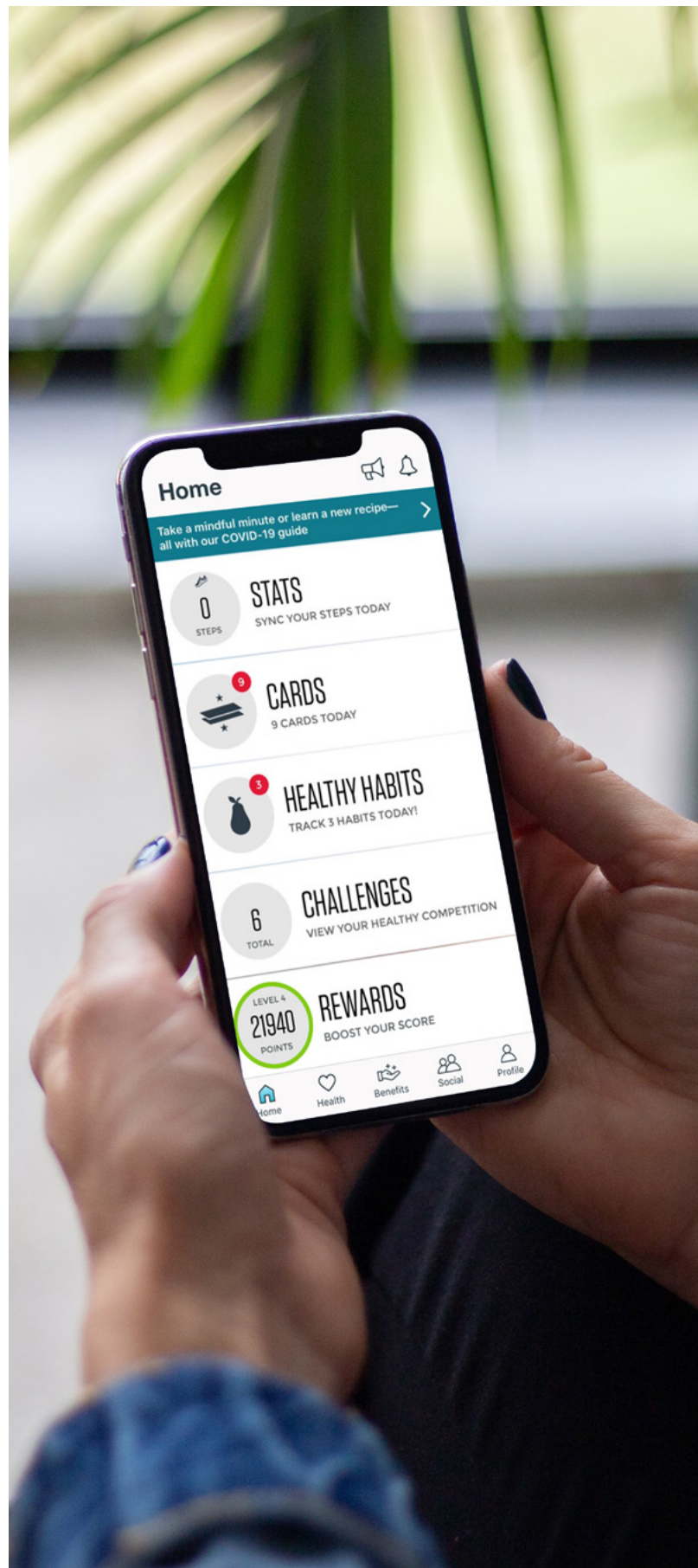
With these starter conversation questions, you'll be able to gather the initial information needed to develop a shortlist that accomplishes the following:

- **Support employee health and wellbeing for your people who are critical to business success.**
- **Improve your employees' physical and mental health for improved outcomes, more resilient teams, and strong corporate cultures.**
- **Find the right solution—one that fits your goals, culture, and budget.**
- **Navigate the overwhelming number of vendors so that you can get to a shortlist faster and make a more confident final decision.**

**We're available to answer questions and tailor a program that's right for your business and your people. [Talk to an engagement expert at Virgin Pulse today.](#)**

## About Virgin Pulse

Virgin Pulse, part of Sir Richard Branson's famed Virgin Group, helps employers create a workforce with the energy, focus, and drive necessary to fully engage at work and in life. With its award-winning online platform, the company fosters healthy daily habits and sustainable behavior change that help employees thrive at work and across all aspects of life. Unlike narrowly focused employee health and engagement solutions, Virgin Pulse is a hub of consumer-focused strategies and innovative tools that set the foundation for a company's engagement efforts. More than 250 industry leaders representing 1.5M+ employees have selected Virgin Pulse's programs to reinvigorate their workplace.



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