



ARE YOU

SET UP TO

FAIL?

**THE CORRECT TECHNOLOGY CAN
ENHANCE ANY WELLBEING
PROGRAMME**

Are You Set Up To Fail? — The correct technology can enhance any wellbeing programme

With remote working, gyms closing and people spending so much time indoors there has been a surge in providers taking wellbeing online. Innovation has been steady in the field of telemedicine (or m-health) with services such as Computerised Cognitive Behaviour Therapy (C-CBT), Video GP appointments and telephonic Occupational Health assessments becoming more common. There has also been an explosion in the wearables market, with more of us tracking everything from our steps to how well we sleep than ever before.

Why most workplace wellbeing programmes are set up to fail

Workplaces are continually investing more money in wellbeing yet success is often temporary.

From an employer's perspective there is often a bias towards in-person wellbeing initiatives, from health talks to onsite yoga classes, perhaps because we think taking the horse to the water is more likely to make it drink.

In person solutions are necessary but can often be a one hit wonder and often fail to provide long term benefits as employees are often left to implement the new found information on their own which in the majority of cases results in a relapse to previous behaviour.

COVID-19 is forcing people to think outside the box and beyond traditional in-person wellbeing solutions

The influx of providers taking wellbeing solutions online as a result of COVID-19 is staggering. Online workshops, home workout videos and yoga classes online are popular now more than ever. However, this doesn't mean that they are more effective in creating sustainable changes to wellbeing.

By adding the right technology and support from an personal online coach, information can be reinforced, anywhere, anytime and as often as necessary. As a result knowledge retention rises by 55% and general wellbeing engagement rises by up to 83% meaning that the individual is 3x more likely to still be tracking their wellbeing 120 days after the initiative.

Sustainable change is possible with ongoing support. In-person initiatives cannot provide this on a mass scale without the use of technology.

All employers should now be embracing the technological changes to how wellbeing is delivered post COVID-19.

The ability to personalise health and wellbeing using technology is vital and this is where organisations which recognise this will be the true winners.

Wellbeing4business Ltd have developed 'Wellbeing Challenges' to meet these needs

The personalised, app-based solution survey's employee's to identify health risks, employee needs and aspirations and uses this information to develop a data-driven and personalised wellbeing challenge, fully supported by real-life health coaches via the Well 1-2-1 app.

Employees are challenged to make simple, focussed and achievable changes to their lifestyle which contribute to an organisational change in overall wellbeing, increased productivity and morale. A personal health coach is there to support each individual every step of the way.

Our next article: Laptop lifestyle — is flexible work location the new norm?

Sign your organisation up for the 'BOOST' Energy Challenge before 13/07/2020 to receive a 10% discount.

Visit www.wellbeingchallenges.com for the full article & **FREE** Self help guides for your employees.