



Wellbeing innovation

**Empowering health
behaviour change at scale**





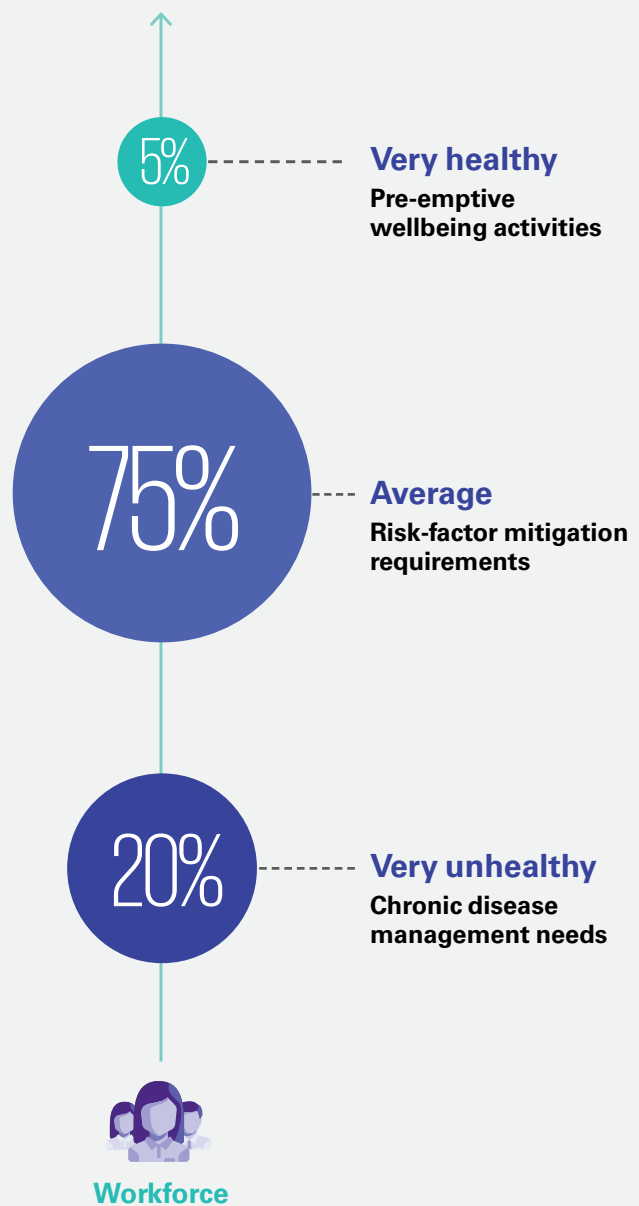
How healthy are your wellbeing programs?

Wellbeing programs are commonly used to improve existing benchmarks relating to workplace productivity, employee health risk and engagement.

More often than not, existing programs fail to improve the benchmark and focus on either acute needs or general awareness.

In today's environment, only 5% of employees are within the very healthy category, yet approximately 20% are within the very unhealthy category.

In our experience, programs that address only some areas of need, have typically low engagement with benefits realised limited to the few.



Measuring workforce needs and wellbeing engagement

The most effective programs engage with people on a regular, structured basis through a range of experiences. These programs focus on boosting capacity across a range of wellness dimensions, and therefore behaviour change. Such programs consider the needs of the workforce and the effectiveness of existing programs.

We believe in establishing desired benchmarks across metrics such as productivity and engagement and in measuring health risk in order to drive positive behaviour change.

Organisations that are successful in measuring the needs of their workforce have a clear understanding of what makes their wellbeing program effective. They know:

Prevalent areas of needs and risks include:



1
The type and frequency of activities conducted

3
The level of employee engagement in these activities

2
The annual cost of activities

4
The return on investment or behaviour change that these activities are helping them to achieve.

Shifting the dial on health behaviour

As recognised experts in organisational development, change and performance, our aim is to shift the employee's position on the health spectrum by offering them the tools, resources and guidance to build their own journey.

We take an experience based learning approach and utilise health professionals, health technology and digital content capabilities to design programs that suit the health needs and wellness goals of the entire workplace. How does it work?



Set goals

A wellness journey starts with self-identified goals. Goals are often a reflection of existing mindsets, experience and desires, for example: improving sleep quality, increasing the ability to de-stress, or training for a marathon. We provide opportunities for employees to identify their goals, for example through health risk assessments or 1:1 consultations with on-site wellness experts.



Deliver interactions

Interactions that relate to identified goals create lived experiences. We provide targeted wellness education, health technology and content to enable interactions across multiple channels (including digital, face-to-face and virtual). This in turn empowers employees to interact, engage and pursue their goals on their own terms and in their own time.



Create journeys

Self-selected interactions, heightened social awareness through wellness promotion and tailored coaching provide guidance and shapes the wellness journey. Our approach allows employees to address multiple goals and therefore take multiple journeys over time, reflecting changes in lifestyle, work demands and social environments.

Empowerment reduces stigmas and barriers to change

We use a demonstrated process for driving positive, sustained health behaviour change across the entire workplace. We work with you to build a tailored program:



Phase one Establish drivers

Solutions:

- KPMG design thinking workshops
- Insights report and recommendations – workplace health assessment
- Objectives development and deployment strategy



Phase two Develop mindset

Solutions:

- KPMG leadership workshops
- KPMG workplace seminars
- 1:1 Wellness consultations with qualified professionals



Phase three Change behaviours

Solutions:

- Health technology
- Digital products: integrated portal, e-Learning
- Behaviour change content
- Wellness engagement strategy
- Wellness goal setting and professional coaching



Phase four Measure outcomes

Solutions:

- Impact analysis report
- Real-time reporting (BU & site-based)
- Predictive wellness analytics

A multilayered approach to program effectiveness

Addressing the wellbeing needs within a workforce requires an approach that lets programs and services evolve over time. This ensures that increased workforce health can translate into increased organisational health, measurable through:

- absenteeism rates
- engagement levels
- overall productivity
- increased trust
- reduced turnover

At KPMG, our approach to tailored wellbeing program design and delivery includes:

- Leveraging of your existing programs and initiatives
- Integrated human and health-technology-based solutions and approaches
- Proven behavioural and culture change methodologies and engagement strategies
- Demonstrated health risk scoring, workforce health analytics and insurance/risk assessment expertise
- Partnerships with a wide range of health professionals and service providers (including non-profit organisations).

Ready-to-go solutions

In addition to tailored programs, we offer a range of proven, scalable wellness solutions.

- Ready to go, blended physical and digital solutions
- Programs designed to run from 30 days to 3 months
- Available for teams of 10 to 100,000+

All-inclusive pricing

All of our programs incorporate promotional support, tailored engagement strategy support and measurement of results, depending on your requirements, timing and needs.

Mental health

- Create mentally safe spaces
- Develop a peer-support network
- Digital support and resources

Productivity & performance

- Guided assessments
- Workshops & mentoring
- Group challenges

Reward-based gamification

- Gamified step challenges
- Fitness coaching
- Group challenges

Fitness & nutrition

- Nutrition planning
- Fitness coaching
- Group challenges

Resilience

- Classroom based facilitators
- E-Learning modules
- Chat-based support

Leadership

- Critical decision making
- Performance and capacity
- Focussed coaching

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