

# How are employers driving employee engagement in H&W programmes?

Optum surveyed 347 large employers around the world to better understand current health and wellbeing strategies and practices. Here's what they said about motivating employees to engage in their wellbeing.

## Which modality do you feel is or would be most effective in driving employee engagement in health and wellness programmes?



### Office-based

- Onsite meetings



### Manufacturing/ Production

- Posters
- Mobile apps
- Webinars



### Warehouse

- Posters
- Mobile apps



### Business travel

- Digital engagement/ social media platform
- Mobile apps
- Wallet cards



### Telecommuting

- Webinars
- Digital engagement/ social media platform



### Transportation

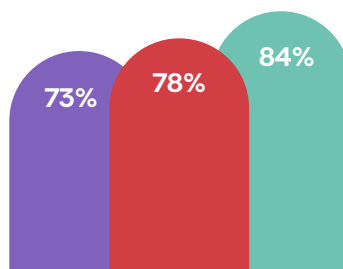
- Mobile apps



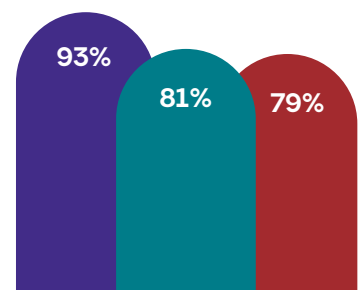
The most effective means varies by work environment, but overall, mobile apps have a slight edge over email.

## Does your company use or plan to use health-related mobile apps as part of your overall H&W management strategy?

● 2020 ● 2021 ● 2022



● APAC ● EMEA ● LATAM



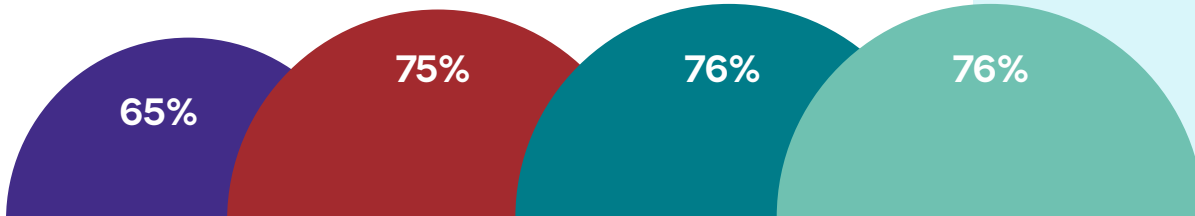


## Is your company currently paying for any of these H&W apps for your employees?

- Peer-to-peer support app
- Coaching/mindfulness app
- Self-care emotional wellbeing app
- Health engagement app

“We have successfully achieved overall health of our employees with the apps available.”

– Employer (India)



### Mobile apps have edged out email as the most effective means for driving employee engagement in H&W programmes across a variety of work environments.

More employers than before are including health-related mobile apps in their H&W strategy, especially in APAC. About 3 in 4 employers are currently paying for various types of health-related apps, with peer-to-peer support apps lagging slightly.



### Strategy starter

How might you use H&W mobile apps more effectively to motivate employees and create a culture of health ownership?

### Optum can help

We’re on a mission to create a healthier world. At Optum, we understand that corporate success starts with a healthy workforce. Our integrated health solutions, including our global Employee Assistance Programme, help advance your health and wellbeing strategy to build a culture of health within your organisation.

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

### Survey methodology

- 347 international employers located in APAC, EMEA or LATAM regions
- Global companies with 3,000+ employees
- Decision-makers in human resources, executive, management or administrative roles
- Surveys administered online from 7 April to 5 May 2022



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