



Optum My Wellbeing for global employers

A health and wellbeing digital platform



Employers are expanding their health and wellness programme spend to make more services available to their employees.¹ But they need help motivating employees to participate in the programmes and take charge of their health.

Optum® My Wellbeing is an easy-to-use personalised platform that educates users about their health and motivates sustained behaviour change. It offers multiple levels of engagement, including goal setting, challenges and communication triggers.

Health Score: Empowering health ownership

My Wellbeing starts with a Health Score – a dynamic number ranging from 1 (low) to 1,000 (high) that measures the current health and wellbeing of an individual. It changes in real time based on a variety of factors, allowing users to see the immediate impact their behaviours have on their health.



My Wellbeing results²

64%

of active users increased their Health Score in the last 12 months.

Wheel of Life – lifestyle navigation tool

The Wheel of Life™ is an enhanced lifestyle navigator. It focuses on seven different areas to track users' holistic health:



Activity – any kind of physical activity (walking, climbing stairs, etc.)

Self control – the amount of caffeine, nicotine and alcohol consumed

Nutrition – the intake of food and drink

Physical health – including biometrics and state of the body (diseases, blood and heart related analysis)

Mindfulness – moments being fully present and aware (yoga, meditation, etc.)

Mental wellbeing – emotional, psychological and social wellbeing that affects how we think, feel and act

Personalising the health journey

Receiving personal feedback, reminders and suggestions from a digital coach can help encourage employees to make healthy changes. Employees can also:

- Follow and share goals within the platform or via social
- Join groups with similar interests and participate in both team and individual challenges, which can start and end in alignment with other corporate initiatives

Customised to meet employer needs

My Wellbeing offers multiple levels of branding. You will be able to customise the platform with your logo, sub-branding colors, local languages, and even integrate with existing apps and services for a truly unique solution.

With customised campaigns, you can help drive engagement through company challenges, local events and other health and wellbeing programmes like an employee assistance programme.

Biometrics integration

Biometrics integration helps increase programme participation and promote a culture of health within the work environment. Employees can easily register for appointments, and their results immediately impact their Health Score.

50% of global employers are supporting their health and wellness programmes through dedicated portals and apps.³

41% of employers who have changed their H&W strategy in light of the COVID-19 pandemic have added a new health and wellness portal.⁴

Learn how Optum can help you manage your population health, engage your employees, and provide a fun and easy-to-use digital health experience.



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Optum My Wellbeing does not provide medical advice or other health services, and is not a substitute for a doctor's care.

1. Optum 2022 International Wellness in the Workplace Benchmark Study.
2. Research conducted based on a Dacadoo insurance client.
3. Arizton. Corporate Wellness Market. Global Outlook and Forecast 2018-2023.
4. Optum 2021 International Wellness in the Workplace Benchmark Study.

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