



2022 Ultimate Guide to Workplace Wellbeing



Learn about the top 2022 trends in workplace wellness

1. Why employee wellness programs need a digital transformation
2. How technology is driving program personalization and participation
3. The three essential KPIs for measuring your program's success

You know about employee wellbeing programs. You might even be implementing some of the practices in your workplace. However, just as the world of work has changed, so too have the needs for what a workplace wellness program must deliver.

Workplace wellbeing goes beyond incorporating yoga classes at lunchtime or providing a meditation app. It encompasses a complete understanding of your employees' mental, emotional, social and physical wellbeing. It's no longer just a term for startups — but a necessary philosophy to support employee health and productivity.

Organizations with highly effective health and productivity programs report: 11% higher revenue per employee and 28% greater shareholder returns.



The 2022 Ultimate Guide to Workplace Wellbeing covers all that HR leaders need to know to keep up with the demands of today's workforce. Employee wellbeing is a critical component to your company's success and a necessary ingredient to retaining and attracting top talent. Learn the strategies behind educating, engaging and inspiring your employees to empower them to live the best versions of themselves. Understand what the best workplace wellness programs deliver and know how to evaluate them.



MOBILE FIRST

Today, the stark separation between work and wellness is breaking down and progressive companies are prioritizing mental and physical health. Employee wellbeing solutions are no longer a nice to have, but a necessary and strategic initiative to best serve an entire workforce, including those working onsite, remotely and in a hybrid model.

In order for any wellbeing program to be successful, it needs to be easily available. Digital delivery of your wellbeing program provides a centralized hub that can be accessed anytime, from anywhere, ensuring all members of your population can participate in your initiatives.

Purpose-built apps also save hours of administrative work required for traditional wellness offerings. In-app company-wide challenges, goal recommenders, activity data synced from wearables and devices, leaderboards, motivating content and integrated rewards are available in a centralized hub in order to deliver a comprehensive employee experience.



When evaluating any wellness app, here are questions to consider:

1. Can the wellness app integrate with my company's existing initiatives, including Employee Assistance Program, Single-Sign-On or HRIS?
2. Does the solution scale with me, allowing new employees to easily join?
3. Are administrators able to add custom programming?
4. What are the capabilities for user-generated goals and challenges?
5. Is it 100% HIPPA and GDPR compliance?



PERSONALIZATION

While the mantra “one size does not fit all” has been around for years, it is only now that a scalable solution is becoming available, with new technologies powered by machine learning personalizing wellness programs for each employee. Wellness program apps built to ingest user data and power a recommendation engine can provide a custom user experience and truly drive behavior change by providing the right content, goals and nudges to the right person, at the right time.

The gold standard for employee wellness used to be “holistic wellness”, ensuring that programs delivered content to meet physical, emotional, nutritional and social needs. Holistic wellness continues to be important but historically, it has been a difficult strategy to execute against. Wellness programming was often spread too thin across a wide swatch of wellness pillars, inhibiting meaningful engagement with any one topic. Secondly, employees might find large ranges of programming feel irrelevant to them and detach from the overall program.

Personalization changes this. Sprout At Work is powered by machine learning, leveraging real-time data to create a more meaningful user experience, delivering content that is relevant not only to a user’s interests but also appropriate to where they are in their wellness journey. Each of your employees has their own physical, psychological and social capabilities and opportunities. Personalization supports them where they are today to empower them to where they want to go.



MEASURING SUCCESS

How do you evaluate the success of a wellness program? Can you measure your results against key metrics? A drawback of many wellness initiatives is the inability to show quantifiable value. Successful workplace wellness programs are those that provide ways of viewing and assessing program data and the ability to implement these insights for positive change. Here are three ways wellness programs in 2022 need to be able to deliver measurable results:

Stickiness

Your employees have access to your wellness program but are they using it? How “sticky” is the experience? Stickiness is an engagement metric that allows an organization to evaluate how often users return to an app. It is measured by comparing the percentage of monthly app users (MAU) to either the percentage of weekly app users (WAU) or daily app users (DAU). The closer the daily or weekly percentage matches the monthly percentage, the greater the stickiness.



76% of Sprout users are weekly active users. That's higher than Amazon, Netflix or Nike.

Wellness programs need stickiness to empower behaviour change. Only 10% of the population stick to their New Year's resolutions to be more active and a third of people who purchase a wearable abandon it within 6 months. In contrast, wellness apps that are easy to use, give clear instructions, provide a benefit to users and offer personalization drive higher engagement and greater stickiness. Stickiness is not only a measure of how often your employees are engaging with your wellness program, it is a precursor to the adoption of long-lasting healthy habits.



BEHAVIOR CHANGE

The adoption of healthy habits reduces the risk of chronic disease and improves the quality of daily living. Employees are happier and healthier; employers realize cost savings through improved productivity and a decrease in health-related expenses.

Currently, 6 in 10 Americans are living with a chronic disease and less than 25% get the recommended amount of weekly exercise. Look for employee wellness programs that can demonstrate a change in behaviour over time, for example, an increase in physical activity over 12 months of app usage. Ask for the correlation between app usage (challenge participation, content consumption, social engagement) and disease risk scores.

Sprout users increase their physical activity by 15% during the first year on the Sprout At Work platform.

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**Sprout users with high app
engagement have a 49%
decrease in disease risk.**

Risk Scoring

Traditional Health Risk Assessments (HRAs) provide a snapshot of your employee population's health. They are useful for determining areas of need and program planning but compliance is often low and the static data quickly becomes outdated.

In contrast, a digital HRA delivered through your wellness app and powered by real-time data provides up-to-date insights into predictive disease risk modeling and wellness scores in order to drive actionable change within your population. Increase the quality of your data, and the quantity, with a seamless employee experience for significantly increased completion rates.

A real-time HRA works by including wearable device, smartphone and manually tracked activity data with health variables (BMI, sleep, waist circumference, drinking and smoking behaviors) and comparing results to industry-leading population data sets to generate scientifically validated personalized user wellbeing scores.

In 2022, companies need to look for solutions that provide real-time insights to support employees where they are and as they change. Including HRA scoring within your wellness platform allows employees to understand how their actions impact their health while providing the tool for behaviour change.





It's difficult to carry out a homegrown wellness program (or even get the data to get started) in a homegrown way. That's why having a partner with tailor-made solutions who understands the challenges of getting engagement initiatives adopted by the workforce is critical.

Sprout At Work's digital platform connects your workforce and delivers measurable outcomes. You'll build trust, foster a thriving work culture, all while driving your company's corporate health.

Ready to invest in wellbeing to see happier, more productive and profitable employees?
Request a demo today to see how we can move the wellness needle in your organization.

[Request a Demo](#)

