



MindCotine Experience in first person.

Learn why Santander bank chooses us.

Guillermo Barbosa.

Team Leader Wellness, Climate and Commitment. Employee Experience.

Bárbara García.

Wellbeing and Internal Climate. People Management and Development.



How did you realize that cigarette smoking was a priority for your organization?

Guillermo:

From the Wellness department, we are always focused on different activities related to improving the quality of life of employees. The issue of smoking, such as sedentary lifestyle, is a problem that we approach from prevention. Furthermore, we also detected a situation that we found serious and occurs when you enter a building and in the entrance hall you find 15 or 20 people smoking.

A similar situation is also seen when you walk the stairs and there are people looking for that small space in the open air to spend a minute and smoke. Under this perception we decided that we had to do something about smoking.

Bárbara:

It also accompanies the actions that were being done at a general level. There is a paradigm shift where all the spaces were transformed into smoke-free spaces and we seek a bit to accompany that change.

What other programs have you tried in recent years?

Guillermo:

We went through several stages. Since 2005 when the bank changed its brand, we almost completely eliminated ashtrays on desks and thought about activities to involve people in improving their quality of life. The truth is that it is our first experience with a format combining Virtual Reality and Innovation.

What are your expectations regarding the impact of the program?

Guillermo:

We would love that all Santander smoking employees have at least try the MindCotine experience and be able to give them the tools to improve their lives. I think it is a very voluntary action where everyone has to put their share of effort and what we propose is simply to give them the tools.

Bárbara:

With MindCotine program we hope to reach employees in different parts of the country. Not only the ones who work in central areas like Buenos Aires but also those who work in other provinces.





Why did you choose MindCotine for your organization?

Bárbara:

MindCotine is part of the plan we are implementing to improve our workers quality of life. We chose it because we consider that, from the organization, we have to provide tools so that smokers can give up those habits that do not do good to their health.

Guillermo:

The innovation perspective proposed by MindCotine arouses curiosity in people. The fact that employees say: "What are they going to show me?" That takes you far away from the standard proposal, for example, a self-help group. MindCotine is much more than that, it provides our employees with a way for everyone to adapt to their personal times.

How was the process of implementing MindCotine's program?

Bárbara:

It was an enriching innovative experience for our department, which is Wellness and Internal Climate and it aims to promote healthy culture within the bank. The implementation was organized and stimulated through a communications campaign launched during the Be Healthy Week. We gave visibility to smoking as an issue, looking for a solution and support to employees with this program.



What impact did you and colleagues perceive in the first phase?

Bárbara:

The impact we perceived in the first phase of the program was positive. We believe it was an ambitious initiative from the bank and from MindCotine's point of view, because you were able to make this campaign scalable in different regions of the country. This implied that the induction processes was partly face-to-face and partly carried out through online streaming with a very diverse population. It worked with several central and peripheral branches. It was complicated but also more challenging.

In this first phase we tested MindCotine and we now know it works. I think we are more prepared to continue on that path.



What are your expectations for the future with MindCotine?

Bárbara:

We are very encouraged with MindCotine and the products we are developing in relation to conscious eating and Mindfulness concepts.

We choose MindCotine again as suppliers and we trust them for the flexibility and the problem solving attitude you had on the anti smoking campaign. We also choose you for the openness they offer by joining new projects with us.

How would you explain MindCotine to another HR or Benefits leader of another organization?

Bárbara:

If I had to explain the Mindcotine program to another HR or Benefits leader, I would explain it as a novel and interesting experience that promotes healthy habits with technology and that is perfectly aligned with current lifestyles.



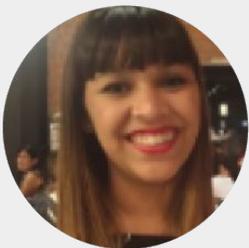
Former smokers share their experience.



Diego del Pino

Team Leader Agricultural Companies.

“The desire does not go away, you learn to drive. Today I am especially happy. I still have many difficult situations to overcome where surely the first thing I think will be smoking, but I'm sure I have the conviction and the tools to combat those 2 minutes.”



Julieta Nieva

Advance Advisor.

“It's a very rewarding experience, knowing that they will be there to help me meet my goals. I invite other people to join MindCotine, to try, to find themselves in that moment of great reflection with professionals who will make this experience something unique.”



Débora Pérez.

Supervisora de Ejecutivos de Atención en Negocio Digital.

“One day, a work colleague told me that the bank had released a program called Zero Excuse and shared me the website. A week after, I had a MindCotine kit. With the help of the app I tried to set myself small mental goals. That's how I've been without cigarettes for 2 months now. Today I feel happy for having achieved my goal and embarking on a path to a healthy and non-toxic life.”

About MindCotine

MindCotine is the first program that combines Virtual Reality and Mindfulness to help people quit smoking. We are currently working with companies such as FIAT, Accenture, Santander, Model Sanatorium and ART Expert.

Did you know that an average of 20% of the employees of an organization smoke? If you want to know more about our program for your company, do not hesitate to contact us.



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