



Wellbeing in the Modern Workplace

Your buyers guide to the new generation of employee wellbeing solutions

Updated for 2020 & the post-COVID-19 workforce

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The future of workforce wellbeing is here.

The concept of employee health and wellness — and, more importantly, the expectation that employers enable and support it — has transformed dramatically, having reached an irreversible tipping point over the past few months. As “business as usual” shifts into the “new normal” as a result of the global COVID-19 outbreak, employees have made it clear that they want, need, and value a sense of *wellbeing* that transcends their personal and professional lives. This requires taking a modern approach to delivering multidimensional health, happiness, and connections.

Complete employee wellbeing includes:



Exercise



Mental Health



Sleep



Nutrition



Financial well-being

Let's take a quick look at this wellness-to-wellbeing evolution through a 2020 lens. In the 70s and 80s, employers' focus was on health and safety until the dangers of high-risk health behaviors such as smoking, not exercising, and eating an unhealthy diet were finally entrenched in the public's consciousness in the 90s. Workplace tobacco bans and gym subsidies made way for biometric screenings, step challenges, and healthy snacks in the break room.

Fast-forward to the 2010s when employers and employees began connecting-the-dots between health and job performance. Workforce wellness programs began undergoing a massive reboot to do more than help employees manage health risks or reduce insurance costs. They started supporting whole-person wellbeing.

The global pandemic has shone a spotlight on the reality that employees of the 2020s want even more. They want purpose, belonging, and balance, and they want to improve their wellbeing by addressing every lifestyle area

(e.g. nutrition, sleep, fitness, mental health). And they want it in ways that work for them inside and outside of the office, according to their unique abilities, challenges, and goals. No matter where in the world they find themselves, they want access, flexibility, and connection.

In an uncertain labor market, your workforce wellness benefits play an ever-increasing role in defining your unique employer value proposition while treating employees to the resources they need to feel their best, when it's more important than ever before.

Leveraging holistic and easy-to-use workplace benefit products is critical. It takes a truly modern solution — one that employees love and is easy for HR to administer — to drive adoption, engagement, and long-term results.

This guide will help you understand today's workforce wellbeing marketplace and what to look for in a solution that will meet your organization's needs and employee preferences, while making you look like a hero.

Employers have gotten the message and are investing in their employees' wellbeing

\$11.3B

The workplace wellbeing market is expected to hit \$11.3B by 2021

40%

More than 40% of all workers face high stress in their jobs, negatively affecting their productivity.

2.3X

Costs of lost productivity are 2.3x higher than medical and pharmacy costs.

\$6,721

Presenteeism (working when sick) costs have reached an average of \$6,721 per employee, per year.

2/3

2/3 of organizations say wellbeing programs are a critical part of their employment brand and culture.

[Deloitte 2018 Human Capital Trends Report](#)

What to look for

The 5 pillars of an effective employee wellbeing solution

When making a commitment to healthy lifestyle change, individual success can hinge on finding rewarding wellbeing activities that employees enjoy and will perform regularly until they become habits. This employee buy-in and participation—engagement—is the key to unlocking a successful program, and often doesn't come naturally. When selecting a wellbeing solution, look for the 5 pillars of an engagement-first solution to help your employees meet their goals:

1 PERSONALIZATION for every employee's interests, goals, and abilities

Every workforce is different. So is every employee. For your wellbeing program to be successful, a one-size-fits all approach just doesn't work. That means everyone is going to need something different to support their journey to wellness. One employee might love to run and want to take advantage of a stress relief program; another employee may have chronic back pain and will want to enjoy therapeutic yoga classes; still another employee may be a whiz in the kitchen but needs financial wellness content to help them take control of their family budget to reduce stress.

No matter what they need to improve their wellbeing, your employees want an end-to-end personalized experience: that means 1) content delivered wherever and whenever they want it, plus 2) incentives and challenges that will spark their personal interest and ongoing participation, and finally 3) easy-to-navigate digital tools that provide the options and feedback that are most relevant to each user.

Make sure your solution provides:

- ✓ Ability to determine each user's immediate needs and interests right from the start
- ✓ Personalized programs for ongoing, customized engagement
- ✓ Recommendations based on individual employee's actual engagement patterns

Watch out for:

- ✓ Solutions that don't incorporate each individual user's preferences into the experience
- ✓ Rigid, one-size-fits-just-a-few programs that don't engage all employees
- ✓ "Catch-all" recommendations based on the preference of a large population



2 DIGITAL CONTENT: HD VIDEO

a Comprehensive library to engage a global workforce

First and foremost, it's important to offer a variety of topic options—from nutrition and exercise to mindfulness and financial wellness content—to meet the interests of a diverse employee population. Secondly, it must be digital. There are 4 main reasons for this: **1) it can be consumed anytime, anywhere; 2) it's mobile-friendly and designed for viewing on ever present smartphones; 3) it reaches a dispersed workforce; and 4) people love content that's as easy-to-use and digest as the shows sitting in their Netflix queue.**

In fact, when it comes to streaming video, how-to videos top the charts. [A Pew Research Center survey](#) found that just over half (51%) of YouTube users watch videos to help them figure out how to do things they haven't done before. Your wellbeing program should ride this wave and provide employees with access to videos on virtually any topic they want to learn more about.

80%

More than 80% of all internet traffic will be video by 2021.

[Cisco](#)

Make sure your solution provides:

- ✓ High-quality video content production that reflects professionalism and credibility
- ✓ Expert instruction, advice, and inspiration from engaging health and wellness thought leaders
- ✓ Personalized content recommendations that provide enjoyment as well as progress towards each employees' goals
- ✓ Easy content searching and filtering capabilities for on-demand engagement via mobile app, browser, and streaming

Watch out for:

- ✓ Low-resolution videos that can't be scaled for various screen sizes and audio output
- ✓ Instruction from non-credentialed or amateur "healthy lifestyle" personalities
- ✓ Content that isn't accessible via the multiple digital channels today's employees prefer (OR content that can be accessed from only one source)
- ✓ Solutions that don't offer user customization or advanced search capabilities (OR solutions offering static user interfaces and basic search functionality)

3 COMMUNITY

The component that drives engagement

Beginning a wellbeing program can be a scary undertaking. Self-doubt and internal criticism can derail an employee's best intentions when they don't have a trusted source of feedback and encouragement to help them along the way. By providing a safe, online community where program participants can be as social (or as anonymous) as they want to be, they're never alone—and always only a few clicks away from the support, motivation, and camaraderie that makes pursuing a healthier life fun.

48%

48% of healthcare leaders say that virtual social support is the most effective means of sustaining behavior change required for wellness promotion.

[NEJM Catalyst](#)

70%

Today around 70% of Americans use social media to connect with one another, engage with news content, share information and entertain themselves.

[Pew Research Center](#)

Make sure your solution provides:

- ✓ A social feed that allows employees to tout their successes, provide support and cheer each other on
- ✓ Direct access to master experts to answer employee questions or provide guidance
- ✓ Q&A capabilities to handle user questions
- ✓ Challenges that allow you to set individual, department or company-wide challenges
- ✓ Visibility settings that let each employee be as private or as public as they want to be

Watch out for:

- ✓ Programs designed primarily for independent users
- ✓ Solutions that don't offer access to subject-matter experts (Or solutions relying on a customer support team, rather than experts, to assist users)
- ✓ Challenges that are limited to "pitting" one employee against all
- ✓ Community settings that don't provide an option for anonymity

4 MOTIVATION AND ENGAGEMENT

Features that increase participation, maintain interest, and keep it fun

Most employees have a hard time generating the self-motivation it takes to start a health and wellness regimen, let alone follow through. That's why your program needs to make it easy for employees to take that first step, be flexible to support a wide variety of interests, and include motivational elements that encourage participation all along the way. Offering wellbeing activities that are fun, unintimidating, and rewarding, such as relevant monthly lunch and learns, interactive webinars, on-site classes, and seasonally themed events, will help achieve this.

Remember, variety is essential, so focus on solutions prepared to support a range of modalities, like multiple concurrent team challenges that can be based on a range of goals and activities rather than wedging everyone into a one-size-fits-all paradigm. Additionally, you want a solution to support individual achievement aimed at new habit formation, and incentives for meeting and exceeding all goals.

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Employers focusing on the power of social incentives are empowering their employees to effectively communicate and share information in a manner that makes wellness more fun and engaging.

[Corporate Wellness](#)

Make sure your solution provides:

- ✓ Wellness measurements and levels that accrue in real-time to drive real-time engagement
- ✓ Gamified encouragement highlighting levels and achievements
- ✓ Seasonally themed monthly events to keep interest high throughout the year
- ✓ Incentive plans to drive adoption and additional motivation

Watch out for:

- ✓ Programs that require manual and/or historical reporting
- ✓ Activities and challenges aiming for one static goal for all participants
- ✓ Solutions that don't provide resources for ongoing, short- and long- term programs
- ✓ Generic incentives that don't support success metrics

5 TRACKING AND REPORTING

Tools for measuring success

Technology has matured to the point where employers of every size can easily collect, store, and process large volumes of data — and that includes data related to benefits programs. With the right tools, your data will help enable more personalized and effective program content, incentives, and uncover insights into what makes your employees “tick” so you can make improvements over time. Fortunately, the best modern solutions deliver both the technology backend as well as the frontend content and analytics to support your program goals.

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The digital wellbeing market is expanding: more than \$2B in venture capital has been invested in this area over the last two years, creating a flood of online videos, apps, and tools to help assess, monitor, and improve all aspects of health.

[Deloitte 2018 Human Capital Trends Report](#)

Make sure your solution provides:

- ✓ Real time dashboards to provide an accurate picture of your progress at any time.
- ✓ Privacy best-practices, such as anonymized, aggregate data reporting, should be in place to protect employees and ensure their comfort participating in your program
- ✓ Integration with wearable devices to support motivation and make participation fun
- ✓ Location based data visualization and insights
- ✓ Customizable reporting on targeted intervention areas

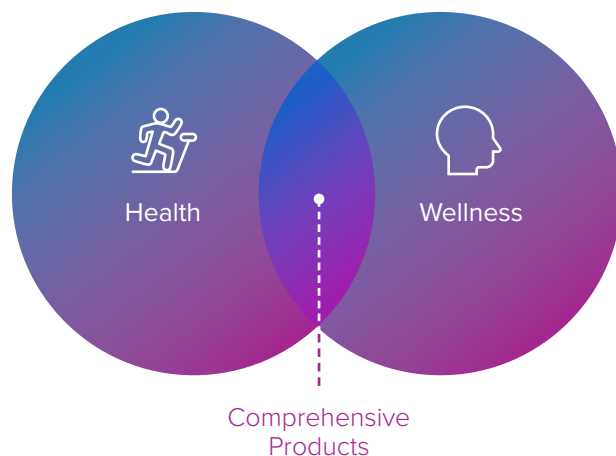
Watch out for:

- ✓ Solutions offering simple, population-based reporting functionality
- ✓ Reporting dashboards that updates data in intervals, not in real time
- ✓ Programs that aren't designed to integrate with digital wellbeing apps and devices

Marketplace

The Workforce Wellbeing Marketplace

Modern wellbeing programs encompass a wide range of health and wellness approaches from targeted tools to comprehensive products. In considering the various offerings in the marketplace, you're likely to come across solutions in these three areas:



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As the line between work and life blurs further, employees are demanding that organizations expand their benefits offerings to include a wide range of programs for physical, mental, financial, and spiritual health. In response, employers are investing in wellbeing programs as both a societal responsibility and a talent strategy.

[Deloitte 2018 Human Capital Trends Report](#)

Health Management Platforms

This category is comprised primarily of vendors providing “Engagement Platforms” combining some lifestyle content with insurance and clinical service access, or “Health/Benefits Navigation Systems” focused solely on directing employees to insurance and clinical resources.

These are designed to manage large volumes of health data and act as the employee’s portal to company offered benefits. As such, they do not typically come with proprietary content; if they do, it’s basic educational content that’s informational and prescriptive — not necessarily actionable or engaging.

These solutions do, however, provide access to a marketplace where 3rd party point solutions are available for purchase, enabling customers to piece together a holistic program through multiple individual wellness apps.

In short, they act as a hub connecting employees to a variety of benefits as well as 3rd party partner programs that are purchased in addition to the platform.

Benefits Platforms are often selected by large companies who are looking for a single interface for their entire suite of health and wellness benefits.

Pros:

- Comprehensive, integrates with a range of benefits products and services such as health insurance, screenings, and internal company programs
- Tracks health data on your employee population
- Can support corporate cost savings by encouraging employees to perform specific activities to reduce insurance premiums
- A single point of contact for multiple vendors

Cons:

- Can be cost-prohibitive; requires careful budgetary consideration
- Requires extensive technical integration and IT resources to implement and manage
- Once implemented, buyers must still select and purchase content modules limited to those individual wellness programs offered in the platform marketplace
- Can be perceived by workforce as “just another HR” tool for management and surveillance
- Additional support services such as custom incentive and challenge development typically incur additional charges
- Poor user experience and engagement due to delivery of services provided by a disparate collection of wellness programs that are not working in tandem

Individual Wellness Apps

Applications providing content and tools focused on a single element along the health and wellness spectrum, often referred to as point solutions. Types of Individual wellness programs include meditation and yoga apps, step and activity tracking programs with devices and wearables, and programs related to specific health issues such as sleep hygiene, musculoskeletal wellness, and weight loss.

Individual Wellness Apps are often selected by companies looking to dip their toe into the wellbeing pool or trying to solve a specific issue with a segment of their workforce. While they can be an excellent test environment in specific areas of interest, self-managing a collection of individual wellness programs long-term to create an ad-hoc wellbeing solution can be time consuming, expensive, and difficult to manage and report on.

Pros:

- Relatively inexpensive and quick to implement with no integrations
- Targeted for depth into one topic
- Easy to use, consumer-oriented apps

Cons:

- Limited to one topic, so neither holistic nor relevant to every employee
- Generally only available via phone or other device
- Typically administered piecemeal with other point solutions
- Usually lack enterprise features such as support, infrastructure, data/analytics and success measurement

Complete Wellbeing Solutions

Complete wellbeing solutions offer a wide variety of holistic wellbeing content and tools integrated within a dedicated engagement and delivery system. They often provide community focused features like interactive challenges, elements of gamification, and they place an emphasis on personalization to create one seamless employee experience. They integrate with existing HR systems, platforms, and health & insurance programs and therefore can both complement an existing platform or form the basis of a new one.

Complete Wellbeing Solutions are selected by companies for a range of use cases:

1. To augment their existing platform investment with a variety of wellbeing video programs and community support to improve employee engagement
2. To replace multiple point solutions with a wide spectrum of wellbeing content, recognizing lower total cost of ownership and quicker return on investment
3. To serve as the standalone wellbeing component in their benefits program

Pros:

- Provides a wide selection of holistic wellbeing content and resources at no extra cost
- Employee-friendly, easy-to-use, mobile and web
- Can be used stand-alone or as an end-to-end wellbeing resource to complement existing programs and negate the need for individual programs.
- Quick launch capability, live within 30 days, low HR team overhead
- Embedded user and instructor community components drive engagement
- HR dashboards and management features with tracking, data analysis and reporting capabilities
- Affordable price-points for companies of all sizes
- No need to be tied to Open Enrollment
- Easily integrated with existing benefits platforms

Cons:

- Although integration-ready, typically does not provide traditional benefits support outside of wellbeing
- Clinical assessments and disease management programs must be integrated through partners

The Hallmarks of an Effective Wellbeing Program

A holistic, mobile, and on-demand solution aligns perfectly with today's HR benefits professionals' needs:



Inclusivity

Benefits, tools, and resources that fit the needs of every member of a diverse and dispersed workforce—in other words, personalized vs. “one size fits all.”



Ease of Adoption

Benefits, tools, and resources that employees actually want, use, and value, and that aid in recruiting and retention efforts, such as 24/7 mobile access and a social component.



Results

Benefits, tools, and resources that make employees feel good and make measurable impact on key metrics, which can be viewed on user-friendly dashboards.

What's the right wellbeing solution for your organization?

One that creates a win-win by offering the perfect blend of HR-friendly administration functionality and employee-centric features. It will make HR's job easier while motivating employees to continually participate in health and wellness activities that lead to long-term results.

Whether you are looking to enhance an existing platform investment, streamline your offerings to offer employees more options with less management, or launch a new all-in-one wellbeing solution, we hope this guide has helped you navigate your way to a happier, healthier workforce.

See What You're Missing

Grokker's patented solution offers what no ordinary wellness platform can: thousands of proprietary HD videos available globally on any device supported by a community where employees engage with experts and motivate each other.

Whether you're launching a new wellbeing initiative or augmenting an existing platform with Grokker's exclusive content, our flexible solution will inspire your employees and deliver results.

Your virtual wellbeing team

Let Grokker's support team do the heavy lifting and take the work out of workplace wellness by guiding you from planning to launch and into your future:



Fast and effective launches – Get your programs and promotions up and running quickly without internal IT or other technical resources



Dedicated customer service – Our customer success team works with you throughout the year to make sure that your wellbeing program caters to your whole workforce and inspires your teams on their wellbeing journey



Personalized annual wellness calendar – We'll deliver monthly programs tailored specifically to your workforce a year in advance



Communications to employees – Our Communications Toolkit makes it easy with fresh monthly emails and blog posts written from you to your workforce



Challenge and incentive planning and execution – From gamification and competition to rewards and reminders, we'll plan and execute a full suite of motivational activities designed to positively encourage your employees to take action and inspire them to make real change.



Onsite presence – We'll join you onsite at wellness fairs and other internal events to raise awareness, promote your program's benefits, and drive participation

About Grokker

Grokker is the award-winning video wellbeing solution that empowers employees to take control of their wellbeing with personalized programs customized for their interests, abilities and goals, and a caring community of experts to encourage them all along the way. Integrating all five dimensions of wellbeing, Grokker connects your global employees in feeling healthy and happy. No matter where they are, Grokker supports your entire workforce so they can maintain physical fitness, eat better, sleep more soundly, address their emotional health, and calm financial stress.

Trusted by industry leaders, including Pinterest, eBay and Aetna, Grokker's modern, affordable solution builds happier, healthier and more resilient workforces.

To learn more, call 1-408-876-0802 or visit [Grokker.com](https://www.grokker.com)