



HEALTH PROMOTION SPECIALIST FOR GLOBAL EMPLOYERS

Bring your local wellness strategy to life

The demand for wellness programmes is on the rise, as 60% of global employees report an increase in worry and anxiety, causing a negative impact on their sleep.¹ As employers seek ways to support their workforce, health promotion specialists continue to be the most commonly offered on-site health service.²

However, due to the COVID-19 pandemic, 5 in 6 companies have changed their health and wellness strategies in effort to incorporate more virtual services, most commonly – virtual health promotion (53%).³

Optum[®] Health Promotion specialists manage your wellness strategy across your enterprise, regardless of where employees are located. They help drive engagement in digital fitness, on-site fitness and wellness solutions.

Personalised support

Health Promotion is one of our most configurable programmes. We tailor the specific duties and responsibilities of our health promotion specialists to conform to each customer's needs and preferences.

The specialist will get to know your employees and can help them take steps towards owning their health. This kind of local support helps build camaraderie and a better culture of health in any location, be it at home or on site.



More than 50%
of global employers
offering on-site services
have a health promotion
specialist.⁴

5 in 6 employers
have changed their
H&W strategy due
to the pandemic.⁵

Our health promotion specialist will:

- ▶ Have a presence at your selected location or virtually, spending time at agreed-upon priority location(s) and event(s)
- ▶ Engage employees in new and existing health and wellness programmes to increase programme utilisation across high- and low-risk populations
- ▶ Deliver promotional programming and health events, and foster a culture of health in the workplace through education, awareness and engagement in respective health management programming
- ▶ Meet regularly with your wellness champions to coordinate and execute on health and wellness programmes
- ▶ Work with your employees to deliver relevant health information, connect them with existing health services, and support and encourage healthy lifestyle choices
- ▶ Implement programmes and events to educate and promote health
- ▶ Serve as a local resource expert, including EAP, career, financial, community and social support resources, when applicable
- ▶ Consult with the Optum account team and your leadership on industry best practices



Employers who implemented health and wellness programmes at their company reported the following successes:⁶

- 61% increased employee retention
- 58% improved employee engagement
- 56% increased employee productivity

Sources

1. Institute for Employment Studies (IES). IES working at home wellbeing survey: interim findings. employment-studies.co.uk/resource/es-working-home-wellbeing-survey. April 2020. Accessed May 10, 2020.
2. Optum 2020 International Wellness in the Workplace Benchmark Study.
3. Ibid.
4. Ibid.
5. Ibid.
6. Optum Wellness in the Workplace special on-site analysis, 2017/2018.

The information provided is for informational purposes only and is not a substitute for your doctor's care. Any health and wellness programme should not be used for emergency or urgent care needs.



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