

The value of **engaged employees** – and **how Vitality helps**



Who is this guide for: Corporate clients

What is the aim: Educate corporate clients on the benefits of Vitality – to both their employees' wellbeing and their bottom line.

In today's world, employee wellness is a key focus area for employers as the benefits of a healthy workforce are clear. **Employers need to play a role in driving improved employee health.** With Vitality as your partner, you're in a great position to help champion the health and wellbeing of your employees.

As part of this summarised resource, we answer the following:

Why is employee wellbeing so important?

How can you leverage Vitality to improve employee wellbeing?

What proof points validate Vitality's success?

Healthier workforces

- = more resilient
- = more successful

Britain's Healthiest Workplace 2023 found that employees in the UK with Vitality-linked insurance are:

- ✓ **8%** more likely to be reaching exercise guidelines
- ✓ **11%** less likely to be suffering from depression
- ✓ **13%** less likely to report low job satisfaction
- ✓ **17%** more likely to agree that their employer plays an active role in supporting their health and wellbeing



Become an employer of choice

Key data findings from the latest Vitality research, Britain's Healthiest Workplace, show that employee productivity is getting worse – lost productivity has more than doubled since 2014 and in the UK alone, this has cost the economy upwards of £860 billion over the past decade. Similar trends can be seen around the world, with unhealthy living proving to be a significant cause of this.

It's no secret that organisations that invest in their employees' health and wellbeing see increased levels of engagement that often leads to many more benefits that positively impact both the organisation and its employees.

Added to this, the role of workplace wellbeing is becoming a necessity in the working world – with employees now increasingly choosing to work at companies that take their health and wellbeing into account.

When employees are healthy, feel well and engaged, they report:

- ✓ Greater job satisfaction
- ✓ A deeper sense of purpose
- ✓ Improved wellbeing and happiness
- ✓ Better health (and all the perks that come with this)
- ✓ Feeling valued by their employer and colleagues



The shared value of this has a positive effect on an organisation's bottom line, too:

- ✓ Improved productivity and performance
- ✓ Fewer mistakes on the job
- ✓ Reduced absenteeism
- ✓ Lower staff turnover
- ✓ Overall increased business profitability

Here's the challenge:

Despite often knowing these benefits, it can be difficult for employers to drive awareness and get their employees to participate in workplace health initiatives.

This is where Vitality comes in: the world's largest behavioural change programme

This award-winning programme offers activities, resources and the right type of rewards and incentives to encourage participation.

Over the last three decades, Vitality has worked in partnership with a multitude of corporates and businesses world-wide, and published workplace research linking health and wellbeing to organisational ROI.

This ongoing research shows that Vitality helps to ...

Increase employee engagement

Employees are 10x more likely to engage with Vitality than similar wellbeing programmes.

10x
Greater engagement

Drive positive change

Members are on average 22% more physically active after just 1 year on the Vitality programme.

22%
More active

Reduce costs

Healthcare costs for more active members are as much as 46% lower – resulting in lower group premiums and savings.

46%
Lower costs

Improve long-term health

Engaged employees have a 39% lower mortality risk.

39%
Lower mortality risk

Enhance employee productivity

Engaged employees have 28% fewer absences and report more job happiness.

28%
More productive

To help your business benefit from this, Vitality offers these tools and services to make employees healthier:

- ✓ Access to wellbeing support services
- ✓ Content to inspire your workforce to get healthier
- ✓ Expert business and thought leadership insights
- ✓ Rewards and incentives your employees will love



The result?

We see clear improvements in health metrics of employees with Vitality-linked insurance which works out to be between **2.5 and 4.4 additional days of productive time per employee each year** – thanks to our Vitality health interventions.

In Vitality clients' own words ...

“Our partnership with Vitality pulled everything together under one umbrella, which has made it a lot easier to administer. One of the things we really like about Vitality is how comprehensive the programme is. It is not just focused on physical wellness, but incorporates mental, nutritional and financial wellness. It offers a large variety of different categories all under the wellness programme.”

– Carhartt

“We've gotten a lot of great shout-outs and [feedback] from our champs about Vitality and how the programme has really enhanced people's lives. That's great fuel for continued momentum to keep people engaged and planning for new features we can offer.”

– DPR Construction

Employee engagement is critical to a company's success, given its links to job satisfaction, company culture and morale. By **fostering a healthier workplace**, you'll achieve stronger employee productivity and loyalty, and enjoy enhanced overall business performance.

REFERENCES:

Britain's Healthiest Workplace, Data from 2014-2023
Vitality Health Claims Insights Report, 2022
Vitality Life Claims and Benefits Report, 2022
Vitality People Study, 2018
Vitality USA, Vitality Impact Study, 2024