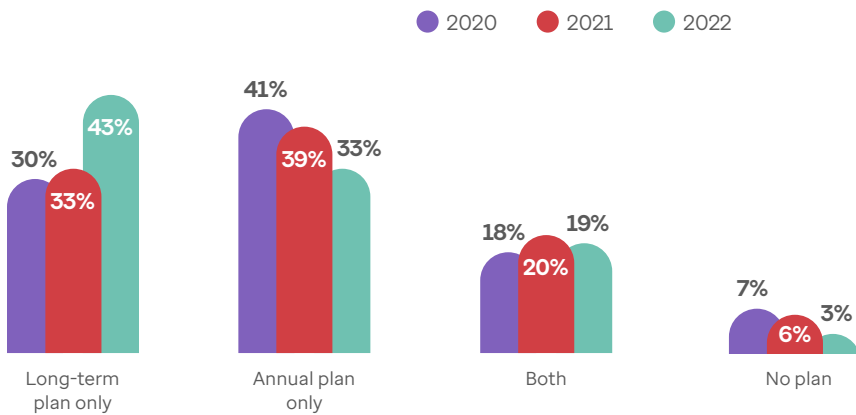


What's the biggest challenge to H&W programme success in EMEA?

Optum surveyed 347 large employers around the world to better understand current health and wellbeing strategies and practices. Here's what EMEA employers told us about one of their greatest challenges.

Does your company have a formal, written strategic plan for employee wellness?

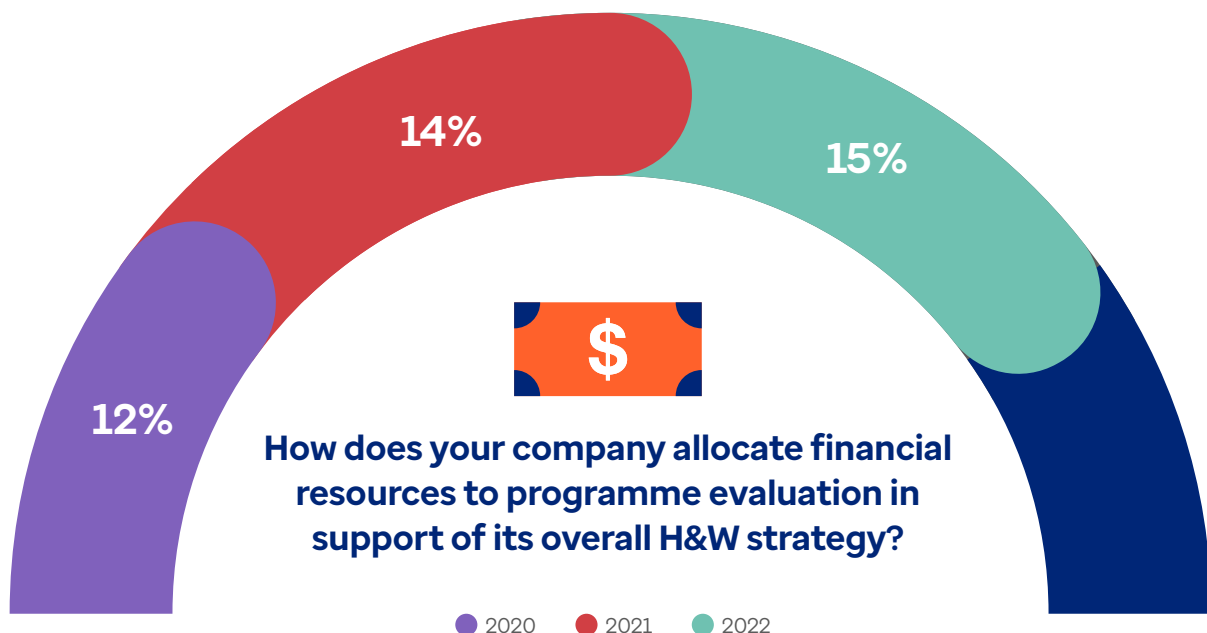


“The biggest challenge we face as a company is whether the plans we make are what our employees need.”

– Employer (England)

“The needs of each employee are different and more complex.”

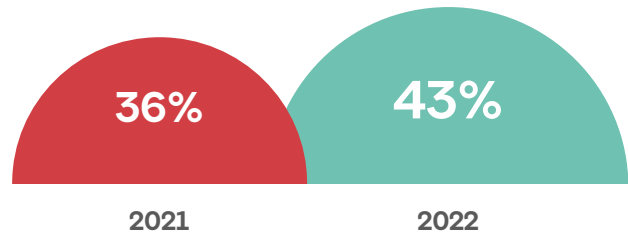
– Employer (Switzerland)





To what extent do you agree your company is able to effectively track H&W metrics to evaluate programme performance?

Strongly agree



How important is positive employee feedback in how you determine the success of your H&W programmes?



“Our biggest challenge is engaging employees to help design H&W ‘solutions’ instead of ‘doing it to them.’”

– **Employer (England)**

Many employers in EMEA struggle to select the right H&W programmes for their workforce. This year, more companies have opted to develop only long-term H&W plans, and misaligned programme choices may take longer to reverse.

Programme evaluation can help determine if offerings are meeting both business and employee needs, and employers are allocating more financial resources to this area. Confidence in corporate ability to track performance metrics has also increased. Over half of companies believe employee feedback is a very important determinant of programme success but also cite difficulty engaging employees in H&W planning.



Strategy starter

What data is available to support programme selection? How do you determine if programmes are benefitting employees?

Optum can help

We’re on a mission to create a healthier world. At Optum, we understand that corporate success starts with a healthy workforce. Our integrated health solutions, including our global Employee Assistance Programme, help advance your health and wellbeing strategy to build a culture of health within your organisation.

Learn more at optum.com/globalemployers.

Survey methodology

- 347 international employers located in APAC, EMEA or LATAM regions
- Global companies with 3,000+ employees
- Decision-makers in human resources, executive, management or administrative roles
- Surveys administered online from 7 April to 5 May 2022



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