Employers are expanding their health and wellness programme spend to make more services available to their employees.¹ But they need help motivating them and to take charge of their health and participate in the programmes.

Optum® My Wellbeing is a personalised and engaging platform that educates users about their health and motivates sustained behaviour change. This easy-to-use platform offers multiple levels of engagement to motivate individuals to improve their health, including goal setting, challenges and communication triggers.

Health Score: Empowering health ownership

MY WELLBEING STARTS WITH A HEALTH SCORE — a dynamic number ranging from 1 (low) to 1,000 (high) that measures the current health and wellbeing of an individual. It changes in real time based on activities that are tracked through wearables, health apps and manual entries. This allows users to see the immediate impact their behaviour such as nutritional or sleep habits have on their health.

Available in 13 languages:
- Chinese (Simplified)
- Dutch
- English (UK)
- English (US)
- French
- German
- Italian
- Japanese
- Korean
- Polish
- Portuguese (Brazilian)
- Russian
- Spanish (LAM)
Personalising the health journey
Receiving personal feedback, reminders and suggestions from a digital coach can help encourage employees to make healthy changes. Employees can also:

- Follow and share goals with others within the platform or via social networks
- Join groups with similar interests and participate in both team and individual challenges, which can start and end in alignment with other corporate initiatives
- Earn rewards for healthy behaviour and engagement through optional Optum incentives*

Customised to meet employer needs
My Wellbeing offers branding in multiple levels. You will be able to customise the platform with your logo, sub-branding colors, local languages, and even integrate with existing apps and services for a truly unique solution.

Measuring wellbeing with secure data
Employers can measure programme impact with an aggregate population health score and a consolidated overview of their organisation’s health status via anonymised corporate reports. We provide information like participation rates, average Health Score with historical and performance against benchmark, demographic breakdown and health risks grouping.

* You remain responsible for designing your incentives and rewards programme and for ensuring it complies with all applicable rules and regulations in all countries it is offered
** In accordance of applicable laws
1. 2018 International Wellness in the Workplace Study by TRC. June 2018.
3. Research conducted by AKD Research + Consulting Group GmbH on the active users of a dacadoo population of 67,000 users.

Optum My Wellbeing does not provide medical advice or other health services, and is not a substitute for your doctor’s care. Talk to your doctor before significantly increasing your level of activity, particularly if you have a medical condition or have been inactive. Participation in the health survey is voluntary. Your responses will be kept confidential in accordance with the law.