

Multinational financial services client

Bringing culture of health to employees across the Asia Pacific region



Overview

- A financial services company with global assets in excess of \$2.4 trillion
- Strong culture of health among U.S. employees

Challenge

- Increase employee engagement and attract and retain top talent
- Bring the company's strong culture of employee health and wellness to 40,000 employees in 30 offices across the Asia Pacific region, with diverse populations, customs and needs

Solution: A comprehensive, 12-month initiative

- Online portal with integrated support service
- Comprehensive health assessment integrated into the health portal, available in the eight languages requested
- Telephonic wellness coaching
- Online Q&A services
- Wellness fairs
- Education and turnkey implementation tool kits
- Employee discounts for local gym membership
- Monthly themed programs linked to health assessment data on topics such as heart health, weight management and stress

The strategy

Assess health risks of each population

Design integrated services to drive improved health outcomes specific to each targeted population

Engage employees with tailored solutions and communications that nurture relationships

Promote initiatives with education and leadership champions within the company

Measure engagement and outcomes, and nimbly adjust delivery of programmes as needed

Programmes tailored for cultural relevance to increase engagement

Variations on the wellness program theme “Nutrition”

- Australia preferred group presentations led by a nutrition expert.
- India preferred 1:1 consultations with a dietitian to explore specific personal questions.
- Thailand requested education on nutrition for improving memory and Alzheimer’s.
- New Zealand wanted more education about healthy food groups.
- Hong Kong recorded a very strong response to the topic of nutrition as it relates to mindfulness.

Highlights of health fair participation

Local health fairs inspire employees and promote engagement

Encompassing 12 countries, 36 different venues, eight languages and multiple disciplines of health and wellness professionals, on-site events were received with overwhelmingly positive feedback across the entire Asia Pacific region. Although health fairs are quite common in western nations, many of the Asia Pacific locations experienced a local health fair for the first time.

Health fair participation highlights



More than
30%

of the financial services company’s employees attended across 12 countries



survey respondents ranked their health fair as very professional and helpful in addressing their wellness concerns

Most participants said their health fair raised their health and wellness knowledge



High-level support given by senior managers with 21 regional champions participating

Why the Company Partnered with Optum?

- A leading global provider of workforce support and wellness programmes
- Already a trusted partner for the company’s worldwide employee assistance programme
- Understands the cultural nuances and has on-the-ground operational support to implement far-reaching wellness initiatives

Learn more about how Optum can help your organisation:

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