COVID-19 has accelerated many trends that were already underway before the pandemic and taught us that there is not only real value in staying well, but that looking after employees’ well-being is both productive and cost-effective.

HR and benefits professionals are uniquely positioned to reinvent health and well-being plans in ways that can lead to positive impacts for employers, and employees alike.

There are four core pillars included in an effective well-being strategy. These pillars often influence sense of purpose, which has been shown to increase happiness and health.

- Physical well-being: e.g., prevention, fitness, care steerage
- Emotional well-being: e.g., mental health, resilience
- Social well-being: e.g., community linkages, Business Resource Groups
- Financial well-being: e.g., debt, tuition reimbursement

A comprehensive well-being strategy takes all 4 pillars into consideration and leads to better health and business outcomes, including productivity, engagement, retention and trust.

Mitigate health risks
Optimize Health
Enable a well-being-centric culture and brand

Energized employees
Healthy, equitable societies
Positive business outcomes

There are four core pillars included in an effective well-being strategy.

Strong well-being strategies benefit employers, employees and societies.

Read our paper, Turning health risk into value: well-being, for more information on best practices for setting up a successful well-being program that leads to better health and business outcomes, including productivity, engagement, retention and trust.