



Health promotion specialist for global employers

Bring your local wellness strategy to life



The demand for wellness programmes is on the rise, as 60% of employees report an increase in worry and anxiety, causing a negative impact on their sleep.¹

As employers seek ways to support their workforce, health promotion specialists continue to be the most commonly offered onsite health service.²

However, due to the COVID-19 pandemic, three in four companies have changed their health and wellness strategies in an effort to incorporate more virtual services – including virtual health promotion (51%).³

Optum Health Promotion Specialists manage your wellness strategy across your enterprise, regardless of where employees are located. They help drive engagement in digital fitness, onsite fitness and wellness solutions.

Personalised support

Health Promotion is one of our most configurable programmes. We tailor the specific duties and responsibilities of our health promotion specialists to each customer's needs and preferences.

The specialist will get to know your employees and can help them take steps towards owning their health. This kind of personal support helps build camaraderie and a better culture of health in any location, be it at home or onsite.



More than 50%

of global employers offering onsite services have a health promotion specialist.⁴

3 in 4 employers

have changed their H&W strategy due to the pandemic.⁵

Our health promotion specialist will:

- Have a presence virtually or at agreed-upon priority location(s) and event(s)
- Engage employees in new and existing health and wellness programmes to increase programme utilisation across high- and low-risk populations
- Deliver promotional programming and health events, and foster a culture of health in the workplace through education, awareness and engagement
- Meet regularly with your wellness champions to coordinate and execute health and wellness programmes
- Work with your employees to deliver relevant health information, connect them with existing health services, and support and encourage healthy lifestyle choices
- Implement programmes and events to educate and promote health
- Serve as a local resource expert, including employee assistance programme (EAP), career, financial, community and social support resources, when applicable
- Consult with the Optum account team and your leadership on industry best practices

Employers who implemented health and wellness programmes at their company reported the following successes⁶:

61%
increased employee retention

58%
improved employee engagement

56%
increased employee productivity

Learn how we can help bring your company's wellness vision to life.



+44 (0) 207 479 1824



global@optum.com



optum.com/globalemployers

1. Institute for Employment Studies (IES). IES working at home wellbeing survey: Interim findings. employment-studies.co.uk/resource/ies-working-home-wellbeing-survey. April 2020. Accessed 7 June 2022.
2. Optum 2021 International Wellness in the Workplace Benchmark Study.
3. Ibid.
4. Ibid.
5. Ibid.
6. Optum Wellness in the Workplace special onsite analysis, 2017/2018.

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