

# Build Corporate Wellbeing Strategy to deal with VUCA

Essential Benefit Solutions  
September 23rd, 2020

2020

Essential



# Pandemic Challenges



Corporates have been put a spotlight on the employee physical and mental wellbeing under global pandemic condition

## Economy

Not only corporates, but also employees have been deeply influenced financially by the pandemic.



## Policy

- Unpredictable policies for preventing pandemic
- CPA exam canceled, arising the anxiety among employees in accounting industry.
  - Employees required to take the COVID testing during business travels.

## Technology

New technologies utilized more than ever

- Health QR code required to enter the office building.
- Webinar platforms as a must-have technology for corporates to do business.



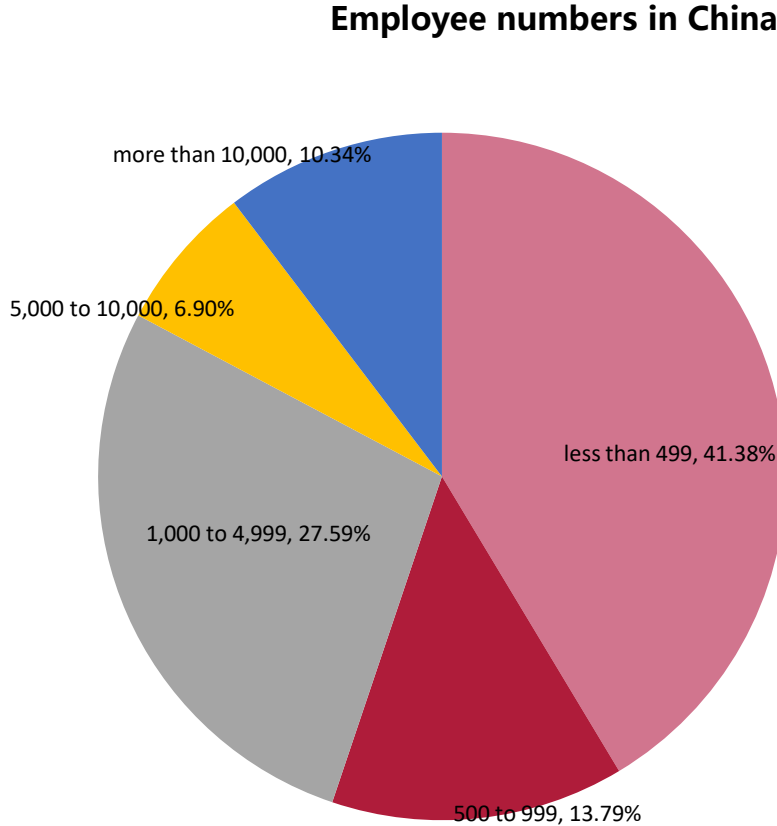
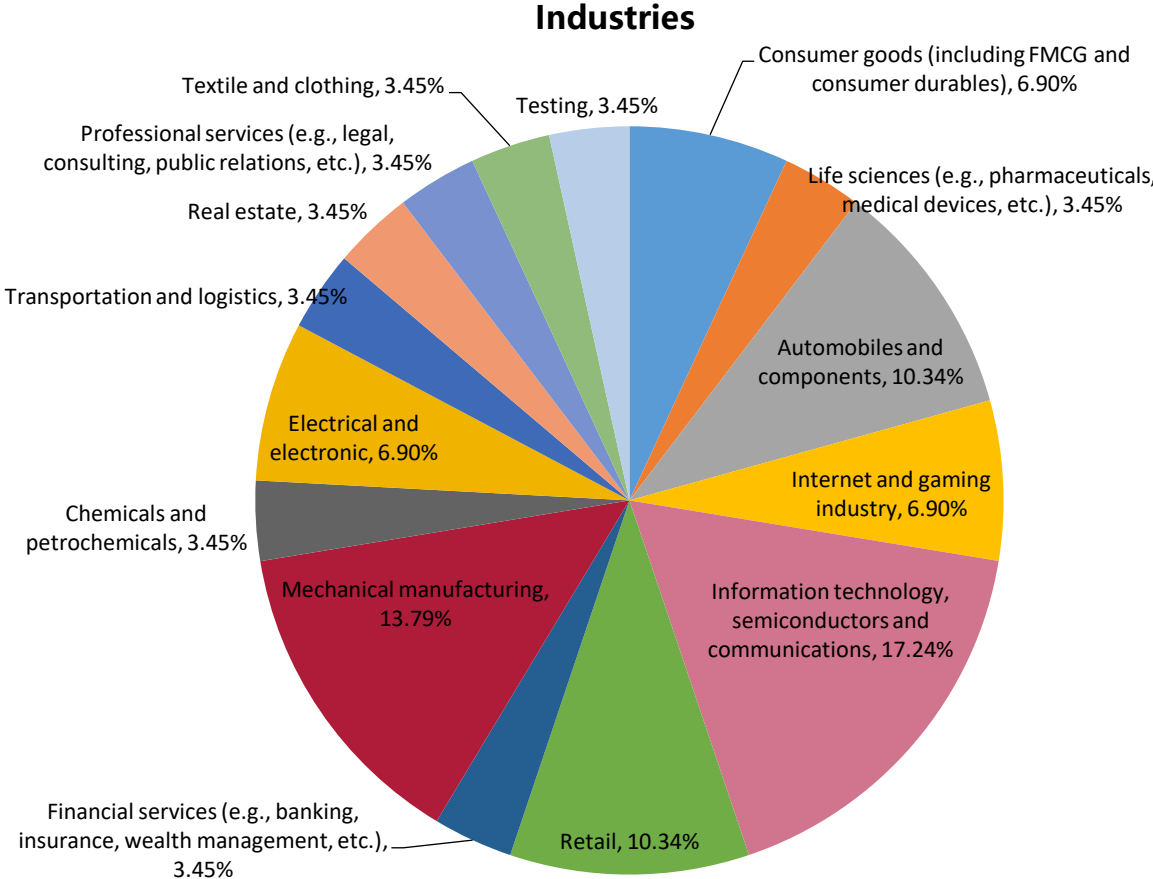
## Social Issues

Potential discrimination and fear for employees resuming to work from hospitals can lead to mental health risks.

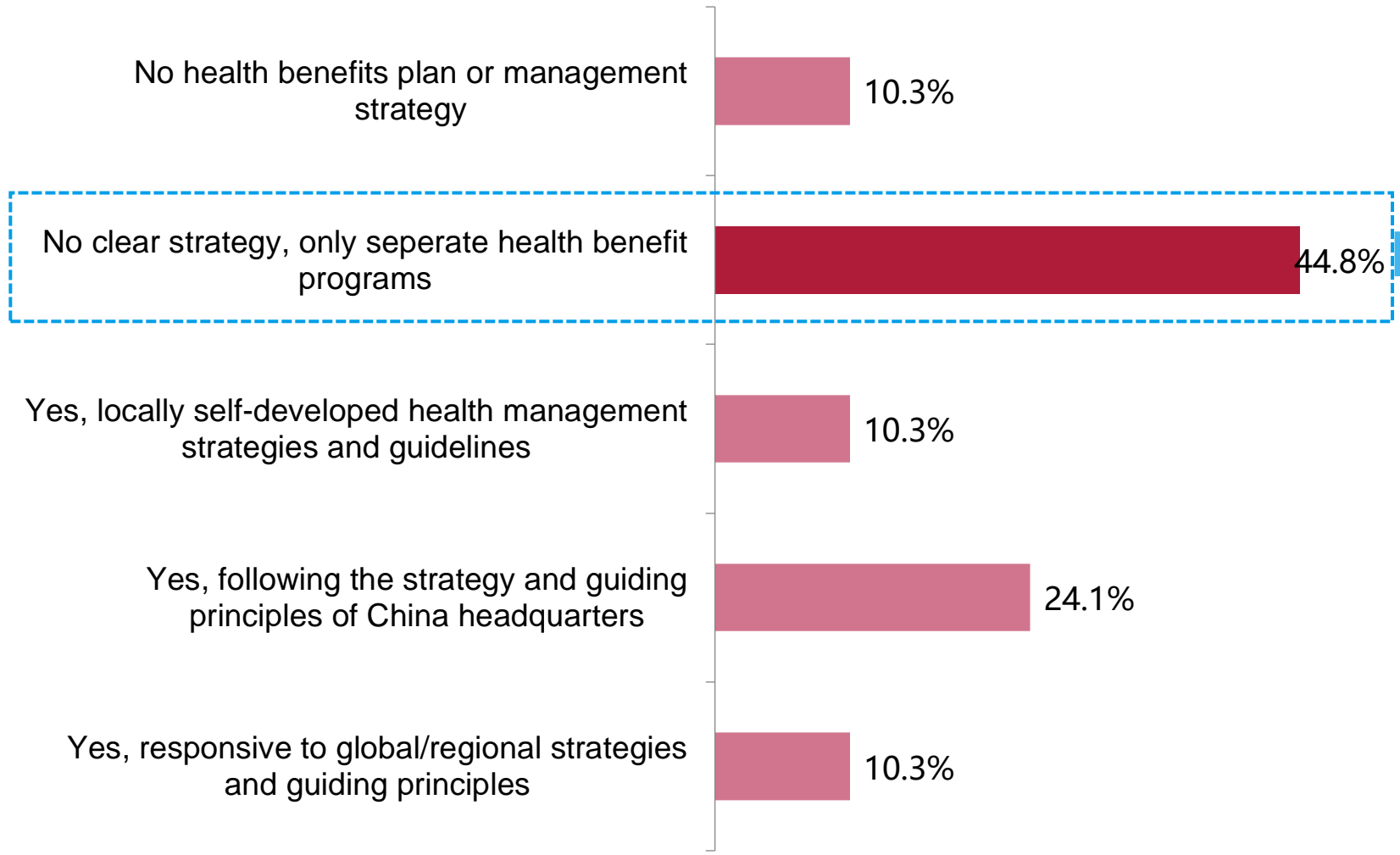
# Survey on 2020 corporate health benefit strategies



The COVID-19 brought great impact on corporate health management for both physical and mental wellbeing while policies; economic; society and technology are shifting rapidly. This survey is to find out how companies are dealing with the challenges

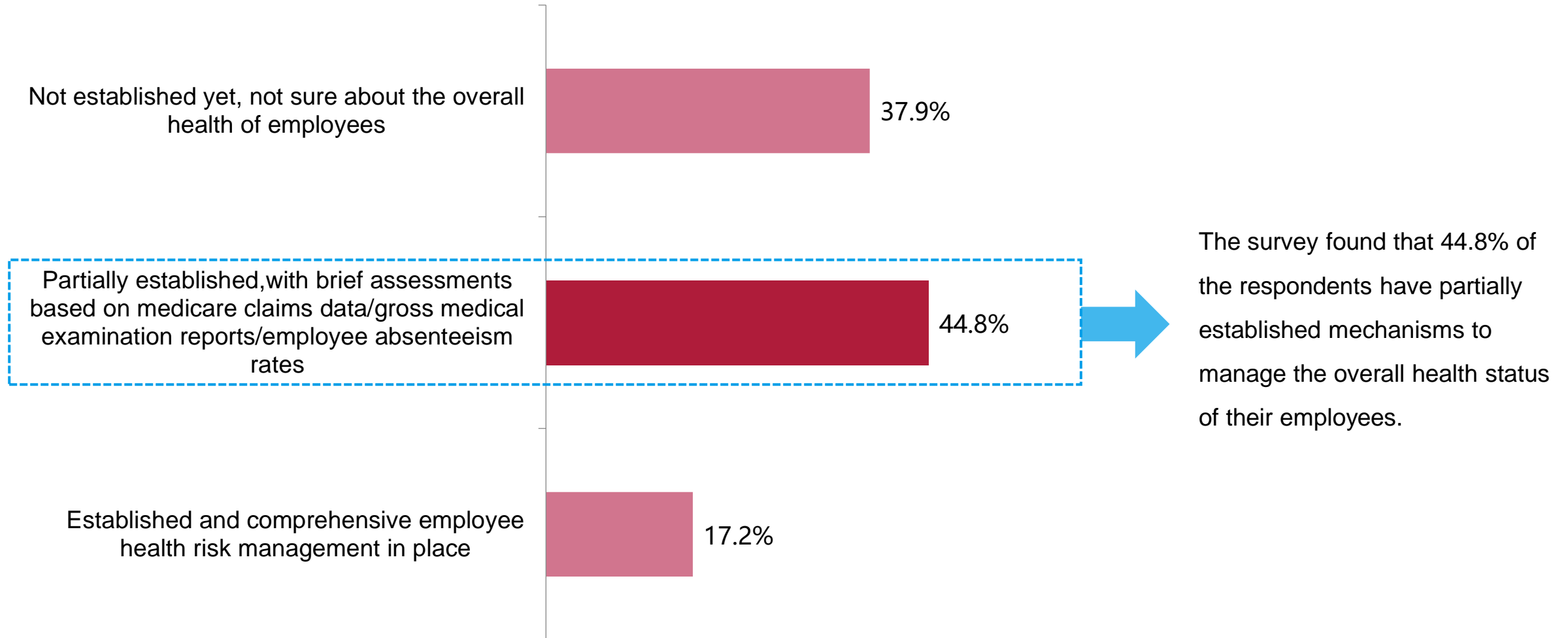


# Health management strategies

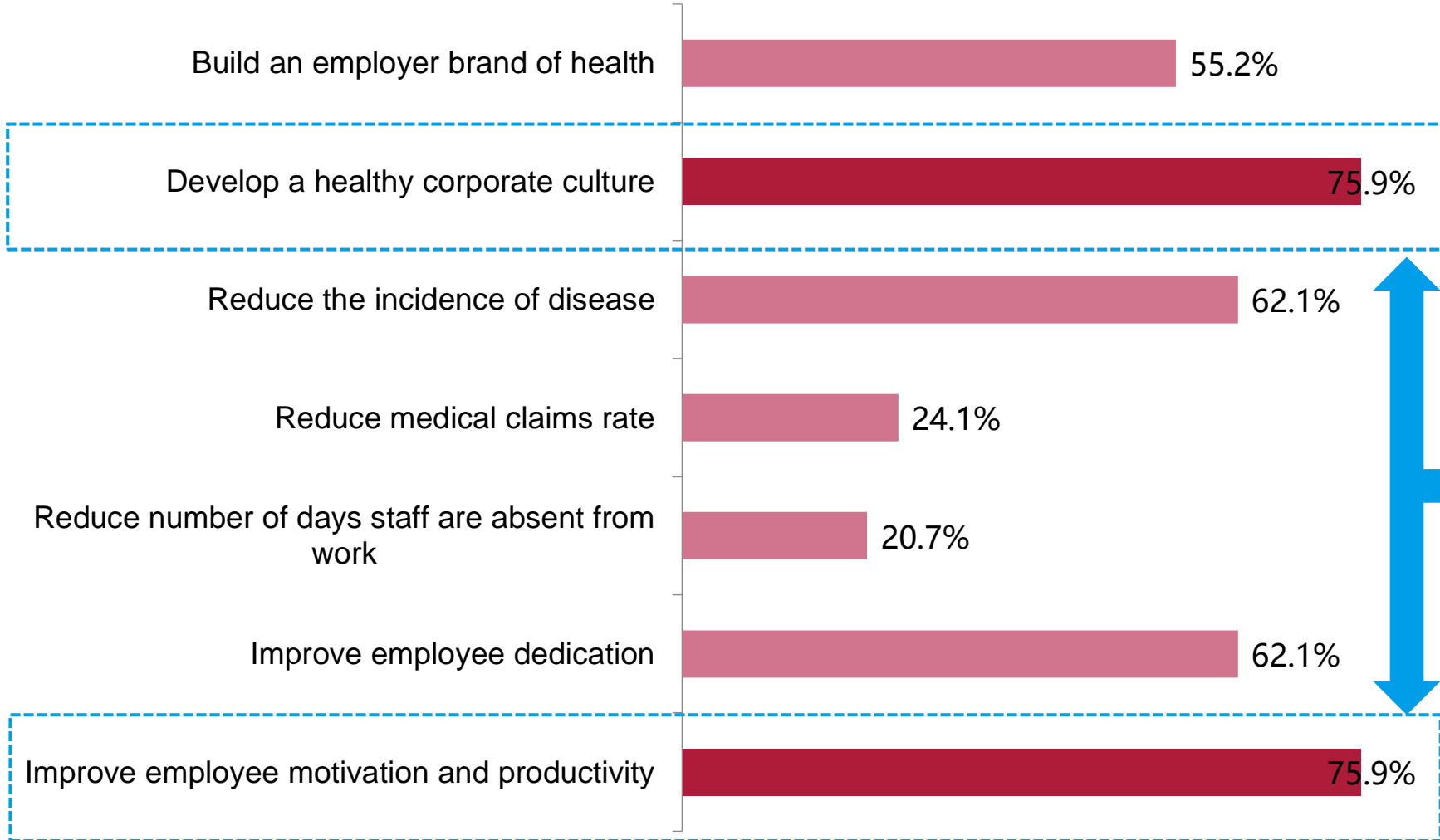


The survey found that 44.8% of the respondents do not have a clear health management strategy and only have single health benefit plan.

# Establish mechanisms to manage the overall health status of employees



# Key drivers: delivering health management programs



Increasing employee motivation and productivity and developing a healthy corporate culture are key drivers that the respondents consider for offering wellness management programs.

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## **Corporates lack systematic health management strategies, big data in healthcare is intriguing**

- Most companies provide only single health benefits program instead of health management strategies.
- 57.7% of the respondents will optimize their health and welfare programs based on data results.
- 75.9% of the respondents regularly check insurance claim rate.

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## **Health Screening is the most common health management programs, and budgets for Health Screenings are generally unchanged during the pandemic**

- 93.1% of the respondents have budget for Health Screenings.
- 82.8% of the respondents have maintained the same budget for annual employee Health Screenings in 2020 compared to 2019 even during the pandemic.
- 6.9% of the respondents have increased budget for Health Screenings, with an average increase of 35%.
- However, there are still some companies that do not have a health benefits budget.

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## **Benefits budget remains the number one health management challenge**

Although companies take health benefit as one of the important roles in attracting and retaining talents, there is a list of challenges in benefits programs: limited budgets, difficulty in measuring the effectiveness of programs and low company recognition of the value of health management programs are the 3 major ones.

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## **Innovation in employee wellbeing is expected, and both physical and mental health interventions need to be improved**

- 55.17% of the respondents have no plans for health intervention programs.
- 72.4% of the respondents have no plans for employee mental health interventions.
- 51.7% of the respondents have no plans to change their employee health management strategies in the next 12 months.



# Model of wellbeing program



# Case sharing – Data-driven solution

## Corporate Information

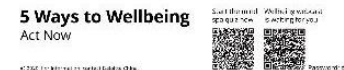
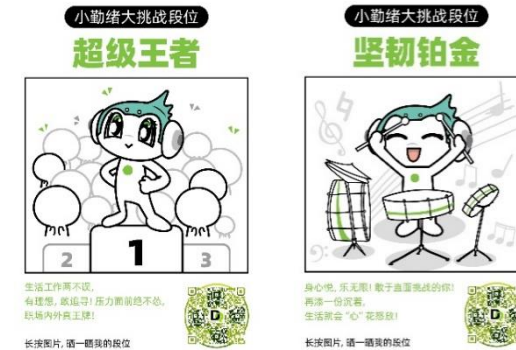
- Over 10,000 employees
- Strong competition in industry
- Employees often work overtime and have stress

## Pain Points

- The utilization is lower than market level
- Low awareness of EAP
- Overall benefit satisfaction is low

## Essential Solution

- **Project Re-branding.** In-depth culture integration in project communication.
- Created a **data-based-management digital solution** to uplift the employee experience with the interesting interactive quiz games
- Employees have formed a sense of trust and identity to the corporate and enhanced the team cohesion
- The corporate understood the current mental health status of employees and identified the potential risk factors which led followed risk control and management



# Essential

Since 2008, we have been working with enterprises in China on health and benefits

**2009**

The concept of third-party consultation was proposed and our networks were maturing

**2012**

Deep integration of insurance, health check, health management and flexible welfare and established one-stop welfare integration platform

**2015**

Obtained Jardine Group strategic investment (One of Asia's oldest and best-known business group)

**2018**

Established the health and welfare system. Implemented the concept of enterprise health and welfare from cost center to profit center iteration

**2008**

Essential founded.  
Became the pioneer in health management for enterprise

**2010**

Built the medical network and further developed enterprise health management services

**2013**

Carried out insurance consulting services, business radiation around Asia

**2016**

Carried out EAP services to restructure and innovate business models

**2019**

New brand of Essential.  
Upgrade completed and starts a new set sail

# We Provide One-stop Employee Health & Benefit Solutions



**Martec**

Consulting Partner

## Benefit Strategy Insurance Consulting

- Risk Insurance
- Supplementary medical
- Foreigner/high-end medical
- Employer liability insurance
- Travel insurance

**TPA Services - insurance  
like products**



**Essential**

## Health Screening

- On board
- Annual
- Occupational disease
- Family
- Foreigner
- Children
- Tooth (Tooth cleaning)

## Health Management

- Physical and mental health counselling (telephone, on-site)
- Health lectures
- Health intervention (smoking cessation & weight reduction)
- Corporate clinic
- Medical arrangements & medical assistance

## Employee Benefit Services

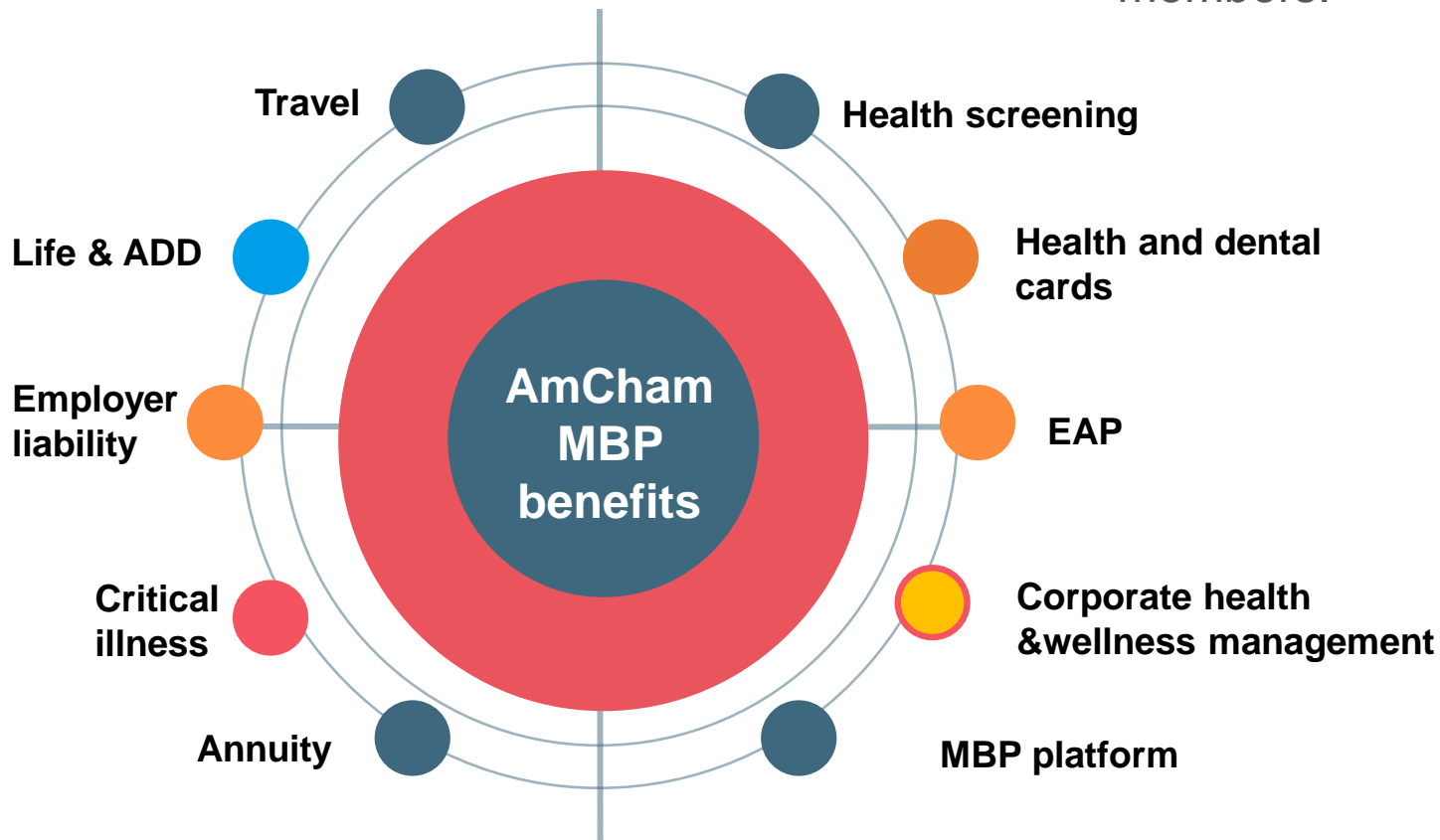
- Flexible benefits
- Festival benefits
- Employee incentives

**Essential**  
汉深咨询  
Inspiring Healthcare Excellence



激活企业健康活力

MBP aims to integrate high quality health networks, insurance options, and employee flexible benefits, over 10-years field experiences to provide tailor made health benefits solution consulting to AmCham Shanghai members.



## One-Stop Health Benefits Solution Consulting

MBP provides one-stop health-benefits solution consulting and production execution to members.

## Quality Assurance

High demand for corporate cost contentment with quality control and assurance.

## Cost Containment

Member enjoys exclusive health benefit discount up to 10% of total cost; more insurance product with additional discounts with wide selections.

## Why choose MBP?



### Cost Saving

- AmCham Shanghai group purchase drives cost down
- 20-50% discount compared to market price



### Upgraded Service

- Extensive experience in serving both MNCs and SMEs worldwide
- Exclusive service team at your disposal



### Value Added

- Exclusive network of health and medical professionals
- Increase your employee satisfaction



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也可扫描右侧二维码，添加顾问微信进行咨询



THANKS