

“Does your service help develop resilience, manage stress, build financial wellbeing, or address loneliness?”

It is more important than ever to offer a wholistic approach to wellness.

Steps to take to modify your product to address COVID-19 related needs:

Start from where you are & adapt your offering

Use your existing framework and refresh or add content to promote emotional wellbeing.

Identify gaps & add new solutions

Pivot to evolve your offering to help employees develop resilience, manage stress, improve financial wellbeing, or address social isolation.

Contextualize & communicate value

Help employers & employees understand why it is important to address emotional wellbeing as part of a comprehensive approach.

Promote & optimize engagement

Use proven engagement & behavior change best practices to help people improve emotional wellbeing.

Demonstrate results

Use an evidence strategy. Measure your success with data to help ensure continuous improvement.

