

# Supporting the Ever-Evolving Needs of Your Workforce: Help Through Human Touch



QUICK READ

**In a time when there seems to be an app for everything, we're met with endless options for virtual entertainment, wellness solutions, social networks, and productivity tools designed to keep us happy, healthy, connected, and focused.**

So why are some people struggling to maintain a sense of mental, physical, emotional, financial, and social wellbeing in the wake of the COVID-19 pandemic? Simply put, with so many available resources, sometimes we need a guide – someone to put us on the path to better health and wellbeing and keep us there.

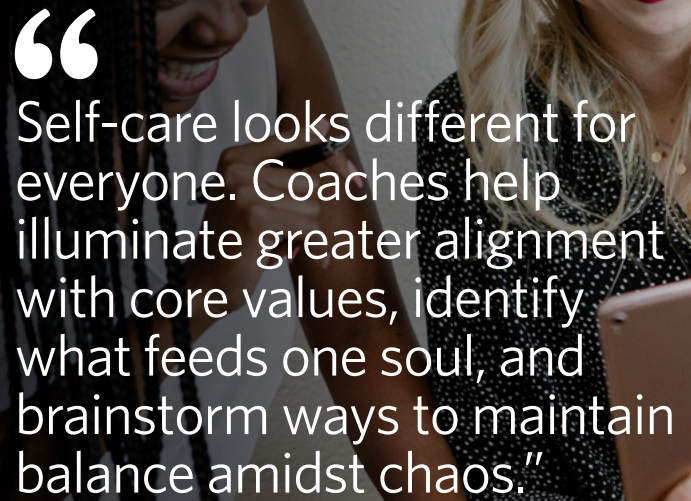
It's estimated that there are somewhere between 10,000-20,000 apps for mental health alone on the market today. New apps are constantly being developed while older ones are taken off the market at a similar rate. Not only are many of these apps unreliable, but most offer a two-dimensional experience. Some may include a quiz or a brief assessment as a way to learn more about the user, but the resulting content is static.

The truth is each person has their own unique set of needs, wants, and interests. The one thing that seems to unite us these days is that after nearly a year and a half of physical isolation, remote working, and unprecedented stress, we're all craving meaningful connection and support that is customized to our personal situation.

## **Health Equity Requires Individual Attention**

Individuals, health plans and employers are all feeling the weight and heaviness that came with the events that have transpired since the arrival of COVID-19. No industry or individual was prepared to deal with a global pandemic and certainly not the emotional, social, mental, physical, and financial ramifications of social distancing, civil unrest, and economic crises we're facing today. As a result, mental health issues and employee burnout have reached critical levels. At the same time, productivity and overall wellbeing continue to plummet, hurting businesses in a time when they're already struggling to stay afloat.

Each person has different healthcare needs, medical predispositions, and risk factors, lifestyles, communication styles, and access to community resources that affect their



“Self-care looks different for everyone. Coaches help illuminate greater alignment with core values, identify what feeds one soul, and brainstorm ways to maintain balance amidst chaos.”

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ability to change their behaviors and health outcomes effectively. That's why improving total population health across an entire workforce or community requires individual attention.

It's essential to acknowledge social determinants of health. Diversity, equity, and inclusion (DEI) have become critical areas of focus for organizations everywhere. With that in mind, employers must consider how diversity in the workforce aligns with diversity in employee health and wellbeing. Addressing these interconnected issues in an authentic, intentional way will be essential for building equitable communities and organizational cultures.

## **Empowering Employees to Make Progress**

Workplace and HR leaders are seeking solutions that can effectively support the wide range of health and wellbeing needs of their diverse and dispersed workforces without adding administrative burden.

Similarly, individuals have a number of solutions at their fingertips, but they must first understand where to start. While some individuals may feel supported simply by reading well-placed content, others might be looking for assistance on a deeper level.

Both the individual and the organization are seeking a unified, simplified place where every employee can access all the organization's resources. They need a wellbeing experience that makes it easy for the employee to access the tools and resources they need, when they need them.

**They're seeking a Homebase for Health®.**

## Wellbeing: It's Personal

Now more than ever, people need someone they can call who can provide them with answers, point them toward resources, or simply listen. Virgin Pulse meets that need with one-on-one guidance and coaching.

Whether sessions are conducted in-person or over the phone, health coaches can break down the barriers that keep your employees from becoming their healthiest, most fulfilled selves. One-on-one coaching is a vital form of support, meeting people exactly where they are to ask the right questions at the right time to inspire positive, long-term behavior change for better health and business outcomes.

Health coaches provide the personal connection and support employees are desperately seeking as they cope with the lasting effects of COVID-19 and enter a new period of transition during their return to the workplace. Beyond creating a safe space for employees to talk about their struggles, health coaches challenge individuals to develop their inner wisdom, identify their values, and transform their wellbeing goals into action by facilitating healthy and sustainable behavior change. This strategy puts the individual in the driver's seat, empowering them to take charge of their wellbeing path.

## The Virgin Pulse Approach

Our coaches are trained experts, helping people to explore their goals, behaviors, and motivations within a broader context of their social and environmental influences to build resilience and improve health outcomes. Coaches begin by assessing an individual's desire, ability, and readiness to make a change. Then, after exploring potential challenges and barriers, they encourage healthy habit formation by setting smart goals that include daily actions and small steps. Finally, they work with the individual to help them better understand their own behavior and social determinants of health, identifying and acknowledging the social, educational, and environmental factors that influence their unique wellness journey.

In 2020, Virgin Pulse coaches saw a 147% increase in calls related to emotional wellbeing, but it's not uncommon for the path of these conversations to change over time. All aspects of our lives and our wellbeing are interconnected. To ensure they're ready to tackle any need or concern that may arise, Virgin Pulse Coaches are equipped with skills training in a variety of areas, including:

- **Motivational interviewing**
- **Positive psychology**
- **Appreciative inquiry**
- **Nonviolent communication**
- **Cognitive-behavioral theory**

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When we empower members to see themselves as the expert in their own life, we can leverage their strengths, nurture self-efficacy, and guide them in the direction of their wellbeing vision.”

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## When High-Tech Meets High-Touch

Health coaching and live services are woven into our digital platform, allowing us to generate a multi-faceted approach that keeps employees engaged in their health and wellbeing journey. In tandem with AI-powered technology that continuously learns about the individual, live Guides help members identify the best approach to conquer their current and long-term goals as part of our broader Homebase for Health® ecosystem. This pairing of human interactions and digital tools delivers a cohesive member experience and drives users to the best set of platform resources for their unique life and wellbeing journey.

The pandemic forced individuals and businesses to reevaluate their goals and how they approach health and wellbeing. A successful strategy is one designed to directly and efficiently meet the needs of the individual without overwhelming the organization.

**Learn more about how Virgin Pulse's human-centered design deepens social connections, delivers meaningful health outcomes, seamlessly connects members to their health, and helps to reduce administrative burden, all in one place. Connect with a wellbeing expert today.**



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The ability to easily see, navigate, and access critical resources when they are needed the most is one of the hallmarks of our Homebase for Health and is a key driver of our daily engagement, which allows us to deliver on valuable health outcomes and habit formation.”

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# CHANGING LIVES *And* BUSINESSES FOR GOOD

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