

# Best Holistic Wellbeing Programme

THIS CAN  
GLOBAL AWARDS  
2025

HAPPEN.

in association with  
A&O SHEARMAN

## Winner// HALEON

This award recognises comprehensive initiatives that integrate physical, mental, and lifestyle support, to enhance overall employee wellbeing.

With 24,000 employees across India – from corporate offices to remote and field locations – HALEON, a global consumer health company, recognised that its wellbeing offerings were fragmented and inconsistent. Awareness and engagement were low, and access varied widely between employees. Guided by its purpose of delivering “better everyday health with humanity,” HALEON set out to create a unified, technology-driven wellbeing experience that was inclusive, personalised, and accessible to all.

### An Integrated, Digital-First Approach

HALEON launched a mobile app-based platform that consolidated all physical, mental, and financial wellbeing services into one digital ecosystem. The app brought together preventive and curative care – from annual health checks, vaccinations, and physiotherapy to mental health therapy, dental care, maternity



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support, and 24/7 teleconsultations – all available anytime, anywhere.

Employees and their dependents could seamlessly book appointments at nearby clinics, access AI-based health risk and posture assessments, and track their wellness goals. A dependent login feature ensured family members could benefit from the same resources, extending care beyond the workplace.

To drive engagement, HALEON implemented a hyper-personalised communication strategy using WhatsApp nudges, app notifications, and short AI-powered video explainers. A built-in wellbeing

| OPD + DIAGNOSTICS + DENTAL + VACCINATIONS + ANNUAL HEALTH CHECKS + MATERNITY BENEFITS+MENTAL WELLBEING + |           |           |                                                                   |
|----------------------------------------------------------------------------------------------------------|-----------|-----------|-------------------------------------------------------------------|
|                                                                                                          | 2022-23   | 2023-25   |                                                                   |
| <b>Industry Leading</b><br>FMCG                                                                          | ●         | ●         |                                                                   |
| <b>Preventive</b><br>Adult and Child vaccinations, Annual health checks                                  | ●         | ●         |                                                                   |
| <b>Curative</b><br>OPD consultations, Prescribed diagnostics                                             | ●         | ●         |                                                                   |
| <b>Maternity Cover</b>                                                                                   | ●         | ●         |                                                                   |
| <b>Dental Cover</b><br>Dental consultations, RCT procedures                                              | ●         | ●         |                                                                   |
| <b>Tech enabled</b><br>App based advanced tech interface                                                 | ●         | ●         |                                                                   |
| <b>Monitoring</b><br>Real time dashboards and health scorecards                                          | ●         | ●         |                                                                   |
|                                                                                                          | ● Leading | ● Average | ● Lagging                                                         |
|                                                                                                          |           |           | <b>MENTAL WELLBEING</b>                                           |
|                                                                                                          |           |           | Wellness Hours<br>1500+                                           |
|                                                                                                          |           |           | ●                                                                 |
|                                                                                                          |           |           | Stress Risk assessments<br>Utilization - >80% for current year    |
|                                                                                                          |           |           | ●                                                                 |
|                                                                                                          |           |           | Onsite mindfulness sessions<br>Attendance - >80% for current year |
|                                                                                                          |           |           | ●                                                                 |
|                                                                                                          |           |           | Mental wellbeing champions<br>Completed - 140 Ongoing - 60        |
|                                                                                                          |           |           | ●                                                                 |
|                                                                                                          |           |           | EAP                                                               |
|                                                                                                          |           |           | ●                                                                 |
|                                                                                                          |           |           | Mental Health First-aiders<br>1:100                               |
|                                                                                                          |           |           | ●                                                                 |
|                                                                                                          |           |           | Health scorecard                                                  |
|                                                                                                          |           |           | ●                                                                 |

Health and Wellness – Data driven tech-enabled market leading offerings

calendar offered continuous mental health content— while an expanded network of mental health first aiders (1:100 ratio) provided direct peer support.

### Results & Impact

This integrated, digital-first approach transformed HALEON's wellbeing landscape. Within the first year, 99% of employees registered on the app, with 85% actively using at least one service. Annual health check utilisation reached 80%, and real-time dashboards enabled data-led interventions to sustain engagement.

User satisfaction averaged 4.8/5, while participation in mental health

activities increased fivefold. Stress risk assessments reached 70% completion, with follow-up support provided to all field colleagues. The historically hard-to-reach field workforce saw a 300% increase in benefit utilisation.

Hyperlocal activations also delivered impressive outcomes: some regions achieved 85% flu vaccination coverage, others averaged 12,000 daily steps during challenges, and mindfulness sessions drew 90% attendance. Across all sites, happiness workshops saw 80% participation, supported by a growing network of wellbeing champions – now one for every 50 employees. ■

## Judges' comments

- + A strong, digitally integrated wellbeing programme.
- + Clear evidence of success.

### SHORTLISTED

- Alzheimer's Society
- Arqiva
- EPAM
- Schaeffler x Awaris