

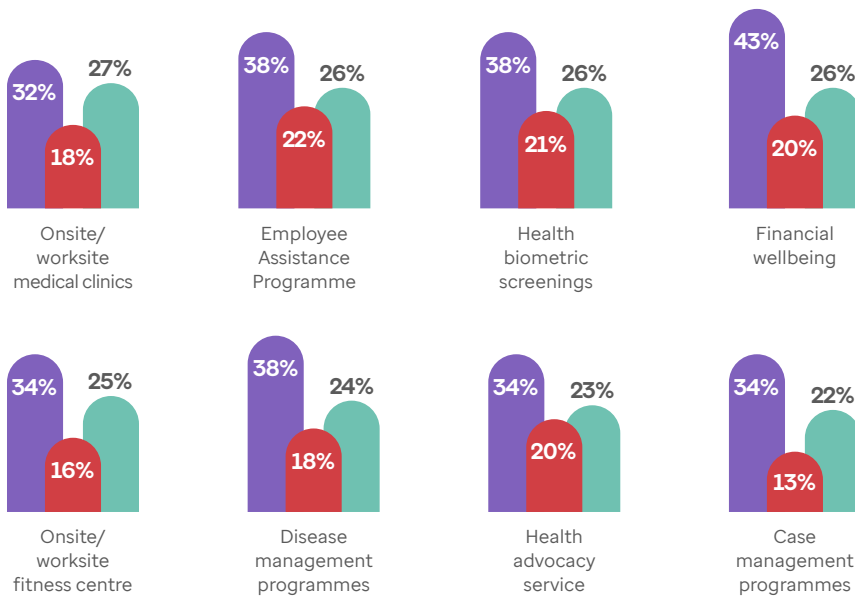
# What's the biggest challenge to H&W programme success in APAC?

Optum surveyed 347 large employers around the world to better understand current health and wellbeing strategies and practices. Here's what APAC employers told us about some of their greatest challenges.

**For each of your company's H&W management programmes, please indicate what percentage of your eligible workforce participates in the programme.**

Average H&W programme participation rates

● 2020 ● 2021 ● 2022



“The biggest challenge is raising participation rates among staff.”

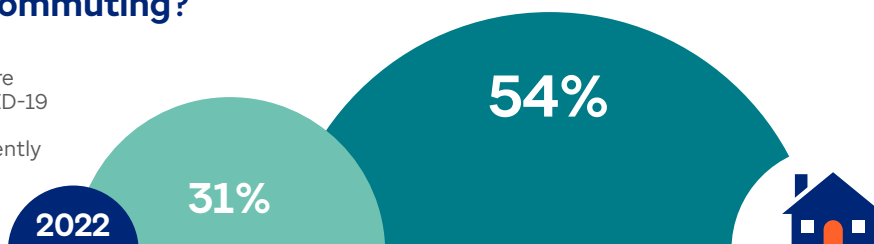
– Employer (Singapore)

“Early employee participation and recognition are not high and programmes need to be emphasised again and again.”

– Employer (China)

**Approximately what percentage of your company's employees telecommuted (worked from home) before the COVID-19 pandemic and what percentage are currently telecommuting?**

● Before COVID-19  
● Currently



“My company's greatest challenge is accumulating people at the right time for programmes as the employees are continuing to work from home.”

– Employer (India)



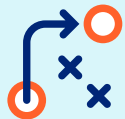
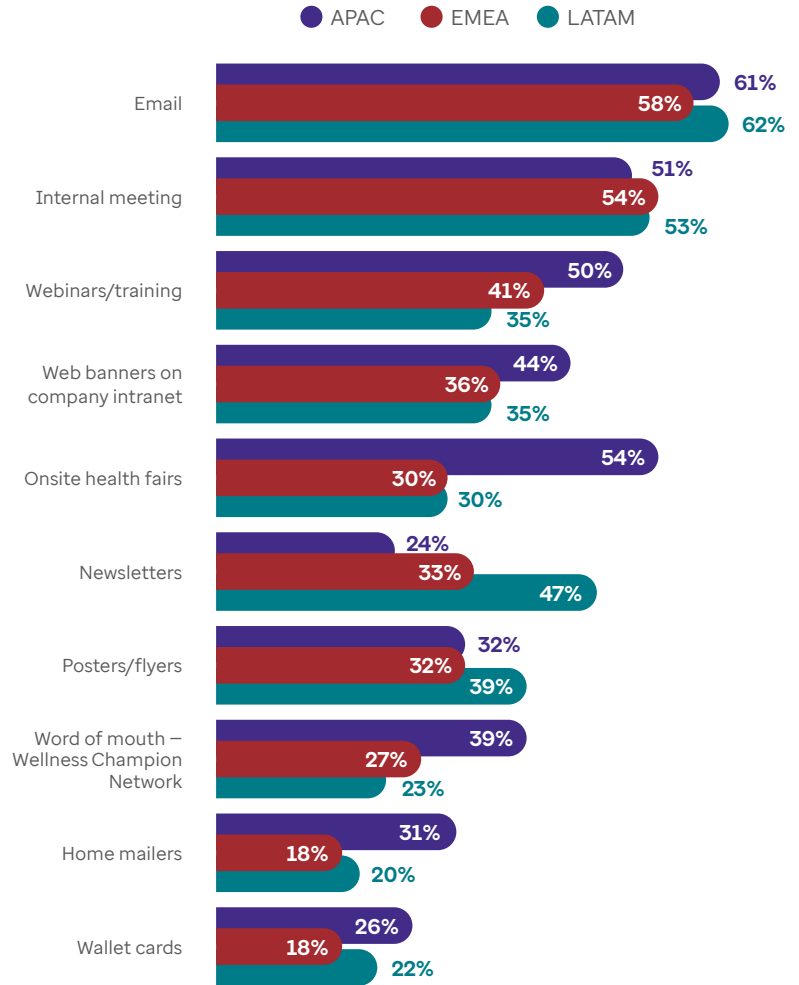
## How does your company promote its H&W programmes to employees?

Effectively promoting programmes and motivating employees to participate are current challenges in APAC.

With over half of employees continuing to telecommute at least part of the time, popular communication channels such as internal meetings and onsite health fairs may fail to reach most workers. Participation rates are trending up in APAC but still fall short of 2020 levels for many programmes.

“This programme was introduced five years ago, and people were not aware of it then. The company faced many challenges in communicating the service to employees. At a reasonable pace, people were able to grab the services provided. Most importantly the communication part was a bit challenging.”

– Employer (India)



## Strategy starter

How effective is your programme promotion strategy in reaching employees across various business environments, including remote working?

### Optum can help

We’re on a mission to create a healthier world. At Optum, we understand that corporate success starts with a healthy workforce. Our integrated health solutions, including our global Employee Assistance Programme, help advance your health and wellbeing strategy to build a culture of health within your organisation.

Learn more at [optum.com/globalemployers](https://optum.com/globalemployers).

### Survey methodology

- 347 international employers located in APAC, EMEA or LATAM regions
- Global companies with 3,000+ employees
- Decision-makers in human resources, executive, management or administrative roles
- Surveys administered online from 7 April to 5 May 2022



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