

Wellbeing Platform Buyer's Guide

2024-2025 Edition

Looking for a wellbeing platform?

You're not alone. Surveys show that over 70% of benefits buyers are dissatisfied with their current platform and over 50% are actively seeking better options. Here's what they want:

- **Better Experience:** A solution that helps employees thrive by focusing on what matters most to them.
- **Reliable Service:** Responsive employee support and a vendor relationship that feels more like a partnership.
- **Cost Efficiency:** Lower overall costs and guaranteed long-term returns.

Need Help?

Need help reviewing your current strategy, or building a business case? Our expert team is ready to help. Write us at info@kumanu.com.

Key Trends to Consider

- **Move Beyond Points**
Points-based solutions can lose effectiveness once thresholds are met. Look for models that drive genuine health improvements and support sustained engagement.
- **Simplify Choices**
Too many options can be overwhelming, both for you and your employees. Focus on platforms that support a diverse array of wellbeing needs and goals, reducing the need for costly point solutions.
- **Get to the Root**
A comprehensive platform should address the underlying personal, social, and organizational determinants of wellbeing.

Choosing the right wellbeing platform for your organization represents a critical decision that can impact employee experience, retention, health, and performance. The criteria in this Buyer's Guide have been carefully designed to help you evaluate the fit of your current solution, and to size up potential alternatives. Pro tip: Consider including these criteria in your Request for Proposal (RFP), or sharing them with the consultant or broker helping you.

Whole Person Support

- Supports current employee priorities like purpose, connection, and emotional wellbeing
- Provides fresh and engaging content on traditional health topics (e.g., eat, move, sleep, stress).
- Assesses and addresses essential needs of employees and their families (e.g., financial wellbeing, food insecurity)

Intrinsic Motivation

- Uses personal purpose, goals and values to motivate sustained change
- Offers a highly tailored and deeply personal experience for each individual
- Minimizes use of incentives, focusing on shared purpose and social rewards

Resource Integration

- Offers an intuitive, cross-platform experience that seamlessly integrates your resources
- Uses AI to promote your benefits to those who need them most
- Provides robust support for a wide range of needs, reducing your dependence on costly point solutions
- Combines your benefits with local community resources to extend your network of support

Digital + Live Coaching

- Uses AI to deliver hyper-personalized, evidence-based digital coaching
- Provides unlimited access to live coaches offering holistic support for health conditions, behavior change and emotional wellbeing
- Ensures access to live support across digital platforms

Deep Customization

- Customizes content to fit your benefits and culture
- Provides tailored analytics and reporting
- Optimizes communication strategies for better engagement

Systematic Planning Process

- Starts with understanding your goals and culture
- Uses data to uncover needs and inform plans
- Connects program elements to your organization's goals

Security & Privacy

- Meets rigorous standards for security and privacy (e.g. HITRUST, HIPAA, GDPR)
- No history of security breaches

Cost of Ownership & ROI

- Guarantees performance based on your core metrics
- Reduces overall benefits and incentive costs
- Offers cost-saving guarantees

Founded by wellbeing industry veterans, Kumanu helps people and organizations thrive by grounding change in personal purpose. We address the root causes of burnout, disengagement, and poor mental health with our science-driven, data-backed, and culturally tailored platform solution. Kumanu helps organizations elevate results, lower costs, and deliver whole person wellbeing. **Visit us at kumanu.com.**