

goodlord



Vitruve VIDA



CASE STUDY

THE GOODLORD STORY:

How Goodlord is building a pain-free workplace with Vitruve VIDA

Discover how Goodlord, an award-winning proptech company, reduced work-related pain by 1/3 and improved team wellbeing with Vitruve VIDA

What is Vitruve VIDA?

Vitruve VIDA is a cutting-edge digital workplace assessment that proactively reduces issues like back pain in your teams while making you DSE compliant. By assessing the quality of desk workers' workspaces through AI, VIDA is a modern and scalable solution with impactful benefits for remote, office and hybrid teams:

1

Reduce musculoskeletal pain

65% of employees are living with some form of musculoskeletal pain like back or neck pain. In most cases, this is entirely preventable. Give your team the knowledge they need to reduce pain and improve their quality of life.

2

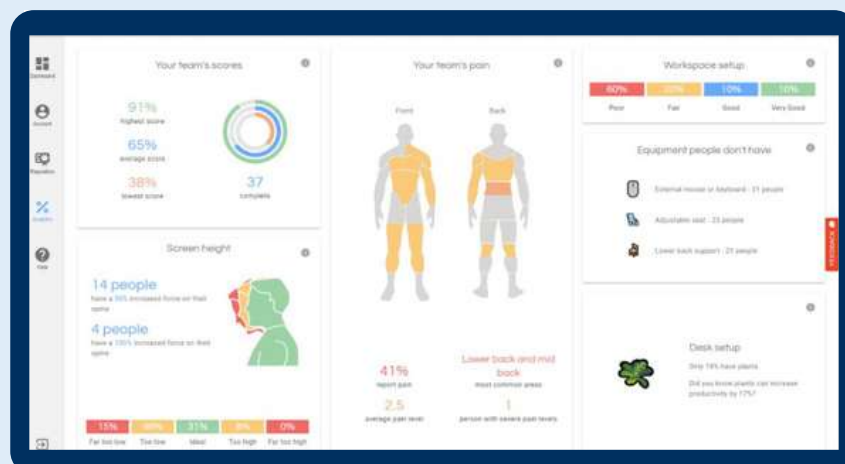
Improve employee health and wellbeing

Empower your team to take their wellbeing into their own hands. Assessments are completely self-served, so employees can recognise and correct any risk factors in their own work setups.

3

Remote & in-office legal compliance

Workspace assessments for your entire team. Full compliance for your business. Meet your health and safety and DSE requirements in 30 seconds.



The background

Goodlord is a proptech company taking the lettings industry by storm. And they've been rightfully letting employee wellbeing take centre stage in company culture since their story began in 2014.

As the first startup to be recognised at Mind's Workplace Wellbeing Awards in 2018, Goodlord has displayed an impressive commitment to their people by offering a spectrum of wellbeing benefits. From weekly fitness activities to mental health coaching sessions, the team have always had many excellent tools at their fingertips, including a comfortable and well-equipped office space.

When the pandemic hit, Goodlord put several measures in place to make the transition to remote working as comfortable as possible for their employees. They surveyed staff to understand the best ways to keep people engaged and wellbeing was at the forefront of the agenda as always.

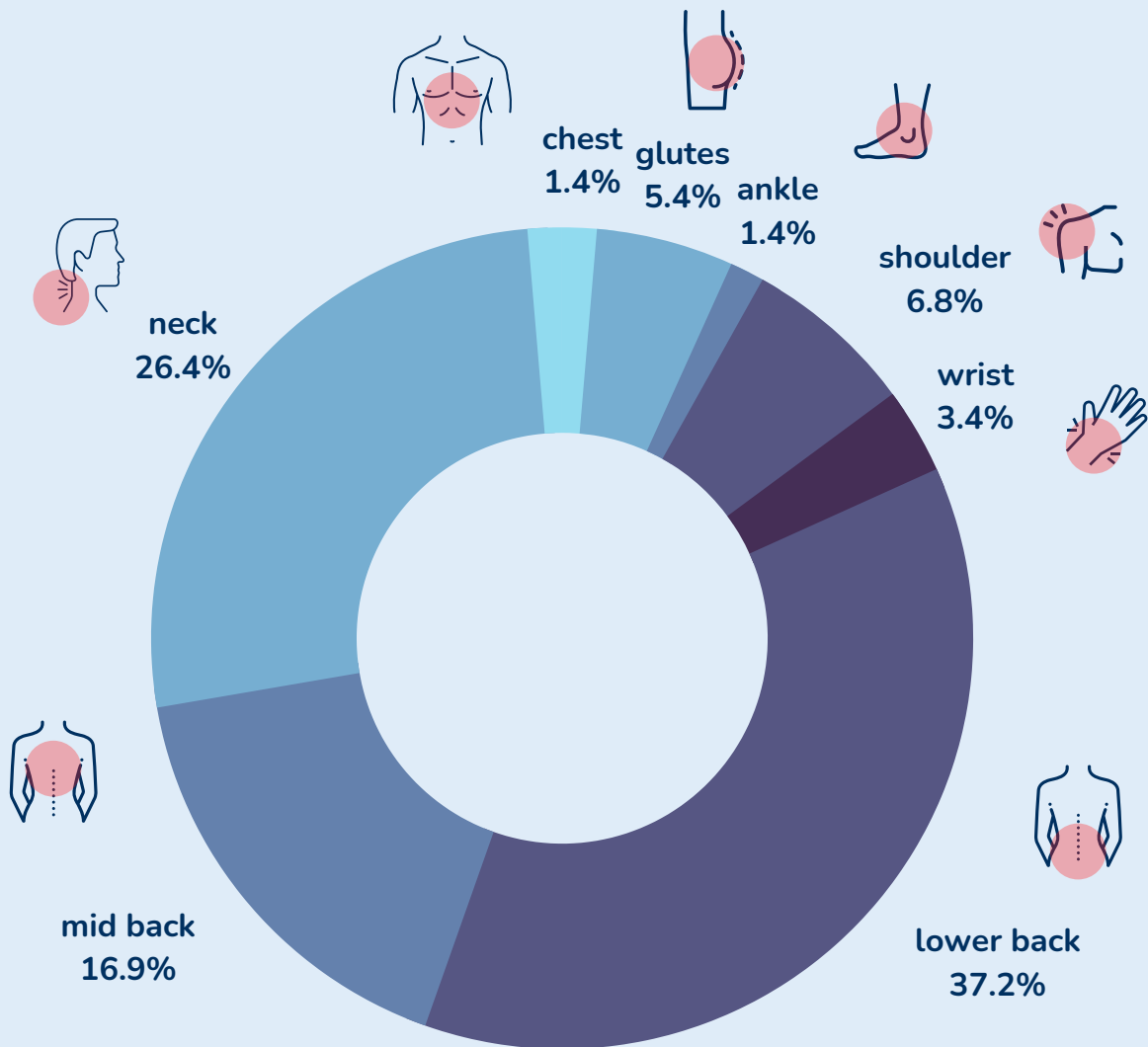
Goodlordians were given access to Vitruve VIDA to help them identify any improvements that could be made to their workplace setup.



The challenge

Even with their best in class wellbeing policies, the Goodlord team are not immune to musculoskeletal (MSK) issues like back and neck pain, which are extremely common in desk workers and people who spend prolonged periods sitting.

34% of Goodlord employees were experiencing work-related MSK pain across a range of areas - a large proportion of this pain had settled in during the pandemic:



With hybrid working now in full swing, Goodlord wanted to do more to help their team tackle back pain, neck pain and other desk-related MSK issues.



Although the number of Goodlord employees with work-related pain was much lower than the industry average of 65%, they wanted to put a special effort into helping staff tackle their pain and improve their wellbeing. Knowing the dire effects that MSK pain can have on employees, they wanted to minimise the risk of any suffering within the company!

That's why they were the perfect candidates to take part in a 6-week pain-reduction case study using VIDA.

“VIDA really helps us to be a caring employer and compliments our other benefits very well as it covers both physical and mental health. I'm excited to **show our employees we care about their wellbeing** with the VIDA programme”.



Eszter Huczka - Goodlord Programme Admin

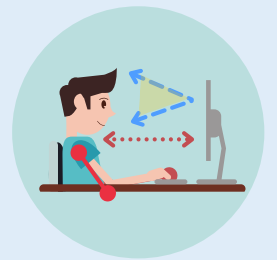
The solution

A 6-week programme designed to help Goodlord employees reduce desk-related pain, improve their workspace wellbeing and provide them with expert advice to improve their day to day working life. **With a little help and guidance from the team at Vitruue Health, and a lot of help from our product Vitruue VIDA.**

1

VIDA Desk Assessments

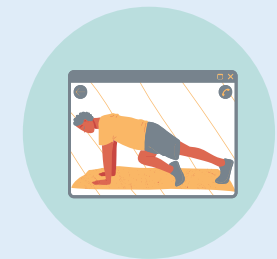
VIDA's AI-based assessment, adapted from cutting-edge technology used in orthopaedic surgery, measures your posture and workspace ergonomics through your webcam. Goodlord employees completed assessments and received personalised reports outlining any risks in their workspace setup e.g. a chair without appropriate back support, along with recommendations to improve their wellbeing.



2

Guided Pain Reduction Program

Clinically designed stretching routines are scientifically proven to boost energy, improve productivity and reduce pain. Employees participated in daily guided stretching sessions through VIDA Pain Coach, designed by Vitruue's clinical experts, targeted to their specific pain area.



3

Pain Education through VIDA

Understanding the science behind pain and healing can help you on your road to recovery. Employees had access to gold standard clinical guidance and education to help them gain a deeper understanding of pain, posture and how to maintain their wellbeing.



4

VIDA Burnout Assessments

Rates of burnout have spiked by 48% in the last year. Employees completed assessments to help them identify any risks of burnout and received simple recommendations to help them prevent it in the future.



"I used Vitruvius VIDA because I was spending a lot of time sitting while working remotely from home. It was convenient to jump out of bed to my desk and start my working day, doing very little movement. This continued for two months until I started to feel a lot of back pain.

It was only when I started using VIDA that I saw the whole picture - the distance to my screen, my desk setup, and general overall health - that I realised how much I was missing. I took the online assessment and incorporated their advice. I now also stretch in the morning and have a much more productive working day. **And, importantly, less back pain.**"



Adeel Ahmed - Support Engineer

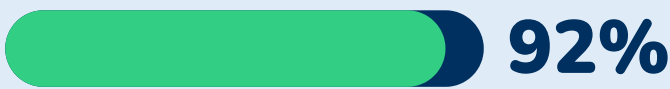


The results

At the end of the 6-week case study, Goodlord employees were feeling many benefits...

Less Physical Pain

Most importantly, there was a staggering reduction in pain amongst employees:



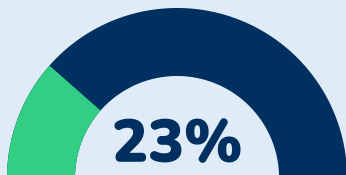
of people who participated in the case study reported a reduction in desk-related pain



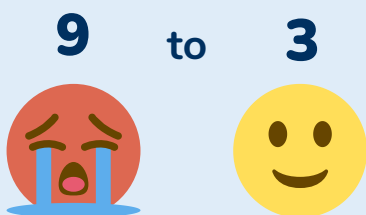
average pain reduction across case study participants



2 VAS Points



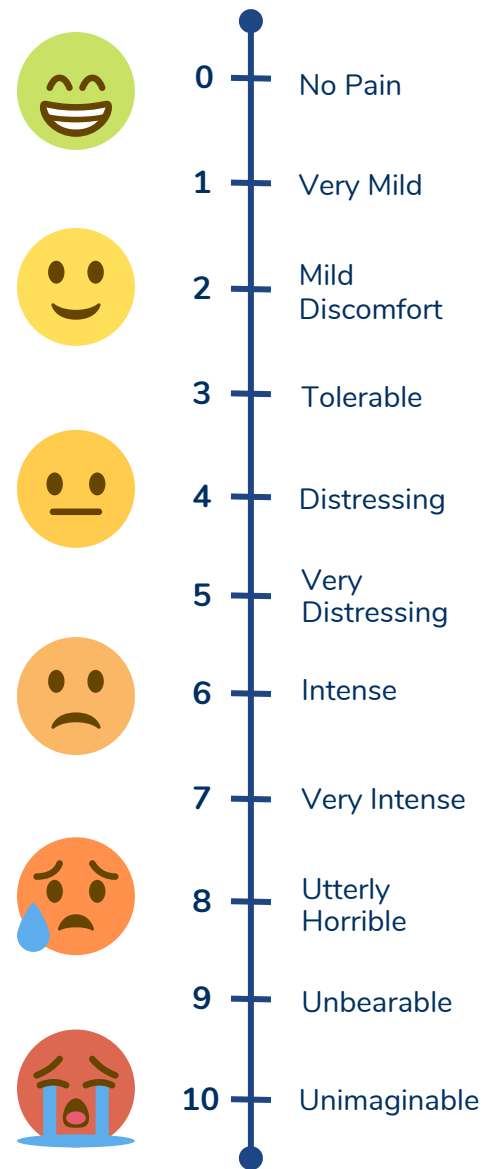
of the group's VAS scores dropped by 5 points or more



was the biggest pain reduction in VAS score

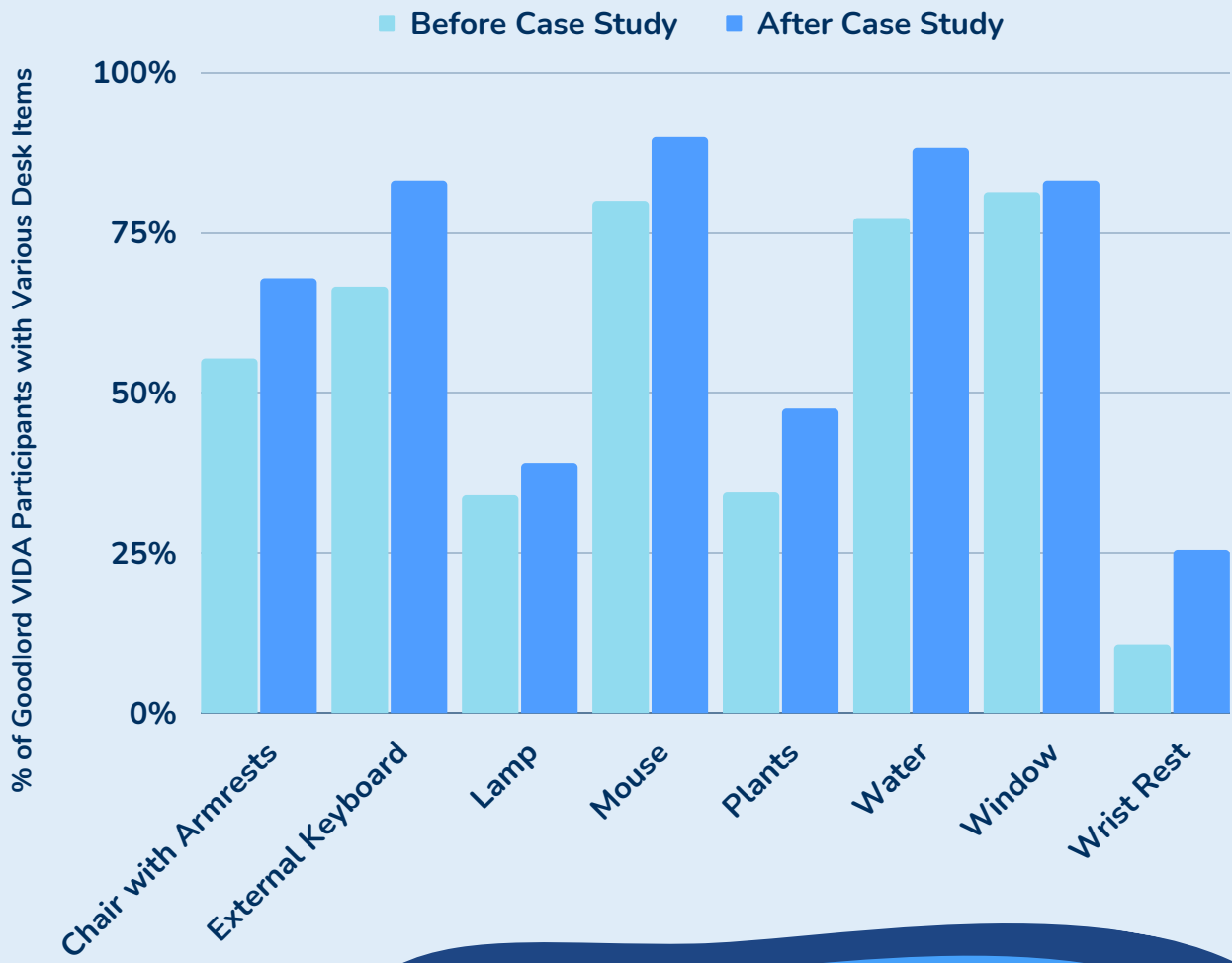
VAS Pain Scale

The Visual Analog Scale (VAS) is a clinically gold standard tool used to measure pain according to the intensity felt by the person experiencing pain



Better Workplace Setups

Since taking part in the case study, many Goodlord employees have improved their workplace setups and added ergonomic equipment such as external keyboards, laptop stands and chairs with armrests. A better workplace setup not only helps employees reduce any existing pain and prevent any future issues from arising, but also improves overall team satisfaction and productivity!



“After I completed the desk assessment, I got helpful tips on how to improve my workplace. I got a laptop stand as advised to help with my pain, and I also bought a backpack for work instead of carrying my laptop in a tote bag, which **improved my posture and pain** as well. The tips were great!”



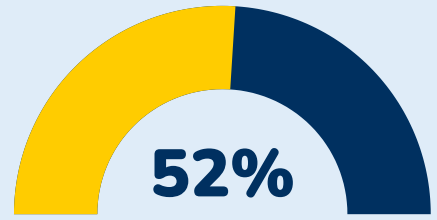
Desk Assessment Score

When you complete a desk assessment, VIDA gives you a score out of 100 (%) depending on the overall ergonomics of your workplace setup including desk furnishings, positioning, lighting and environment.

A workplace with items such as an external keyboard, wrist rest and plants will score higher than those without the basic ergonomic items, reflecting the fact that these workspaces help employees reduce pain, improve wellbeing and boost productivity!

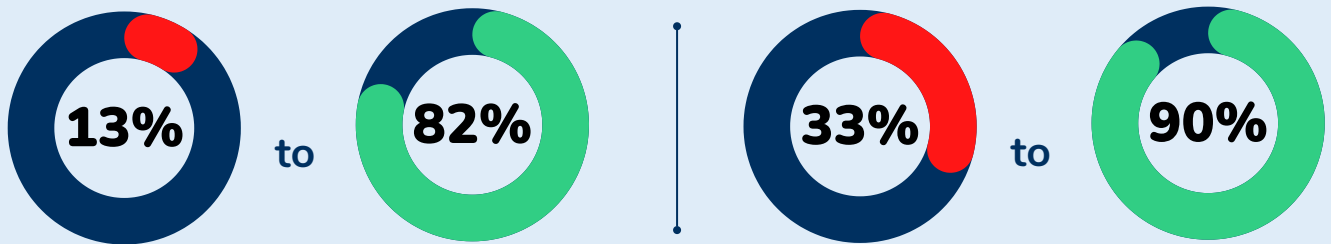


The results

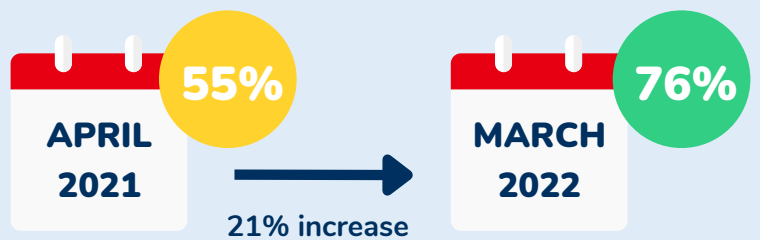


52% of people had a higher desk assessment score after the case study had begun, compared to their original score

The average improvement in desk assessment score was 10% over just a 6-week period, but some individuals now have a significantly better workplace than they did before the case study began. The biggest increases in desk assessment scores were...



Average desk assessment score at the end of the 6-week case study vs average score when VIDA was initially rolled out at Goodlord...

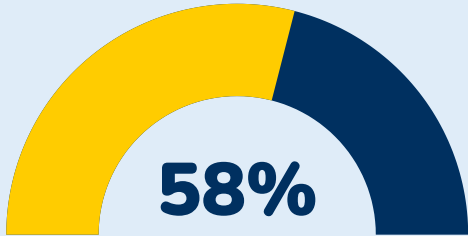


Given the clear link between workspace quality and productivity, pain and satisfaction, the benefits of these increases are massive!

"VIDA is so beneficial when you are sitting at your desk for most of the day...it lifts your spirits and helps you physically".



Healthier Working Habits



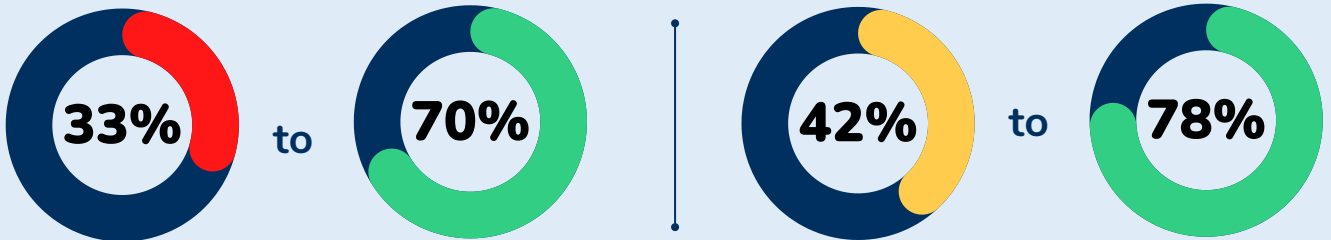
of people had healthier and higher scoring working habits after the case study had begun, compared to their original score



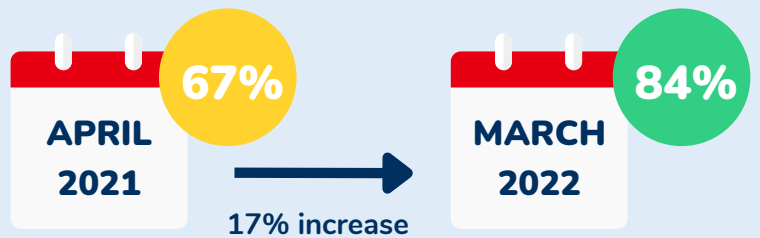
Working Habits Score

VIDA assessments also take into account your general working routine and habits such as the frequency and duration of your breaks, how often you exercise and whether you have lunch away from your desk. These factors all have an impact on your overall wellbeing and contribute to an overall score for working habits.

On average, people improved their working habits score by 6%. However, some individuals have now adopted much healthier routines and achieved a much higher score for their working habits than they did before the case study began. The biggest increases were...



Average working habits score at the end of the 6-week case study vs average score when VIDA was initially rolled out at Goodlord...



“I have had chronic neck pain since I was a teenager and I've done many therapies in the past, but I've always been quite lazy when it comes to regular exercise. This has been an opportunity for me to make it a habit while working and improve my posture by taking a break for exercising. **I feel improvement in my legs and shoulders since I started doing it regularly.**”



Matteo Amico - Software Engineer

The financial return on investment for Goodlord

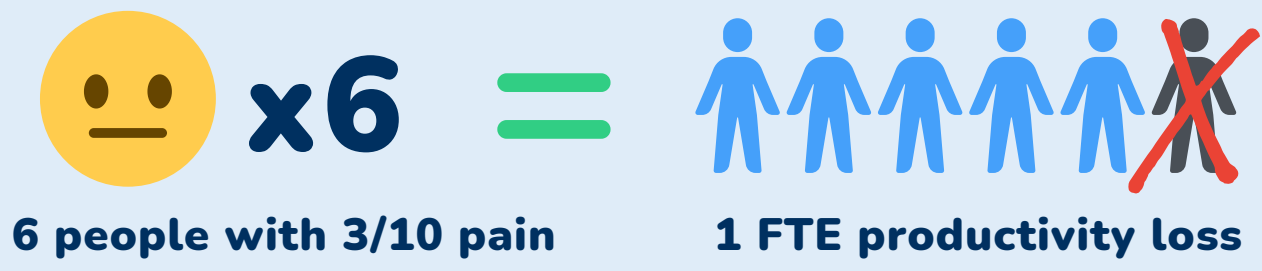
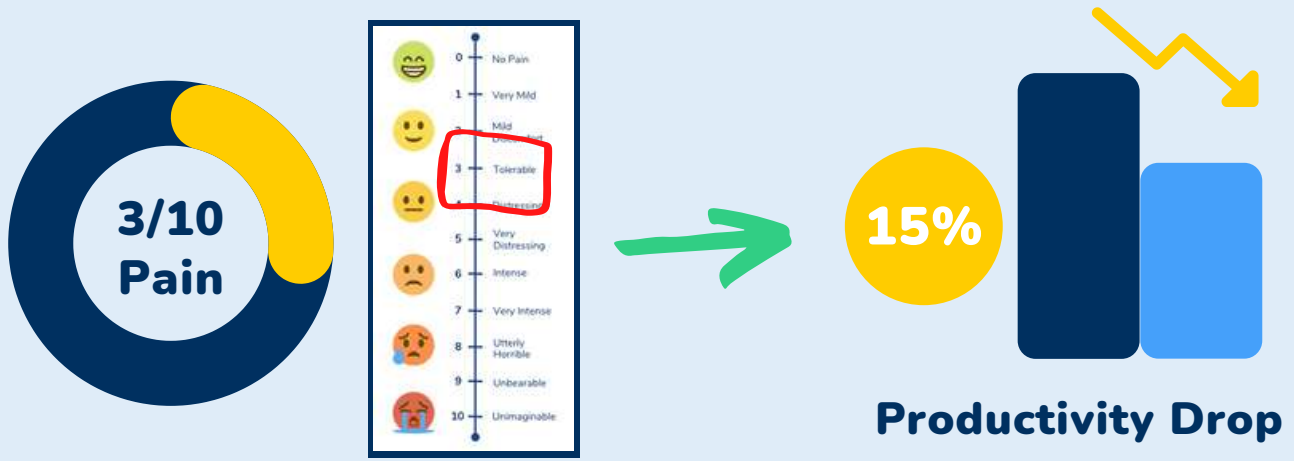
5-Star Rated Solution



every Goodlord employee who rated VIDA gave it 5 stars

Musculoskeletal pain, incorrect desk setups and bad working habits can be detrimental to employee health and wellbeing. But that's not all - these factors can make a significant financial dent on companies as a whole.

An employee suffering from a tolerable level of pain (3/10 VAS score) is typically 15% less productive in their day to day work. All it takes is six people in your team with pain at this level, and you'll be losing a whole full time employee (FTE)'s worth of productivity...



By using VIDA in this 6-week case study, Goodlord has taken huge strides towards being a more productive, pain-free, financially healthy workplace.

Want to benefit from VIDA just like Goodlord?

Vitruue VIDA is a digital wellbeing and desk assessment clinically proven to reduce work-related pain. If you'd like to benefit like Goodlord, scan the code to sign up for a free trial or email us on sales@vitruuehealth.com.





"VIDA has had a huge positive impact on Goodlord employees. Colleagues found it extremely useful and could feel the benefit! I received so many lovely Slack messages from colleagues telling me how amazing VIDA was, which as an employer is so rewarding to see.

I just loved Pain Coach, the videos were so straight forward, easy to follow and easy to fit into my day. It feels great to be able to tell the rest of the team we have access to a benefit like this.

I often suffer with lower back pain, and I saw a big improvement after regularly interacting with VIDA. Coming back and using the different features on a regular basis significantly reduced my desk related pain.

It was also really useful to understand more about my pain and know that if I continue to do the VIDA stretches twice a day, my pain will stay away!

The Vitruve team were fantastic! They made our onboarding so simple, setting up everything and being super responsive to all our thoughts and feedback. My colleagues and I could instantly tell how great they'd be to work with! We really appreciated their flexibility throughout the programme."



Eszter Huczka - Goodlord Programme Admin



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