



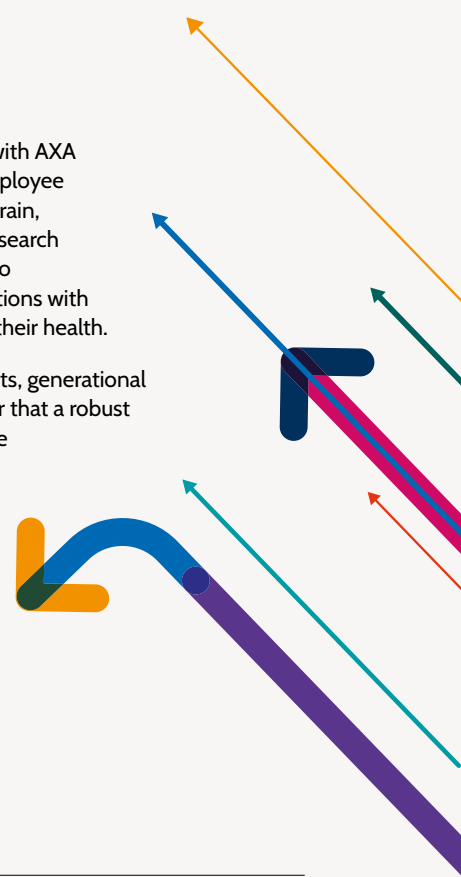
Where workforce health is heading

Rapid evolution in wellbeing is coming. Are you ready?

Our *Employee Wellbeing Research 2024*, in association with AXA Health, highlights a pivotal shift in responsibility for employee health and wellbeing. With NHS infrastructure under strain, employers must step deeper into this role. Based on research with 251 top companies, this report outlines the steps to facilitate this – from using data to align health interventions with business goals, to empowering employees to manage their health.

With employers already balancing rising healthcare costs, generational shifts, personalisation and healthcare inclusion; it's clear that a robust wellbeing strategy across all organisational levels will be essential for employees to flourish and businesses to thrive.

This four-page briefing offers a snapshot of the main findings, or read the full report for benchmarking data, DEI agenda changes, tax implications, evolving EVPs and a blueprint of the 'why' and the 'how' for future employee wellbeing success.



251

Employer respondents, including: Ericsson, Hotel Chocolat, Ofcom, Rathbones and Teneo

2 million

Employees represented in the research

141

Respondents have more than 1,000 employees

About the research

Using REBA's extensive membership, the insight team conducted an online survey between November 2023 and January 2024 to produce the full 48-page *Employee Wellbeing Research 2024*. The robust methodology uncovered clear future trends and decision-making patterns among the 251 respondents, representing two million employees.

Together with:




Download
the full report

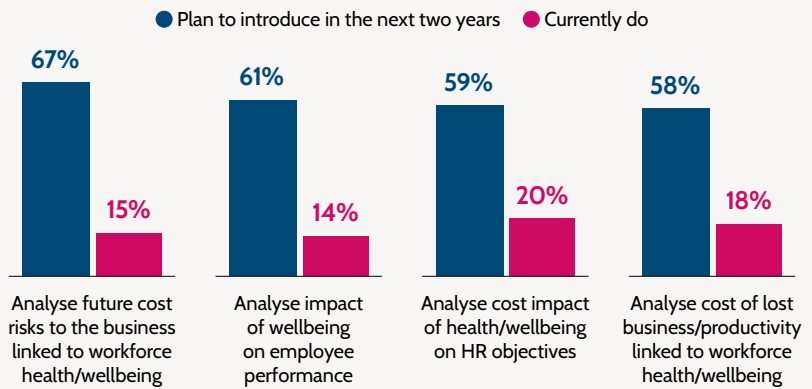


Key findings

Upsurge in data use to show impact of health risk on future business

Wellbeing will become more strategically embedded within organisations' HR and business objectives, as increasing numbers of employers are set to analyse their wellbeing data more proactively. Businesses want to demonstrate how interventions can support performance and productivity goals and reduce cost risks to the business and HR objectives.

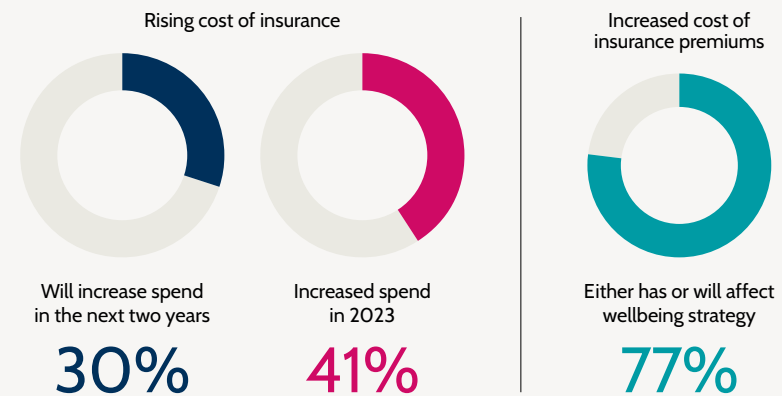
How wellbeing data use is changing to analyse broader HR and business impact



Rise in insurance costs is affecting spend and strategy

During the next two years, insurance premium price rises will cause increases in spend for four in 10 employers. However, less than a third expect this to influence their health and wellbeing strategies. This suggests that employers will continue to develop their offering through existing and new policies and benefits.

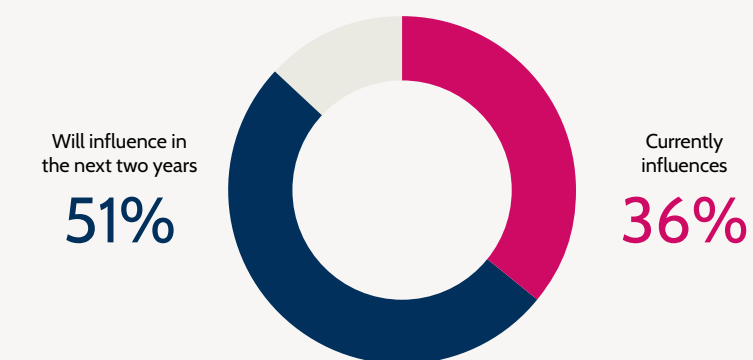
Proportion of employers affected by insurance premium rises



Responsibility for health is shifting from the state to employers

The ongoing pressures facing the NHS, coupled with an ageing workforce and shifting employee expectations, have led to employers' rising expectation that the government will rely more on businesses to offer workplace health support. Changes to occupational health services are one way the government wants employers to better support employees' health and wellbeing.

Proportion saying that government relying more on employers to offer workplace health support will influence their strategy

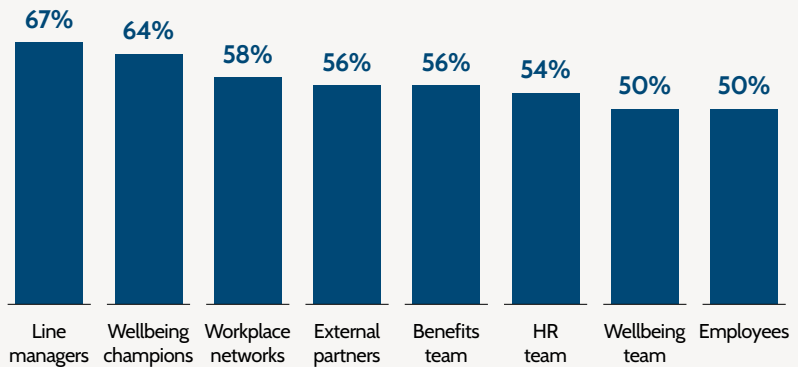


Key findings

Employers plan to embed responsibility for health throughout the workforce

To manage the shift in responsibility from state to employers, plans are already in place to spread the load throughout organisations and beyond. From line managers to external partners and employees themselves, organisations will explore the creation of wellbeing ownership within and outside their business.

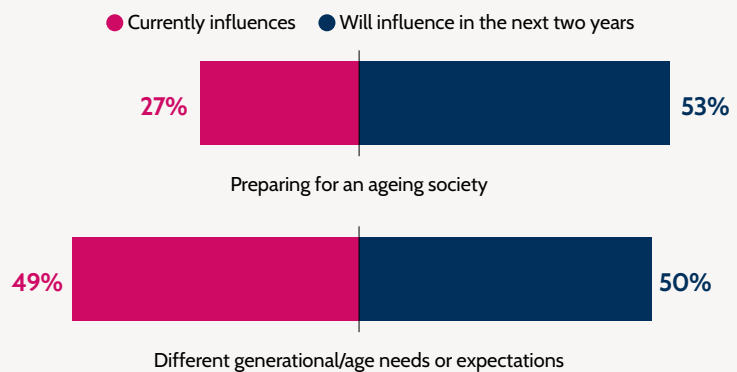
People who employers anticipate taking on more responsibility for health and wellbeing over the next two years



Health strategies adjust to meet the changing needs of different age groups

Employee expectations have had an increasing influence on wellbeing and health offerings, yet generational differences and needs – particularly those related to an ageing society – are now shaping more than half of employers' wellbeing strategies. Personalisation and a wider range of offerings is replacing the one-size-fits-all core benefits package.

Rate at which intergenerational differences and expectations are influencing health strategies



DEI is driving up spend on support for specific employee groups

Diversity, equity and inclusion (DEI) aims have topped employers' wellbeing agendas for several years. Despite current spending challenges, businesses' focus on addressing inequalities within health and wellbeing provision continues to advance.

How support for specific employee groups is increasing benefits spend



Recommended actions

From AXA Health

1

No time for complacency in aiding mind health

In AXA's *Mind Health Workplace Report*, the number of people 'languishing' has increased from 26% to 33%. Nearly a third of line managers (29%) have moderate to extremely severe symptoms of depression. And our young workforce are inclined to quit their jobs as work affects their psychological wellbeing. However, organisations that get support right create a great place to work, boosting retention and talent attraction and moving towards flourishing mind health. [Download AXA Health's Mind Health Workplace Report.](#)

2

Meet the very different needs of generations

Half (50%) of employers show different generational/age needs influencing their health strategies in the next two years. In the UK, some 375,000 people discover they have cancer every year. With an ageing workforce, there's every chance your employees or their families will be affected. The business imperative is planning – from prioritising prevention to embedding support and equipping teams. [Read more on supporting those affected by cancer in the workplace.](#)

3

Address inequalities to support all

AXA Health and the Centre for Economics and Business Research found that neglect of women's health in the workplace costs the UK economy £20.2bn each year. This year's *Employee Wellbeing Research* shows women's health support becoming the norm but reminds us of the impact of endometriosis and period health. Create a culture of understanding to signal that all health issues will be taken seriously. [Find out more about women's health in the workplace.](#)

4

Be there for life's big journeys

From menopause support to fertility, pregnancy and parenthood, developing your wellbeing strategy through a life-stage lens can support your employees at much-needed times. The reality is that more and more people are navigating these health challenges while in employment. Understanding the life-stage-related challenges affecting your employees will help inform your future strategy. [How to introduce fertility, early parenthood and menopause support.](#)

5

Support via access to right care, first time

Part of any wellbeing strategy should be an ongoing commitment to getting individuals to the care they need, when they need it. The focus for businesses and providers includes not just policies and benefits but employee education around them, as well as ensuring fast triage. Technology will be an enabler for benefit providers. [How AXA is leveraging technology to put the patient first.](#)

About AXA Health

We're here to keep your business happy and healthy, and to help your employees bring their best selves to work. Working alongside businesses large and small, our dedicated client team has a deep understanding of what helps your business stay well, and our range of health and wellbeing services support from prevention through to treatment. Together, let's unlock the value of wellbeing for your organisation.

For more information, contact: wellbeing@axahealth.co.uk

Website: www.axahealth.co.uk/business



About REBA

The Reward & Employee Benefits Association (REBA) is a thriving community of HR professionals dedicated to pursuing best practice in reward and benefits. Synonymous with excellence, REBA informs and empowers its members to grow their networks, advance their knowledge, source and connect with market-leading vendors, and be prepared.

REBA's research taps into its diverse network to provide insights into the strategies that a broad range of organisations are implementing.

For more on health and wellbeing, join the REBA community at the REBA Wellbeing Congress in June.



Download the full report

