

Standard Life Healthcare

Overview

Objectives

- Contribute to making SLH a great place to work
- Position SLH as a 'healthcare solutions provider'
- Help employees 'live the vision' whilst improving their individual health & well-being

Challenges

- Gaining management support for call centre staff to leave phones and attend seminars
- Ensuring that initiatives are relevant to the health needs of employees in different geographical locations.

vielife solution

- A range of targeted and measurable initiatives have been implemented, designed to change the health behaviours.

Results

- 82% registered with the vielife service
- 13.3% improvement in company-wide overall score in health & well-being assessment
- A 3% increase in self-reported effectiveness at work
- A decrease in self-reported sickness absence (500 days)

"This is the best people initiative we have ever implemented"

– Mike Hall
CEO, Standard Life Healthcare

Standard Life Healthcare (SLH) is one of the largest providers of private medical insurance in the UK. It is part of Standard Life who have been successfully looking after their customers for more than 180 years, and currently provide over 5 million people with financial products.

Overview

SLH employees are encouraged to take the vielife health & well-being assessment every 6 - 8 months. Individual responses are aggregated and de-personalised, forming the basis of a management report that gives a snapshot of the organisation's health & well-being at a particular point in time. The initial results of the vielife health & well-being assessment identified nutrition as the biggest issue. However a variety of health intervention initiatives led to improvements. Subsequent management reports have identified stress as an area to focus on improving.

In addition, SLH has moved beyond solely focussing on private medical insurance to become a 'healthcare solutions provider'. The implementation of health & well-being programmes aims to help employees 'live the vision' whilst at the same time improving their own individual health & well-being.

Strategy

SLH, in partnership with vielife, proactively addresses the issues identified in the management reports, implementing the appropriate schemes to influence employees' health related behaviours.

Since launching the vielife service in 2002, a range of targeted and measurable initiatives have been implemented, designed to change health behaviours.

Initiatives have included:

- Sleep seminars
- Stress seminars and relaxation workshops
- Look good, feel better programme - including nutrition seminars, measurement days, healthy eating guides, pedometers, and an 8-week email programme

- Health fairs
- Canteen review and subsequent changes to canteen offerings
- Leaflets on a range of subjects including coping with stress, stretching at your desk
- Smoking cessation seminars
- Back care programme

Results

Since vielife launched its services in 2002 the company-wide overall health & well-being score has risen by 13.3%. The most significant improvements have been in the areas of nutrition, risk behaviour, body weight and stress status. Health initiatives have led to:

- a 3% increase in self-reported effectiveness at work, which equates to 20 more employees, based on the correlation between health and self-reported effectiveness;
- and a decrease in self-reported sickness absence, which equates to more than 500 days across the business.

The CEO partly attributes the following to vielife's services:

- Increased revenues by 51% over the last 3 years
- Many award wins including the Health Insurance Awards:
 - Best Individual Private Medical Insurance Provider (2001 - 2004)
 - Health Insurance Company of the Year (2001 - 2004)
 - Best Customer Service (2001 - 2004)
 - Best Group PMI Provider (2003 - 2004)
- Reduced staff turnover by 50% in the first two years of using the service.

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