



HEALTH SOLUTIONS

How to Meet Evolving Workforce Needs with Holistic Wellbeing Strategies.

Bryce Rausch

Head of Direct Sales

Fitbit Health Solutions | Google



The way we work has
changed – and so has
our workforce.



MANY STILL WANT FLEXIBILITY

- Employees **enjoy the flexibility of working from home**, with no commute and more family time.
- Leaders and managers **prefer hybrid options** that allow remote options, but still preserve in-office interactions and engagement.
- When employees are required to work **fully on-site**, they experience **significantly lower wellbeing, higher burnout, and higher intent to leave**.



43% of employers offered hybrid options for employees, and will keep them



30% have made remote work a permanent option



23% allowed employees to permanently relocate outside a core office location

THE CURRENT LANDSCAPE: HYBRID WORK



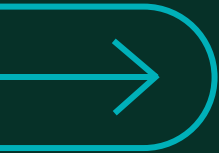
39% of employees work exclusively from home



42% maintain a hybrid schedule



19% work entirely on-site



“When you ask people what their number one concern is about coming back to the office, it’s work-life balance. It’s the commute. And at the same time, you ask people what the number one worry about staying at home is, and it’s work-life balance because there’s no boundary between home and office.”

Bryan Hancock, talent expert and board member, McKinsey People Insights



AN UNSETTLED WORKFORCE

- More than **2 in 5 workers** intend to seek new job opportunities during the next year.
- Workers who feel stressed during the day are **3x more likely** to change jobs.



84%

ORGANIZATIONS
REPORTED **LABOR**
SHORTAGES IN THE LAST
YEAR

39%

ORGANIZATIONS REPORTING
MORE **RECENT RESIGNATIONS**
IN THE PAST 13 MONTHS

80%

ORGANIZATIONS THAT SAY
MAINTAINING EMPLOYEE
MORALE AND ENGAGEMENT IS
THEIR TOP PRIORITY

“Employers increasingly compete for talent by emphasizing employee engagement and workplace experience. At a time when the flexibility offered by remote work is valuable for employees, maintaining and enhancing employee connection and community requires special attention from employers.”

Daniel Zhao
Glassdoor Senior Economist

SHRM Workplace Study, 2022

87%

EMPLOYEES WHO
THINK THEIR
EMPLOYERS CAN
HELP WITH MENTAL
HEALTH

32%

EMPLOYEES WHO WANT
ENCOURAGEMENT TO
TAKE CARE OF THEIR
HEALTH

30%

EMPLOYEES WHO WANT
ENCOURAGEMENT TO
TAKE BREAKS DURING
THE DAY

Work and Wellbeing Survey, American Psychological Association, 2021



"Talent...is on everyone's mind. It doesn't just deal with increased turnover. It also goes to rebuilding culture as companies come back to work."

*Tim Ryan,
U.S. Chairman and Senior Partner, PwC*



**WE'RE STRESSED.
WE'RE ANXIOUS.**

And we've developed bad health habits.

It's affecting the way we work and live.

THE CURRENT LANDSCAPE: HEALTH & WELLBEING



How has life changed over the past two years?

32%

HIGHER RATES OF DEPRESSION, UP FROM 8.5% PREPANDEMIC

58%

EXPERIENCED UNDESIRE WEIGHT CHANGES

23%

DRINK MORE ALCOHOL TO COPE

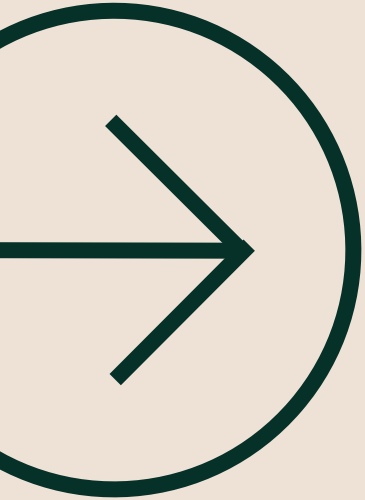
42%

RELIED ON UNHEALTHY HABITS TO GET THROUGH THE LAST TWO YEARS



Stress in America, American Psychological Association, March 2022

Persistent depressive symptoms during COVID19, The Lancet Regional Health Americas, Oct. 21



59%

EXPERIENCED NEGATIVE IMPACTS
OF WORK-RELATED STRESS IN THE LAST MONTH

(Survey conducted October 2021)



86%

EMPLOYERS THAT IDENTIFY **STRESS AND BURNOUT** AS A MAJOR THREAT TO THEIR WORKFORCES

26%

EMPLOYERS THAT HAVE **ADAPTED A WELLBEING STRATEGY** IN RESPONSE

49%

EMPLOYERS THAT **HAVE NOT YET PUT A PLAN IN PLACE**

“As stress and burnout levels continue to climb .., employers are putting the overall wellbeing of their employees at the top of their list.”

Regina Ihrke, WTW's senior director, health and benefits

How Does Stress Affect our Health?

Left unchecked, stress can lead to:

- Increased risk of cardiac disease
- Obesity
- Sleep disruption
- High blood pressure
- Weakened immune system
- Depression

The American Heart Association
Cleveland Clinic





“A year ago, APA’s first pandemic anniversary survey found COVID-19-related stress was associated with unhealthy weight gains and increased drinking. These unhealthy behaviors have persisted through the second year of the pandemic, suggesting that **coping mechanisms have become entrenched** —and mental and physical health is on a continuing decline for many as a result”

*Stress in America survey,
American Psychological Association, March 2022*



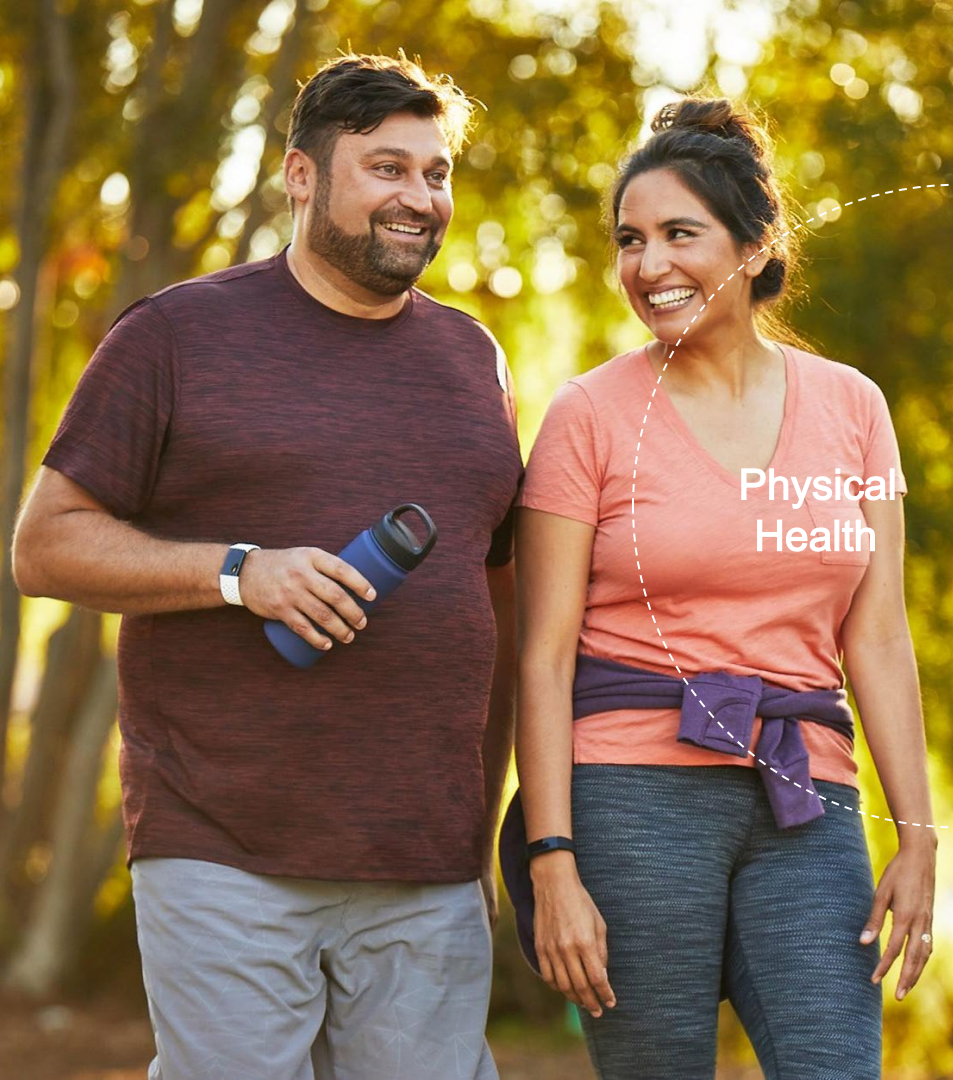
So what now?

3 Best Practices for PostPandemic
Workforce Wellbeing

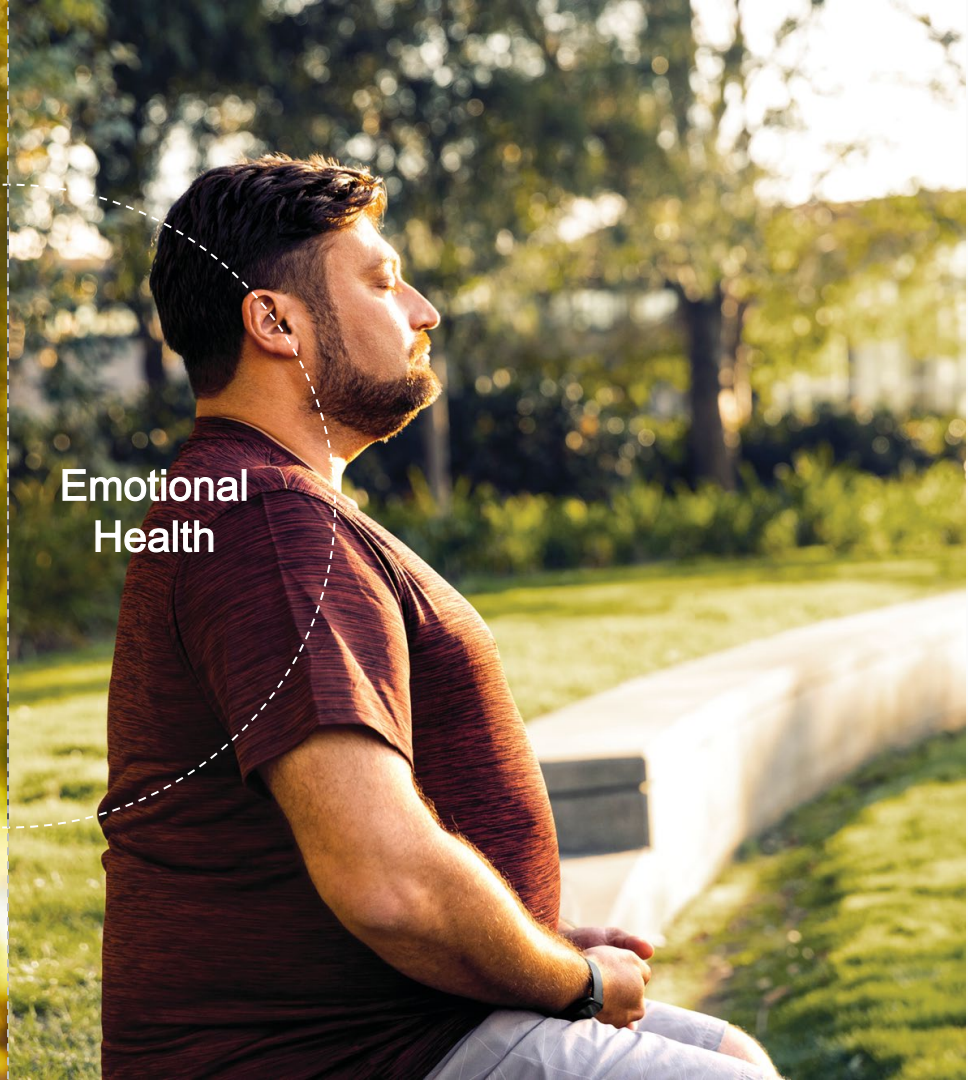
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1

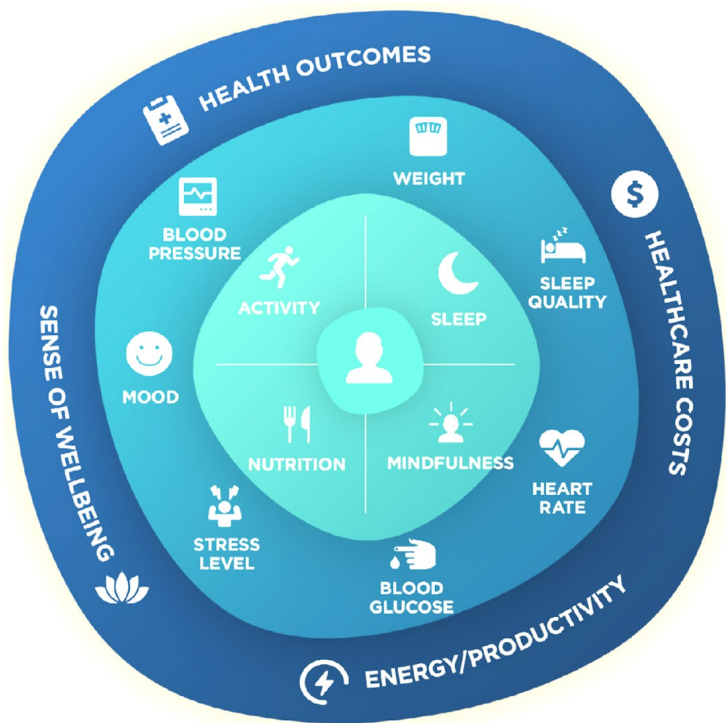
HOLISTIC HEALTH



Physical
Health



Emotional
Health



Holistic Health Behavior Change.

Foundational health behaviors

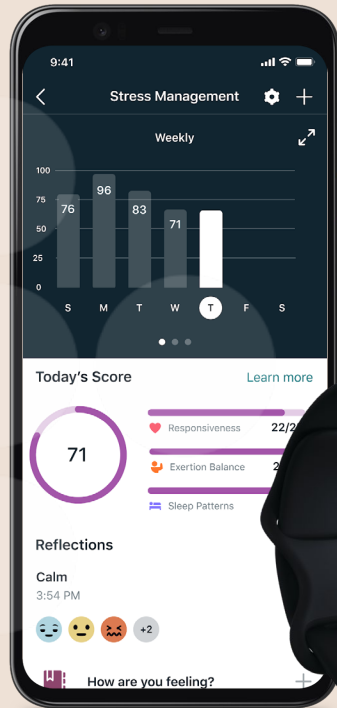
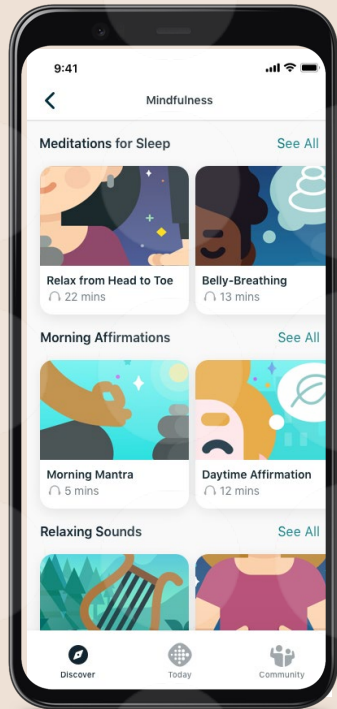
- Physical activity
- Sleep
- Mindfulness &
- Nutrition

are all tied together and have a great impact on a multitude of biometrics that drive outcomes and quality of life.

Physical Activity Impacts Mental Health

- Increases endorphins
- Can increase self-confidence, boost mood, help with relaxation
- Lowers symptoms of mild depression and anxiety
- Improves sleep



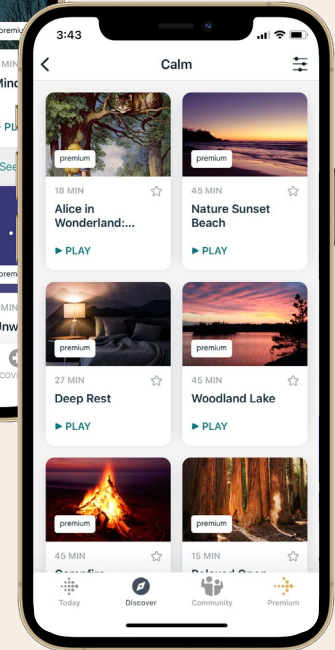
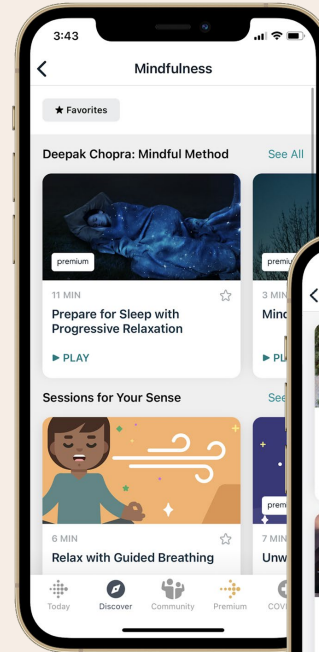


Emotional Wellbeing & Stress Management Tools

- Stress Management Score
- Mindfulness Audio & Video Content
- Relax App (*guided breathing*)
- Mindfulness Tile (*Mindful tracking in app*)
 - Stress Reflections
- EDA scan app

Even More Ways to De-Stress with Fitbit Premium Content Partners

From sleep and relaxation sessions with Calm, to mind and body meditations with mindfulness pioneer Deepak Chopra, our partners offer content to help you relax day and night.



A decorative graphic on the left side of the slide consists of a grid of 14 dark teal circles. The circles are arranged in four rows: the top row has one circle, the second and third rows each have three circles, and the bottom row has one circle. The circle in the second row, second column is highlighted in a bright cyan color.

2

CONTINUOUS, 24/7



Tools to Live Better, All Day Long

Wellbeing support shouldn't end when the workday's done.

Life tools provide continuous, 24/7 support.

Health & Wellbeing. Anywhere, Anytime.

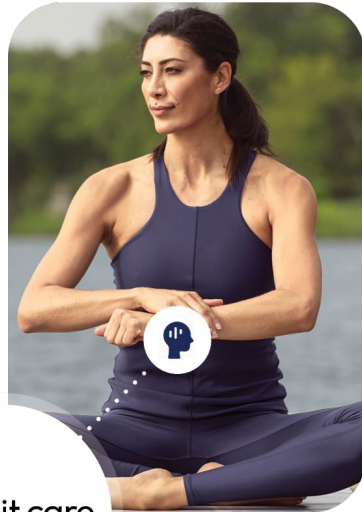
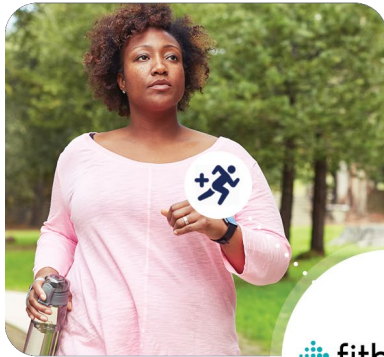
- At-home and on-the-go health & wellbeing
- Fit & Fun for the whole family
- Challenges & games to stay connected



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3

FLEXIBLE, ADAPTABLE &
PERSONAL



fitbit care



What you need. When you need it.

Comprehensive, multi-faceted, and flexible, Fitbit Care is a health and wellbeing experience for everyone - no matter where they're working, and no matter when, how, and if you bring employees back.



Personalization.

Health and fitness goals are personal, and have been changing more frequently.

No one-size-fits all programs.

Personalized insights, based on how users are engaging with Fitbit Care. The more people engage with Fitbit Care, the more personal the experience becomes.

Offering Emotional Wellbeing Support: 4 Key Takeaways



Remove the stigma



Train managers to spot signs of distress



Build mental health days into company PTO



Offer a variety of ways for employees to engage

90%

of companies are
planning to invest
more in emotional
wellbeing*

*2022 Employee Wellness
Industry Trends Report,
Wellable

Thank you!

Biographical Information

Bryce Rausch, Director of Sales
Fitbit Health Solutions
405 Howard St. Ste. 550, San Francisco, CA 94105
215-896-9248
brycerausch@google.com



Bryce Rausch leads Fitbit Health Solutions' Employer and Research teams, to help organizations improve health outcomes and increase engagement with Fitbit's award-winning health and wellbeing solutions. For over 12 years, Bryce has worked to improve health outcomes with wearable devices that increase participation through data and experiences. Bryce and his team collaborate with brokers, health plans, and wellness platform partners in Education, Clinical, Research, and Employer organizations.