

# What to consider when buying wellbeing products and services

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& Professor Jo Yarker



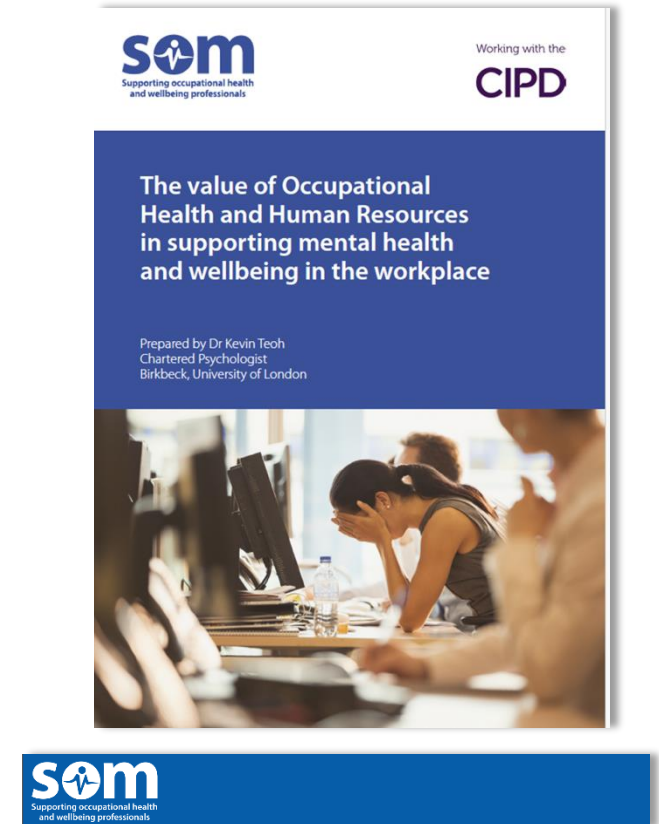
# Why develop the guide?

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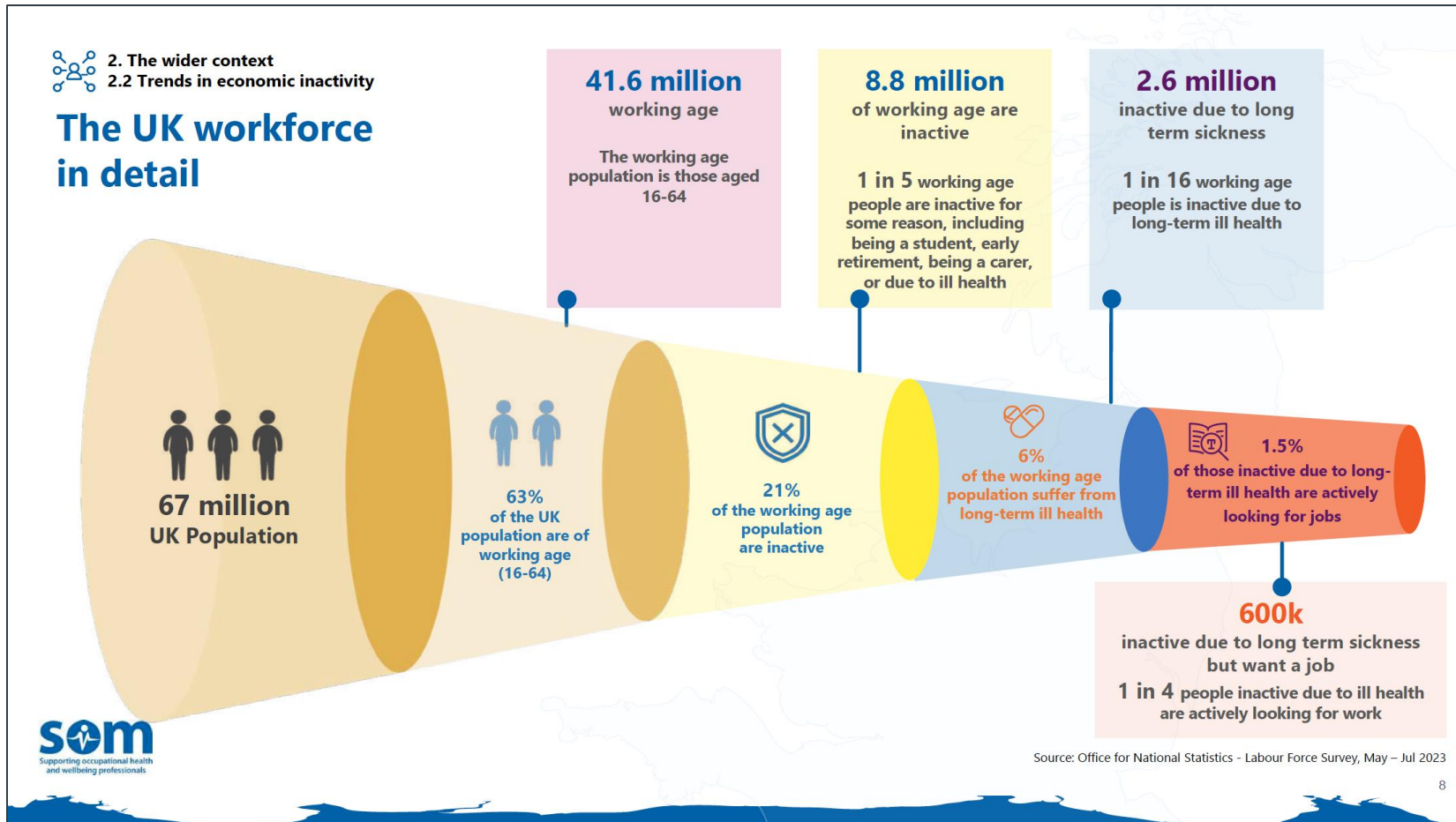
1. Recognition that investing in health and wellbeing products and services can make good business sense but needs to be evidence based
2. Rapid growth in wellbeing products and services market
3. Diverse backgrounds of those responsible for wellbeing in organisations
4. Difficult for those buying products and services to make effective decisions that make an impact

# Builds on this guide:

- Adopt a systematic approach to managing wellbeing in the workplace, based on ill health prevention and managing the main risks to workers' health
- Develop effective working relationships, with mutual trust and credibility at its core
- Recognise the boundaries of competence in relation to mental health and wellbeing, and work to increase the resource available to manage workforce mental health and wellbeing..
- Increase influence within work, to advocate and encourage input into mental health and wellbeing strategy and initiatives across the primary, secondary, and tertiary level



# Wellbeing and health of our workforce is a critical personal, business and social issue



Are we investing our time and resources in the right things?

And...

Are our organisations/ teams/ individuals set up for success?

# Introduction to the guide

# Approach to developing the guide

1. Rapid review of the academic and practitioner evidence

2. Interviews with OH and Wellbeing Leads

3. Synthesis and developing the guidance

4. Reviewed by SOM Council

5. Integration and finalisation of guidance

# Different decisions, but faced with a similar challenge..

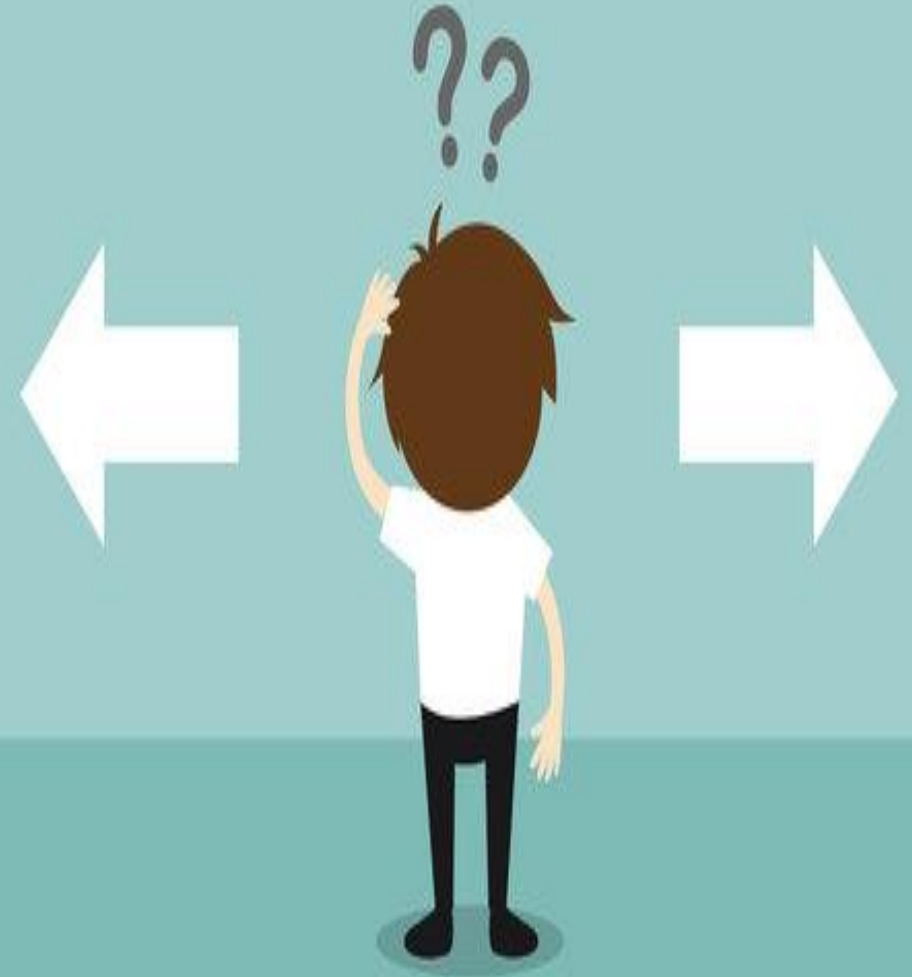




# Getting started

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1. What do you want to achieve?
2. What does success look like for you?
3. What are the trade-offs?



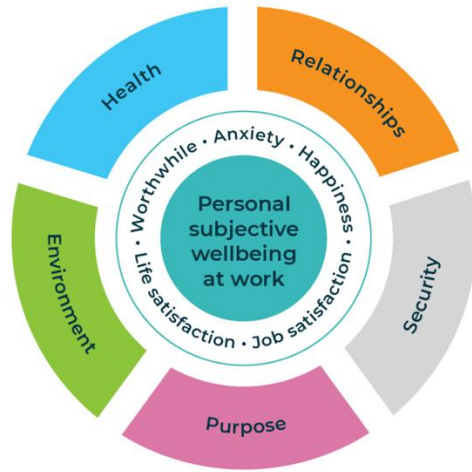
What does a 'good' wellbeing programme look like?

# What does a good wellbeing programme look like?

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- Define what wellbeing means for your organisation
- Meet your legal obligations
- Follow a systemic approach to mental health and wellbeing
- Use a shared approach to health and wellbeing
- Draw on evidence-based solutions, including what is good evidence and how can do we balance the need for evidence with the practicalities of cost, time, acceptability etc
- Consult with employees regularly to review needs

# Define what wellbeing means for your organisation



# Meet your legal obligations

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UK employers have a duty of care to protect the physical and psychological health of their employees.

This includes:

- Protecting worker health through conducting risk assessments
- Statutory health surveillance for specific hazards (eg. noise)
- Supporting employees with health conditions or disabilities to stay in, return and stay well in work

Every organisation must pay attention to the specific risks associated with their work (eg. Lone working)

# Follow a systematic approach

## How?



**Preventing harm** - Provide good work conditions for employees through well designed and managed jobs.

Identify concerns through conversation, data and assessment. Prevent through job redesign or systems changes



**Supporting and Developing** - Provide timely and appropriate opportunities to modify and respond

Develop work-specific or technical skills  
Develop skills in psychological techniques and practices



**Restoring and repairing** - Provide timely access to support employees who are experiencing struggle

Employee Assistance Provision, signposting to NHS services, Occupational Health provision

# Follow a systematic approach



**Prevention** - Provide good work conditions for employees through well designed and managed jobs.



**Supporting and Developing** - Provide timely and appropriate opportunities to modify and respond



**Restoring and repairing** - Provide timely access to support employees who are experiencing struggle

ROI (Deloitte, 2022)

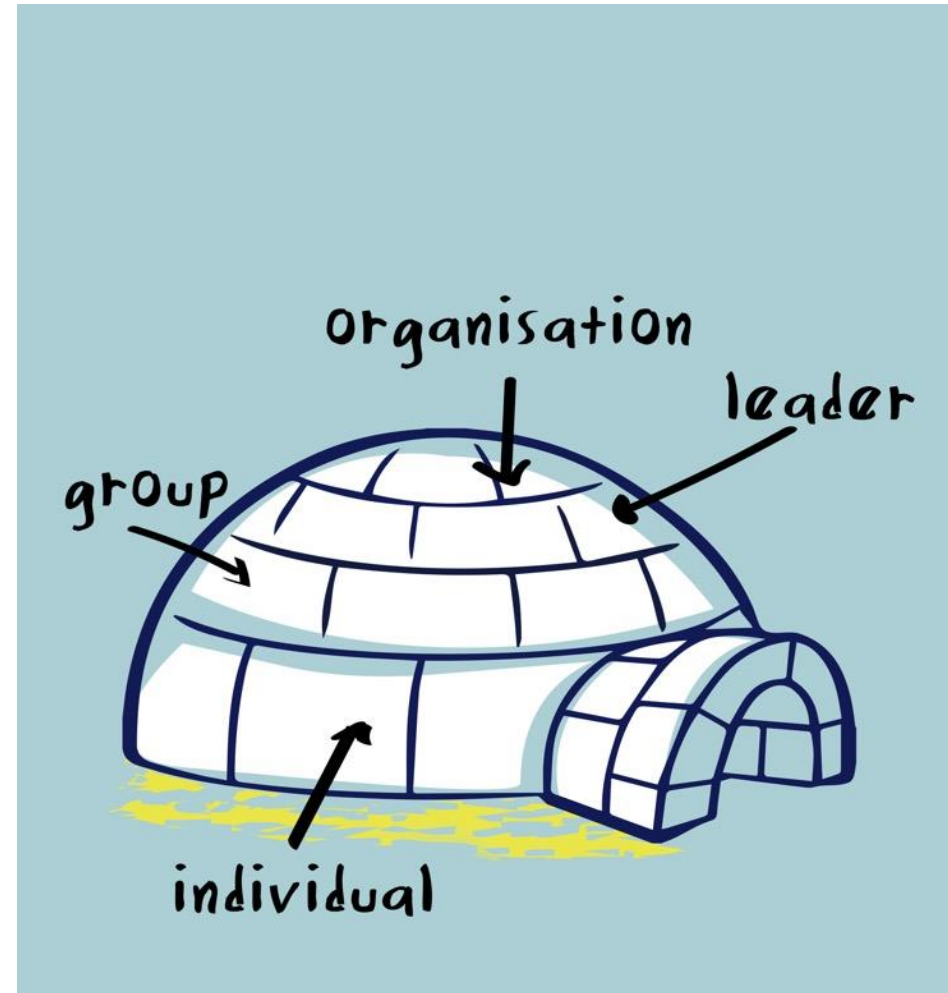
£5.6 return for every  
£1 spent

£5 return for every  
£1 spent

£3.4 return for every  
£1 spent

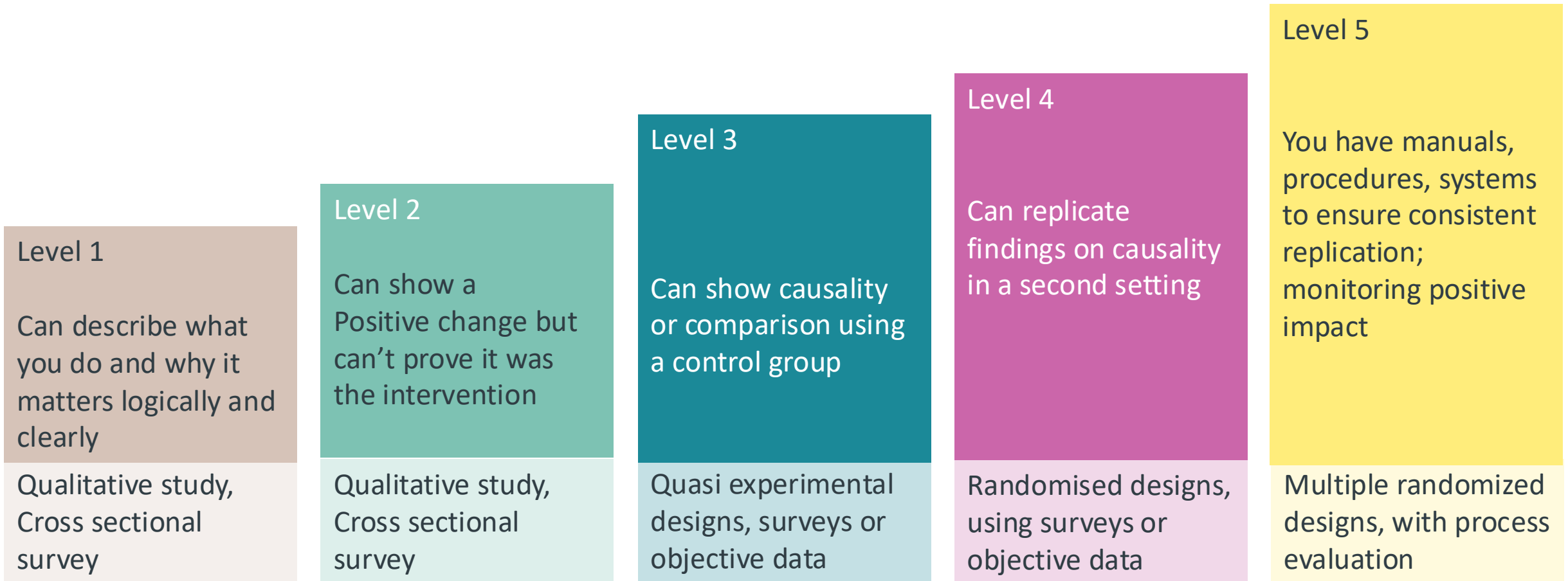
# Use a shared approach

Level	Nature of resource/support
Individual	<ul style="list-style-type: none"><li>• Actions taken by individuals to support themselves</li></ul>
Group	<ul style="list-style-type: none"><li>• Support provided by coworkers</li></ul>
Line manager	<ul style="list-style-type: none"><li>• Support provided by leaders and supervisors</li></ul>
Organisation	<ul style="list-style-type: none"><li>• Support provided by the organisation, such as resources, policies and frameworks</li></ul>
Outside	<ul style="list-style-type: none"><li>• Support provided from friends, family, charities, networks</li></ul>





# Draw on evidence-based solutions



Use these frameworks to review where you are now and identify any gaps in provision or any emerging workforce needs

What does a 'good' product and service look like?

# End-to-end considerations

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- Co-designed
- Theory led and evidence-informed
- Universal design principles and accessibility
- Evidence

Design



- Location
- Time
- Format
- Ethical governance

Delivery



- Senior sponsorship
- Communications
- protected resources
- Ongoing post-delivery support

Implementation



- Reach
- Effectiveness
- Adoption
- Implementation
- Maintenance

Evaluation



# Consider what you are measuring

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## Reach

- How many people turn up? Are the right people accessing it?

## Effectiveness

- Did it make an impact on an outcome of interest?
- Reaction, Learning, Behaviour, Outcomes

## Adoption

- Are there things in place to help people use (*the skills, knowledge, tools*) in practice?

## Implementation

- Has it been delivered properly in your organisation?

## Maintenance

- Has it been incorporated it so it is delivered over the long term?

What do potential suppliers need to know about you?

“A lot of companies say we will personalise or target this to your audience. But then, when you go on calls with them, they don’t ask any questions. I think understanding how we work is extremely important and should be extremely important to the supplier.”

Magdalena Wronska, TfL

What do you need to know  
about potential suppliers?



# No one right answer but..

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- Did they listen to and understand your needs?
- How does their solution fit within wider wellbeing provision?
- How has it been designed?
- How is it delivered?
- How are you supported to deliver it?
- What is included in the price, and how is this reviewed?
- How can you scale?
- How are you supported throughout?
- What reporting and evaluation is included?

# Case studies and checklists

# Further information

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New guide available from  
<https://www.som.org.uk>

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