



HC Health : Small Steps Towards a Healthy Work Lifestyle

The pandemic's blow blurred the boundaries between work and home, making remote work model the new normal. The disruptive change came with its fair share of disadvantages for employees, such as increased stress, neck and back pain from not having a proper workstation, and lack of physical activity. The drop in productivity made companies realise the lack of control over the wellbeing of their employees at home and were in need of initiatives that would motivate employees to actively participate in wellbeing programs while reporting on their performance. The responsibility to develop a sustainable workforce in this remote and hybrid setting is a challenge for businesses, and HC Health is guiding them through every step of the way.

HC Health is a health services provider that offers comprehensive wellbeing programs to businesses to increase employee wellbeing and meet Corporate Sustainability Reporting Directive regulations. The company's core business is their wellbeing platform called 'HelloYou' which includes seven modules—HelloPhysio for physiotherapy, HelloEnergy for energy and stress management, HelloHabit+ to create new healthy habits, HelloWorkspace to create an ergonomical workspace, HelloFit for exercise and relaxation, HelloLive for webinars and training and HelloNutrition that provides advice on healthy food and drinks. These modules encourage employees to make small changes in lifestyle and holistically address challenges faced in remote and hybrid work environments.

"Through our unique stepped-care approach, including self-care modules, we support our users to change their behavior in order to prevent wellbeing complaints," says Rogier Van Hoorn, Managing Director at HC Health.

To implement their wellbeing platform, HC Health utilises a 'stepped-care' approach, which consists of three routes: an e-learning module, online coaching, and onsite coaching. For instance, if an employee has back pain, HC Health provides approved scientific solutions to improve home and workspaces as well as physiotherapy to help improve the employee's physical conditions through any three routes.



Many success stories attest to the supreme quality of HC Health's services, one of which involves their endeavours with a large international financial organisation. The client's employees were experiencing elevated levels of stress and movement poverty. HC Health conducted qualitative research within the client's workforce to help customise a vitality program that significantly impacted the vitality culture of their client's business. 43-percent of the customer's employees became active users of the platform during the first three months of the project, resulting in long-term habit change. Within six months of implementing HC Health's wellbeing platform, the client measured record breaking enrollment rate, with 21.356 registrations for trainings, workouts, and coaching sessions.

"Through our unique stepped-care approach, including self-care modules, we support our users to change their behavior in order to prevent wellbeing complaints."

This success can be attributed to HC Health's unique and personalised approach to providing these services. The company offers pulse measurement via their wellbeing platform that helps determine the personal preferences and requirements of individual employee and fulfilling them through an innovative multichannel activation campaign. This campaign includes dynamic e-mail marketing, offline promotional material, social media, and interviews (success stories).

"It's our mission to improve the wellbeing of 1,000,000 people worldwide. To achieve this goal, we aim to inspire HR-professionals through our knowledge lab where we share 23 years of knowledge about employee wellbeing," says Van Hoorn.

HC Health's knowledge lab hosts a selection of articles, e-books, research, and webinars that guides HR-professionals in achieving a healthy workforce. The most popular topics are developing wellbeing policies, hybrid working, vital leadership, burn-out prevention, and trend research to employee wellbeing.

Businesses today are driven to care for their most asset—their workforce and are prioritising their wellbeing. HC Health, through its all-around and comprehensive approach, is positively impacting business and enhancing the quality of life of working professionals.

