

GUIDE

The CFO's guide to wellbeing that works

Making sense of the numbers behind engagement, cost savings, and value-on-investment

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Executive summary

Employee health isn't just an HR issue anymore. For modern CFOs, it's becoming a defining business imperative. Organisations that prioritise the health and wellbeing of their people are not only seeing stronger retention and improved productivity - they're also gaining a measurable competitive edge.

With businesses under increasing pressure to demonstrate efficiency, value creation, and sustainable growth, people have emerged as one of the last major differentiators. Today, CFOs are expected to make strategic investments in human capital with the same rigour applied to any other asset.

This guide is tailored to CFOs ready to challenge outdated notions of wellbeing as a cost centre. It makes a hard-nosed business case for why strategic investment in employee health and wellbeing is not only justified but essential. We present real-world data, performance benchmarks, and financial metrics to help CFOs quantify the return on wellbeing.

This guide also explores how traditional approaches have fallen short, and how integrated platforms like Personify Health are reshaping wellbeing into a performance multiplier. In today's economic climate, doing nothing has a brutal cost. This guide shows how doing something—strategically—can deliver real value.



Jill King

SVP of International,
Personify Health

Why workplace wellbeing is now a CFO priority

Traditionally, wellbeing has been seen as the remit of HR, with CFOs stepping in only when budgets were under scrutiny. But the landscape is shifting. The modern CFO is expected to take a broader view of business performance—one that includes human capital resilience.

Labour costs typically account for [60–70%](#) of total organisational spend. Any negative impact on employee health & wellbeing—whether mental, physical or financial—has a ripple effect across productivity, engagement, customer satisfaction, and ultimately, revenue.

According to [Deloitte's 2023 Human Capital Trends report](#), 81% of European CFOs ranked workforce wellbeing as “very important” to future business success. Moreover, the [European Agency for Safety and Health at Work](#) reports that 50% of all lost working days in Europe are due to work-related stress and mental health challenges.

As finance leaders, CFOs are increasingly being measured not only on short-term cost control but also on long-term enterprise value. This includes how people strategy contributes to sustainable growth, risk mitigation, and investor confidence.



In fact, ESG (Environmental, Social and Governance) reporting regulations in Europe are pushing more CFOs to actively support “S” metrics—like wellbeing investment, diversity, and workforce inclusion. Wellbeing is no longer peripheral. It’s integral.

For progressive finance leaders, this is an opportunity to lead the charge in building resilient, high-performing organisations. It’s as clear as day:
The wellbeing of your people directly influences the health of your bottom line.

The financial impact of poor employee health

CFOs, you're used to thinking in numbers. So, let's look at the cost of neglecting employee health and wellbeing.

In the UK alone, absenteeism costs employers roughly £100 billion annually. That's not a typo. And that figure doesn't include the more insidious issue of presenteeism—when employees show up to work but aren't functioning at full capacity due to stress, burnout, or physical ailments.

Vitality's Britain's Healthiest Workplace study found that presenteeism costs businesses 1.5 times more than absenteeism. For an organisation of 1,000 employees, this could mean:

- **Absenteeism:** 7.8 average sick days per employee = 7,800 total days lost annually.
 - At £150/day in lost productivity = £1.17 million
- **Presenteeism:** 20% average drop in productivity for 30% of the workforce
 - Estimated annual cost = £5–6 million. Now add turnover.

Oxford Economics estimates the cost of replacing an employee is £30,000. If wellbeing issues lead to 50 additional resignations per year, that's an extra £1.5 million in cost.

Health issues also drive increased claims on private medical insurance and occupational health services. For example, across Europe, stress-related claims have risen by 34% in the last three years.

In total, poor employee health can conservatively cost a 1,000-person business over £7–9 million annually. That's not just leakage. It's a bleeding wound.



Why traditional wellbeing programmes fall short

Many businesses already offer some form of wellbeing initiative. So why aren't they seeing results?

Traditional wellbeing programmes tend to be:

- **Siloed:** Disconnected point solutions for fitness, mental health, nutrition, and finance
- **Underused:** Industry-wide engagement rates hover around 10%

Personify Health members average 19 days of sustained engagement a month... want to see how?

[Speak to a wellbeing expert](#)



- **Unmeasured:** Limited data on usage, outcomes, or ROI addressing them head-on.

These programmes often rely on opt-in models that fail to meet employees where they are. They also lack integration with broader business goals, meaning CFOs see them as intangible “nice-to-haves.”

One [multinational retailer](#) spent over £300,000 annually on a wellness app with only 7% uptake. Why? The programme lacked relevance, personalisation, and accountability.

That's exactly the trap [Bally's](#) - a global entertainment company with 10,000 employees across nine countries - was determined to avoid.

With a workforce spanning traditional offices, casinos, and resorts, they recognised that a patchwork of disconnected tools wouldn't drive meaningful engagement.

As **Silvia Mondello, Director of Benefits at Bally's**, put it: “From an employee point of view, this can be confusing. We all want one place where we can find all our answers and solutions with just one click.”



Bally's knew that wellbeing had to be accessible, inclusive, and aligned to the unique demands of their diverse workforce. Rather than settle for trendy perks or fragmented solutions, they partnered with Personify Health to build a single, preventative wellbeing platform that integrated:

- Mental, physical, financial, and social health support
- Regionally tailored benefits
- Company-wide campaigns to unify office-based and frontline teams
- Real-time data and rewards to keep employees engaged

The results were transformative:

- 72%** of previously inactive, high-risk individuals became more active
- 43%** of members reported forging new social connections
- 66%** of high-risk, obese individuals achieved weight loss
- 62%** engagement rate in the digital programme

Bally's achieved what most traditional programmes fail to deliver: measurable, enterprise-wide impact.

[Read Bally's full case study](#) →

“Employees want support that’s accessible, easy to use, and tailored to their needs. And CFOs want visibility into how every pound spent links back to performance. The future of wellbeing is integrated, intelligent, and measurable. This is where platforms like Personify Health make a difference.”



Jill King
SVP of International,
Personify Health



The Personify Health difference

21+ years, 20 million lives reached, and 7,500+ clients. That's the Personify Health difference.

We're not just another wellbeing platform. We're the trusted global partner for forward-thinking organisations that want measurable, strategic impact.

For employees, Personify Health offers a truly unified wellbeing experience, covering over 50 areas of health. From everyday lifestyle habits to the challenges we don't always talk about, our platform supports almost everything from sleep, stress, and movement to fertility, menopause, musculoskeletal health, financial resilience, and more.

Features include:



Personalised, data-informed wellbeing journeys



Gamified experiences that encourage real behaviour change



A library of self-guided resources, available anytime, anywhere

Flexible solutions for every business. From quick-start 4-week challenges to a fully holistic wellbeing platform designed to scale with your organisation.

One platform. Endless impact. Our configurable ecosystem helps you drive engagement, connect support across physical, mental, social and financial health, and deliver results, backed by navigation, AI-powered personalisation and enterprise-grade analytics.

More than a platform, a partnership. We work side-by-side with your team from day one to deliver a seamless, science-backed rollout that becomes part of how your organisation works, not just another programme.

That's also why we offer [Managing Minds](#), our mental health training programme for people leaders. When managers are equipped to spot early signs of distress and respond appropriately, it reduces the risk of issues escalating, protecting both employee wellbeing and business continuity.

Learn more about [Managing Minds](#) →



Here's how Personify Health delivers financial value:

- **Strong engagement:** Up to 60% platform engagement within 6 months, 6x the industry average
- **Great partner value:** Clients using our platform alongside partners like Headspace see up to 3x higher engagement compared to using point solutions alone
- **Vendor consolidation:** By unifying wellbeing services through one configurable platform, clients reduce vendor overlap, streamline delivery, and unlock better ROI
- **Proven cost savings:** One global client reduced MSK-related claims by £480,000 annually through integrated support and early intervention

And it's not just internal numbers that set us apart.

- **Perfect 10/10 NPS** from Bally's, who called us an "essential relationship" for driving global culture change
- **97% client retention rate**, showing long-term value and trust among some of the world's most recognisable brands
- **Trusted by global leaders** including Nestlé, Vodafone, DHL, and AstraZeneca

Whether you're supporting frontline workers, hybrid teams, or global offices, Personify Health makes it easy to:

-  **Unify strategy**
-  **Scale impact**
-  **Prove value to stakeholders**

We connect individual actions to enterprise outcomes—turning wellbeing from a passive benefit into a proactive business lever.

Speak to a wellbeing expert



Quantifying the return and value-on-investment

For CFOs, numbers matter. So how do you measure the [real-world financial impact of a wellbeing investment](#)?

→ Start with **usage and engagement**.

While the average wellbeing programme sees 10–15% usage, Personify Health clients have achieved 60%+ engagement in the first six months when using our best practices. Why? Because the platform meets employees where they are with personalisation, relevancy, and genuine value.

→ Then **consider outcomes**.

One multinational client reduced musculoskeletal claims by £480,000 annually. Another saw 31% of employees improve at least one high-risk health behaviour within 12 months.

This isn't soft data. These are outcomes tied to lower healthcare costs, reduced absence, and improved productivity.

Want to project your own return? Use our [ROI & VOI Toolkit](#) to estimate the savings and performance gains based on your workforce's needs.

Some example outputs:

- 15% reduction in absence could equal £1.2M saved annually
- 10% reduction in employee turnover = £900K in avoided recruitment costs
- 3x increase in productivity for high-risk individuals = £3.5M in performance lift

Our platform doesn't just promise results. It delivers them - and we back it with benchmarking, quarterly reporting, and real-time dashboards.

"In today's climate, every investment is scrutinised. Personify Health gives you the data you need to defend, optimise, and champion your people strategy from the finance seat."



Jill King

SVP of International,
Personify Health

From Cost Centre to Growth Driver

The conversation around wellbeing is evolving - from a compliance exercise or cost line to a true lever for growth. Strategic investment in employee wellbeing isn't just about avoiding costs; it's about unlocking potential.

Wellbeing has become a competitive differentiator in talent markets. High-performing organisations optimise human capital, not just manage it. Companies investing in wellbeing see higher levels of workforce resilience, lower attrition, and stronger brand affinity.

Studies from [McKinsey](#) show that businesses with strong wellbeing strategies outperform peers in productivity, innovation, and shareholder return.

For example:

- **Retention economics:** [Gallup](#) reports that teams who feel supported in wellbeing show 81% lower absenteeism and 23% higher profitability
- **Workforce resilience:** During downturns, companies with robust wellbeing strategies recover faster and retain critical talent
- **Talent attraction:** 79% of job seekers say wellbeing benefits are a deciding factor in choosing employers (Glassdoor, 2023)

CFOs must view wellbeing as a key lever in optimising human capital and fuelling sustainable growth. Done well, wellbeing shifts from an HR initiative to a driver of enterprise value.



Checklist: What CFOs should look for in a health & wellbeing platform

This checklist isn't just a box-ticking exercise. It's a foundational tool to ensure your wellbeing investment delivers real business value. CFOs need more than engagement metrics - you need platforms that integrate with enterprise systems, deliver financial insights, and support measurable outcomes.

Key Feature	Why it matters
Unified platform	Avoids fragmentation; ensures seamless user experience across wellbeing domains
HRIS & benefits integration	Reduces admin burden; ensures consistent data flow and visibility
Customisation options	Tailors experience to regional, cultural, and workforce differences
Real-time analytics	Enables agile decision-making; supports performance tracking and reporting
Proven engagement rates	Reduces risk of underutilisation; validates investment effectiveness
Clinical outcomes	Demonstrates real health improvements, not just participation
Data compliance	Ensures legal and ethical handling of employee information
Scalable architecture	Future-proofs investment as organisation grows or shifts
Incentive programmes	Drives ongoing engagement and behaviour change
Dedicated support	Maximises value with proactive account management and reviews

Want to see how our Personify Health platform compares? [Download our Global Wellbeing Platform Features Checklist](#)

**Features based on [Complete Wellbeing platform](#). This checklist is not extensive. If you'd like to see our Complete Wellbeing platform in all its glory, please [speak to a wellbeing expert](#).*

Next steps: Aligning finance & HR on strategic outcomes



The most effective organisations treat health and wellbeing as a shared priority between Finance and HR. Start by establishing joint KPIs across engagement, retention, health risks and productivity.

Examples include:

- % of high-risk individuals improving key health markers
- % change in absence costs or claim rates
- Net Promoter Score (NPS) for wellbeing programme usage

Finance and HR should partner to:

- Define what success looks like
- Identify workforce risks and cost drivers
- Co-own implementation and outcomes

It's important to recognise that meaningful health improvements take time. You won't see all the benefits within a quarter, but with the right partner, you will over time. Choose a vendor that supports long-term value creation, shared accountability, and a roadmap with measurable milestones along the way.

[Schedule a strategy meeting or demo with Personify Health.](#) Bring your HR team and align on a plan that connects wellbeing investment to measurable business performance.

This is your moment to transform wellbeing from a passive benefit to a proactive performance driver.



We're Personify Health.

The first personalised health & wellbeing platform company to bring health, wellbeing, and navigation solutions together. Personify Health helps employees like yours make lasting changes in their health and wellbeing.

No organisation is too big or small. Whether you have a team of 5 or 500,000 – Personify Health will deliver engaging and personalised support for your employees' wellbeing.

Because health is personal[™]

Find out how Personify Health can support employee health & wellbeing in your workplace.

Speak to a wellbeing expert

Learn more at personifyhealth.com/global

Find us on [facebook](#) | [twitter](#) | [linkedin](#)

The logo for Personify Health, featuring a stylized lowercase 'p' with a tilde-like symbol above it, followed by the word 'personify' in a bold, sans-serif font, and the word 'HEALTH' in a smaller, all-caps, sans-serif font below it. The entire logo is white and set against a dark teal background.

~personify[™]
HEALTH