

GUIDE

The metrics that matter

KPIs to measure the success of your wellbeing strategy



[Speak to an expert](#)



The roles of Human Resources, Learning & Development, and People Managers has evolved significantly over the past decade, even more so throughout the pandemic.

Now more than ever, there's a significant shift towards employee health and happiness – and rightly so.

Businesses are investing in employee wellbeing like never before. And this is fantastic!

But if you're implementing wellbeing initiatives without proper measurement and evaluation, you're effectively throwing darts in the dark.

How do you know your wellbeing strategy is working? Furthermore, if you've spent time and money in offering a health & wellbeing platform to your workforce, how do you know you're really getting the return or value-on- investment?

Key Performance Indicators (KPIs) play a crucial role in measuring success, identifying areas for improvement, and making data-driven decisions.

When you have the right KPIs, you can monitor the impact of your wellbeing initiatives over time, identify trends, and adjust strategies accordingly.

Numbers are great but remember to think outside the data



While KPIs are important for your wellbeing strategy, you must remember there's life outside of numbers.

Use the data to inform your strategy, but also talk to your employees. Get qualitative feedback from a survey. Get a consensus on employee morale, seek reviews, and look at life at your workplace.

Taking that into consideration, we've broken down the top 5 KPIs you should track when it comes to your health & wellbeing strategy to make sure you're getting the most out of your investment.

Employee wellbeing metrics

1

Utilisation and programme uptake

2

Communication and awareness

3

Employee satisfaction

4

Employee turnover

5

Change in absenteeism and annual healthcare costs per employee

6

Financial results

7

Demographics

8

Symptom severity

9

Time to service

Employee Satisfaction

How happy are your employees?

The first question you should ask yourself is: “Are my employees happy at work?”

If they’re not, your wellbeing strategy needs work.

Employee satisfaction is undoubtedly the #1 KPI you should be tracking – whether you have a health & wellbeing platform or not.

Employee satisfaction indicates how much employees enjoy their work and find fulfillment in their roles.

Assessing this satisfaction level is typically done through tools like eNPS (employee net promoter score) and employee satisfaction surveys to gauge overall employee contentment.

Segmenting employees into advocates, passives, and detractors based on their feedback (while ensuring anonymity) helps understand the workforce’s sentiment.

For example, asking how likely employees are to recommend your company as a great place to work can provide valuable insights.



Advocates score 8-10, passives score 5-7, and detractors score 0-4, with the NPS calculated by subtracting the percentage of detractors from promoters, excluding passives.

Consistency in conducting surveys helps paint a better picture of how your employees of how satisfied your employees are at work.



Utilisation and programme uptake



Are your employees using the platform and getting involved in initiatives?

Utilisation and programme uptake is a crucial factor in assessing the effectiveness of your employee wellness programme.

It tells you how many of your team members are actively involved and believe in the value of the programme. And let's be real, if your people aren't using your wellbeing platform, work needs to be done.

What's considered a good utilisation rate depends on your goals, your company size, and the industry you work in. Generally speaking, anything above 30% is a good benchmark. But if you're struggling to hit that threshold, it could be a sign that your programme isn't meeting the needs of your employees or that they're not aware of what's on offer.

Are there any exciting challenges you can start to get more people on board? Are you signposting how to use the platform and the benefits



of it? Remember, even if participation rates aren't as high as you'd like, the platform's impact can still be significant for those who benefit from it. (You just need to make sure more people are participating!)

Health Risk Assessment Outcomes



What health challenges and trends are you seeing amongst your employees?

One of the best ways to get real-time, accurate data about your employees' wellbeing is by using Health Risk Assessments.

In the Personify Health platform, 'Health Check', is a confidential survey focused on the overall health & wellbeing of the user, provides admins with reliable data on your people's overall health and risk trends – while keeping anonymity. Insights are used to drive ROI, engage users with personalised wellbeing content, and keep your people's health on top.

Ideally, each user should update their Health Risk Assessment every six months. This way, you can tailor your strategy to their current challenges.

You should encourage everyone in your workplace to complete their Health Assessment – the more data you get, the more personalised and engaging your wellbeing strategy will become.



Employee engagement

Are your employees loving your health & wellbeing strategy?

Highly engaged employees are better for your bottom line. It's a fact.

And guess what? If highly engaged employees are healthy too – you're on to a winner.

But how do you know if they're engaged with your wellbeing platform?

General metrics to look at are:

- eNPS
- **Enrolment and engagement rates** • **Challenge/activity participation**
- **Enrolment and engagement rates**

Engaged employees are your North Star. They're the employees that'll keep your business thriving.

When it comes to knowing how well your employees are engaging with your health & wellbeing platform, the answer is simple: Check your insights and reporting!



With the Personify Health platform, we offer a multitude of reports to admins so they can keep an eye on the insights that matter, so they can make a difference in their workplace.

You can also conduct surveys to understand who needs specific help – but your employees must be aware this won't be anonymous.



Reduction in sickness, absenteeism, and presenteeism

Are your employees healthier?

One of the best ways to measure if your health & wellbeing platform is working, is if your employees are actually becoming healthier.

Are you noticing fewer sick absences? Are more people looking after their health and can be more productive?

How to calculate Absence Rate?

(#) of days absent / total number of working days = Absence Rate (AR)

On average, an absence rate of 1.5% is considered “normal”. If the AR is lower and you’re seeing a low productivity, you might have a presenteeism issue. Are your employees afraid of taking sick leave?

A higher AR may indicate serious health issues, whether this be physical, mental, or else. Absenteeism is costly and, in the UK, alone,



it’s estimated that 185 million working days are lost due to sickness or injury.

It might be a good time to review how psychosocially safe your workplace is. If your employees don’t feel comfortable being open about their sickness, you’ll likely see high presenteeism rates.





KPIs for your business

Now it's time to note the KPIs you'll be focusing on to measure the impact of your health & wellbeing platform.

With your own knowledge and what you've learned in this guide, note down important KPIs of your employee wellbeing strategy and how you'll measure them. We've helped you with the first one.

Key Performance Indicator (KPI)	How will you measure the KPI?
Employee satisfaction	E.g. Surveys, performance reviews, informal conversations, etc...

Because health is personal™

**It's time to drive real change.
Together, we'll make your employees -
and your business - healthier.**

Our personalised, world-leading digital health & wellbeing platform connects seamlessly to every individual's needs, giving your people the right wellbeing support, whenever they need it.

Contact us.

Learn more at personifyhealth.com/global/
Find us on [facebook](#) | [twitter](#) | [linkedin](#)

