

## SUMMARY

# Optum Unlocks Employee Productivity with Financial Wellbeing Services

## THE CHALLENGE

A global telecommunications company employing 70,000 people sought to understand its employees' mental health needs and establish a tailored employee assistance program (EAP). The company partnered with Optum to analyze its employees needs and design a custom solution.

## THE SOLUTION

Optum conducted an analysis of the company's employee needs and found that many people were struggling with mental health concerns and financial stress due to increases in costs of living. Employees returning to work at the office experienced further stress and financial concerns due to commuting and childcare expenses.

The findings highlighted the need to raise awareness and utilization of the company's existing no-cost Emotional Wellbeing Solutions, specifically the WorkLife and financial wellbeing services. Optum and its client achieved this by:

- Designing and implementing a robust promotional campaign.
- Explicitly allowing employees to take advantage of these services, such as working with a financial coach, during their shifts.

The promotional campaign included activities such as webinars that encouraged employees to complete a financial assessment, which was found to increase the likelihood that they would engage with a financial coach.

## THE RESULTS

The focused efforts made a significant difference in just two quarters:

- 105% increase in completion of money coaching appointments.
- 29% increase in participants self-reporting they can cover minor financial emergencies.



- 1.4 hours per week of productivity regained per participant.

## **CASE STUDY SOURCE**

[Optum](#)

## **ADDITIONAL INFORMATION**

[Optum's Emotional Wellbeing Support Services](#)