

A photograph of a smiling man with a beard, wearing a blue shirt, sitting at a desk with a laptop. The background is a brick wall with some greenery. A large pink and blue graphic overlay is at the bottom of the image.

Health and Wellbeing Trends 2023

Employer's guide



Getting ahead of 2023's health and wellbeing trends to best support your employees

Health and wellbeing tops the list of employee concerns when it comes to having a good day at work. Our trends guide explores how you can meet the needs of your people in 2023.

When employers consider benefits and the total rewards package they offer, health and wellbeing shouldn't be overlooked.

In fact, it's so important to employees that it can become a major part of your rewards package. A differentiator for your employer brand. And a huge asset to your recruitment and retention efforts.

Our workplace health and wellbeing trends guide will detail some of the key areas of interest this year – and how you can roll these into your health and wellbeing strategy.

Health and wellbeing = a top employee priority.

2023's hot topics

Financial wellbeing

In the [2022 Benenden Mental Health Report](#), 77% of employees surveyed said that the cost of living crisis had already affected their wellbeing. And this was before Christmas and a cold winter. At the beginning of 2023, the UK cost of living crisis is far from over and will likely be at the forefront of many people's minds. And this increased sense of financial pressure is something employers should be very aware of in its impact on mental health and wellbeing.

Practical help: Being open and honest about mental health can be difficult. Ensure employees know that you foster a culture of support and encourage them to ask for help. Sometimes, signposting helps employees more than we realise, so let them know of any money saving or cashback schemes you provide.

Digital detox

[A YouGov poll](#)¹, on behalf of vision research group Fight for Sight, found that people in the UK are spending more time online since the pandemic.

As well as associated sight problems, studies have found links between screen dependence and mental health struggles, especially in young people.

Practical help: Encourage group activities where screens take a back seat. Walk and talk groups and lunchtime book or craft clubs can all help to connect colleagues to each other without the use of technology. Where a meeting can bring positive energy to your team, such as creative ideas sessions, encourage the re-introduction of in-person get togethers.

The science of sleep

The NHS recommends² that adults get seven to nine hours of sleep a night – and recent studies have cemented the link between good sleep and immunity.

Stress and anxiety can block the path to the land of nod. [Studies have shown that not enough sleep](#)³ can also impact our immune system; which we want to be as strong as possible in the winter months especially.

Practical help: Nurture a positive work experience. Try to limit stress by setting realistic deadlines and encouraging open and honest discussions around workloads.

Work family

An increase in remote meetings and hybrid working has brought home and work life closer together than ever before. Forward-thinking employers are recognising that outside influences can't always be left outside work hours. Flexibility is key. A bit of give and take on both sides can be mutually beneficial.

Practical help: Consider offering staggered start times on certain days to allow for school drop-offs / pick-ups, home or car repairs. Including home and family-oriented help in the support you offer employees will enhance their wellbeing.

77%

of employees who say the cost of living crisis has already affected their wellbeing

¹ <https://www.fightforsight.org.uk/news-and-articles/articles/news/screen-time/>

² <https://www.itstimetologoff.com/digital-detox-facts/>

³ <https://www.sleepfoundation.org/physical-health/how-sleep-affects-immunity>



Wearable technology

Wearables have come a long way from the earliest souped-up wristwatches. They now fit into our lives seamlessly and allow us to take control of our health by adopting better everyday habits while being alert to changes in our body.

The beauty of this tech goes far beyond physical benefits: wearables create entire digital communities, who take part in challenges, sessions and virtual group exercise.

As an employer, you can tap into and support the wider awareness of wellbeing that wearables encourage.

Practical help: Employers could support challenges that engage employees to hit a health milestone and make it inclusive of abilities and working patterns. Or if you have members of the team who are new to wearables, highlight any employee discounts with providers.



Digital healthcare

Digital healthcare is set to grow massively during 2023 and beyond. Understanding it – and helping your employees get to grips with it – will put you ahead of the curve.

Triage and treatment technology plus medical record systems powered by artificial intelligence (AI) are likely to be among our early encounters with digital healthcare.

The shift away from physical consultations may have started with Covid-19 pressures on medical teams, but it's something that patients have run with. Remote or digital healthcare fits around our schedules more easily, provides privacy and discretion and – for many – allows them to discuss their health concerns in more detail than they would perhaps feel comfortable with in a face-to-face scenario.

And our Benenden Healthcare for Business allows you and your team to benefit from some elements of this new era of healthcare, allowing employees to access services at the touch of a button, through our Benenden Health App which includes access to 24/7 GP and Mental Health helplines along with access to our Wellbeing hub and free online health and wellbeing classes.

24hr

access to Benenden
Health's Mental Health
and GP helplines

Looking to the future

The post-pandemic workforce places much more emphasis on health and wellbeing – and the role that employers should play in keeping their people happy and well. Organisations that actively provide services and support for health and wellbeing retain their talent and find it easier to attract new talent.

Benenden Healthcare for Business can give everyone access to health and wellbeing services and support, join us today and help your employees thrive.

Benenden Healthcare for Business offers employees access to the following benefits from day one of membership:



24/7 GP Helpline

Your employees can call our helpline 24 hours a day, 7 days a week to book an appointment for a telephone or video consultation.



24/7 Mental Health Helpline

Your employees can call our helpline 24 hours a day, 7 days a week for immediate emotional support.



Care Planning and Social Care Advice

Your employees can get access to a care adviser who can provide information and advice about adult care issues.



Rewards and Discounts

Your employees can access a wide range of rewards and discounts.



Benenden Health App and Wellbeing Hub

Employees can access their benefits on the go with the free Benenden Health App.

After six months members also have access to:

Private Medical Diagnostics, Private Medical Treatment, Physiotherapy, Mental Health Support and Cancer Support.

Find out more today:



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benenden.co.uk/business

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