

# **Protective benefits** **Novo Nordisk & Vitality.**

**Health insurance** · Life insurance · Car insurance · Investments

# "This mission to improve lives is at the core of our every action".

**Novo Nordisk is a global healthcare company, with a core purpose of driving change to defeat diabetes and other serious chronic diseases, such as obesity and rare blood and endocrine disorders.**

This powerful objective carries through to their approach to employee health and wellbeing, and Vitality is proud to have worked with them for over ten years. Vitality support employers in promoting better health among their employees through the Vitality Programme, the world's largest health promotion programme linked to insurance.

This case study explores how the Vitality Programme has supported Novo Nordisk in improving the health and wellbeing of their employees by measuring **three key outputs:**

## **Engagement**

- 1 Any attempt to change behaviour is reliant on awareness, engagement and participation on the part of employees. We will assess employees' levels of engagement with the Vitality Programme over time to measure this.

## **Behaviour change**

- 2 The Vitality Programme uses behavioural economics principles and compelling rewards to nudge employees to make healthier lifestyle choices. We will assess how this has translated into improvements in reported lifestyle and clinical health metrics over time.

## **Shared Value Outcomes**

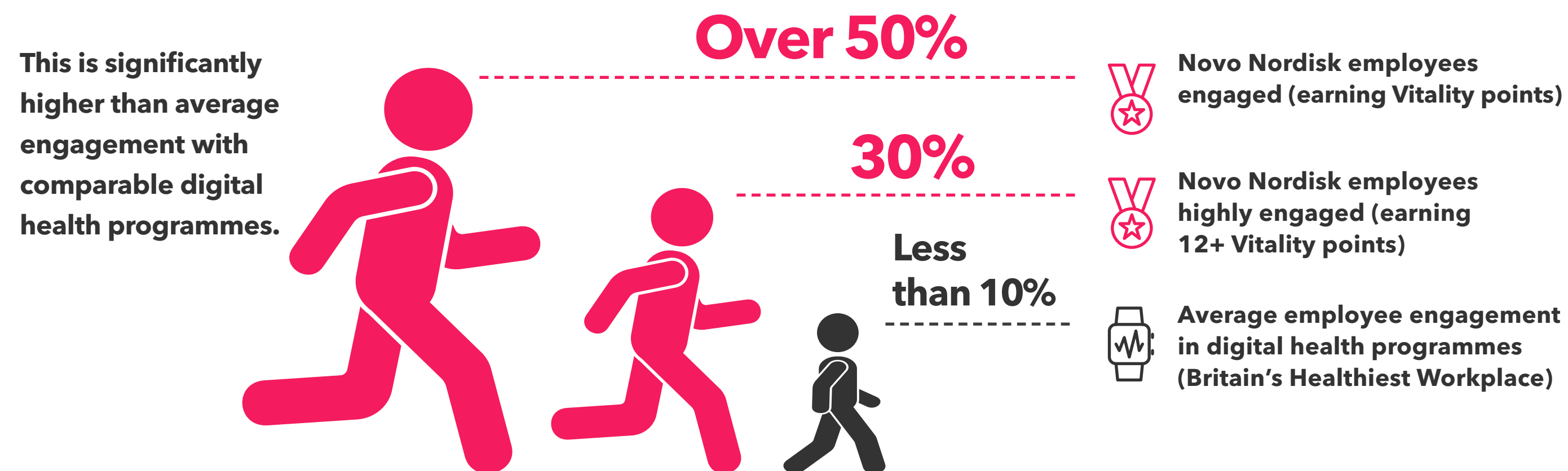
- 3 Vitality's business model is underpinned by Shared Value Insurance. By promoting better health, we unlock benefits for all stakeholders. For employers, key outcomes includes enhanced employee productivity and reduced long-term healthcare costs. We will examine the impact of the aforementioned behaviour change on these outcomes to assess the overall impact for the business.

# 1 Employee engagement.

Employee engagement is key to delivering positive behaviour change. If employees are unaware or unengaged with the benefits available to them, any attempt to drive sustained behaviour change will be unsuccessful. A key advantage of the Vitality Programme is the use of incentives, which are shown to boost participation in health and wellbeing initiatives. Combined with a seamless, digital user journey, and effective communication to employees by Vitality and Novo Nordisk, Vitality have been able to increase employee engagement over time.

## Regular engagement in healthy activities

Another key measure of engagement is whether employees are earning regular Vitality points by recording physical activity. Vitality's data shows that, on average, over 50% of Novo Nordisk employees were earning activity points between 2015 and 2020, while approximately 30% were highly engaged (earning 12 or more points per week).

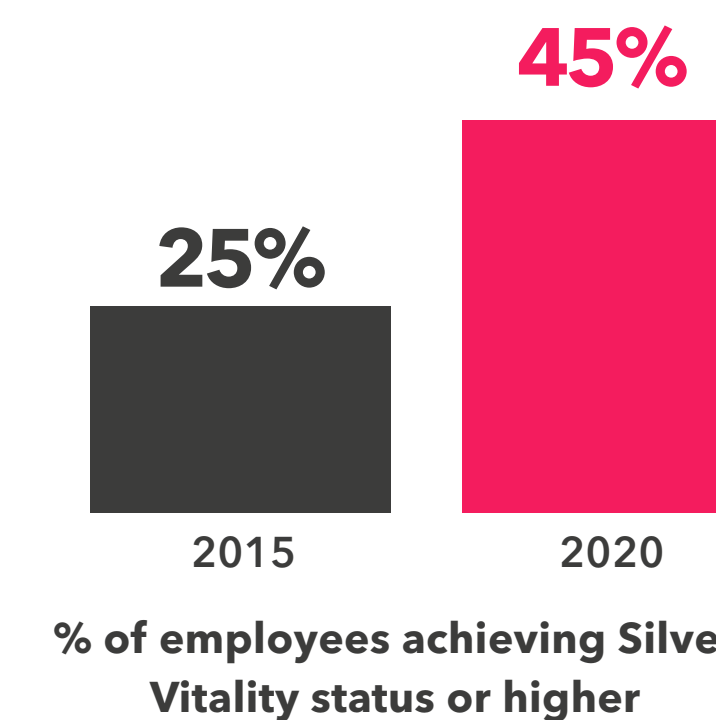


## Sustained engagement over time

**Vitality status is a key indicator of long-term engagement with the Vitality Programme.**

Silver, Gold or Platinum status can be achieved through a combination of healthy behaviours including tracking physical activity, taking the online Vitality Health Review, and participating in Vitality Healthchecks.

Between 2015 and 2020, the proportion of employees achieving Silver, Gold and Platinum Vitality statuses almost doubled, to 45% of all employees in 2020.



# 2

## Behaviour Change.

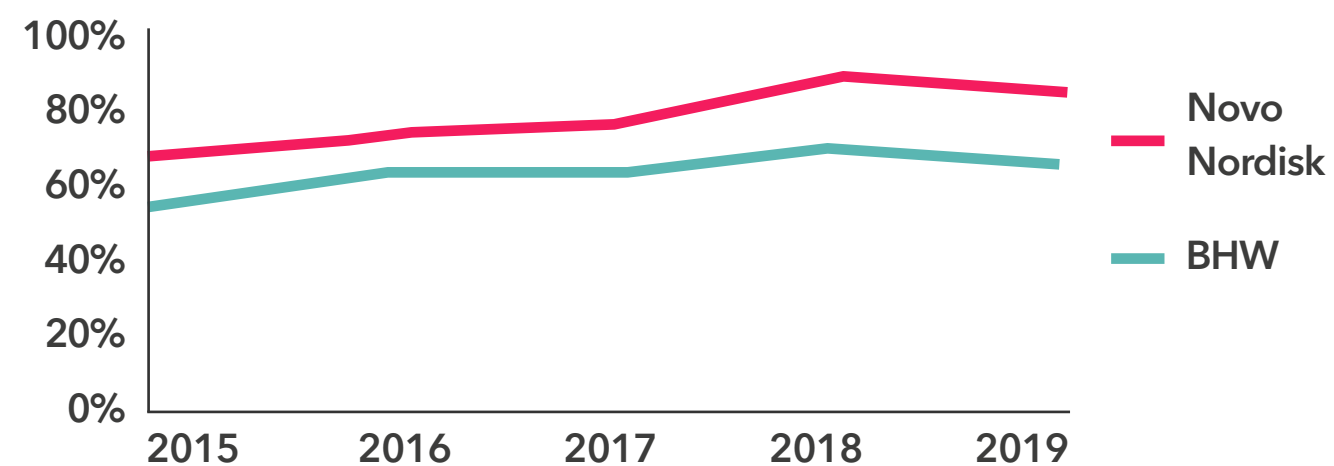
This strong engagement places Vitality in a unique position to enable positive change to key lifestyle behaviours which impact on employees' long-term health, life expectancy and workplace productivity. By looking at key health risks for Novo Nordisk's employees over time, compared to a benchmark of Britain's Healthiest Workplace (BHW) data between 2015 and 2019, we can identify how behaviours have changed.

### Physical activity

Novo Nordisk employees have been consistently more active than the average UK business. In 2015, 69% of employees reported doing at least 150 minutes per week, compared to a benchmark of just 55%. More importantly, the data shows that Novo Nordisk employees have become more active over time, with 87% reporting a healthy amount of physical activity in 2019 (compared to a benchmark of 67%).



% healthy (doing 150+ minutes of physical activity per week)



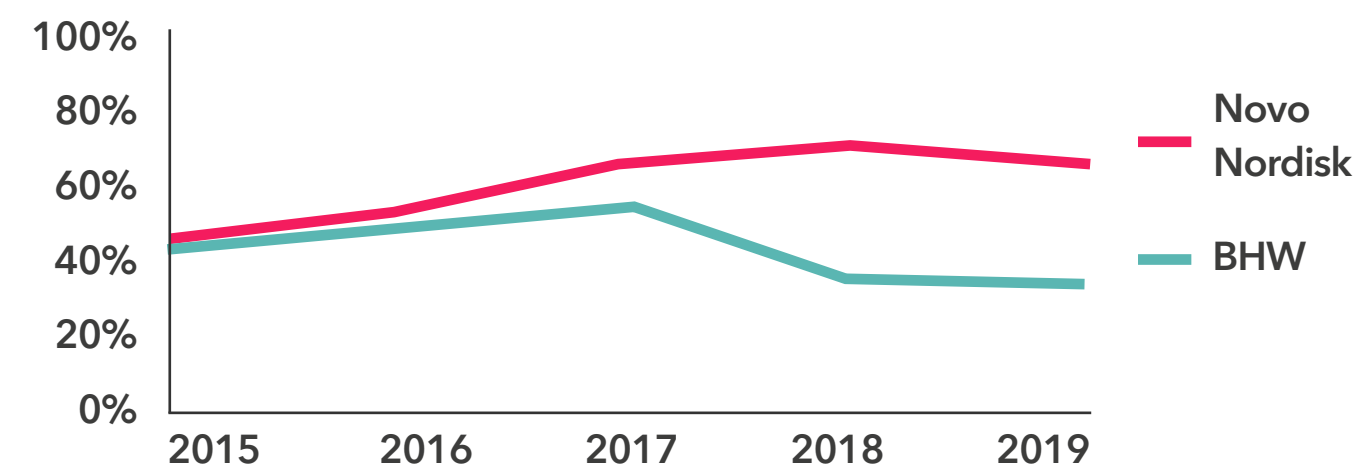
### Nutrition

Novo Nordisk employees' nutrition has significantly improved from just 46% eating a healthy diet in 2015 to 67% in 2019. This was higher than the BHW benchmark for the corresponding period\*

\*Britain's Healthiest Workplace questions on nutrition were adjusted in 2018, causing the reduction in reported figures



% eating a healthy diet

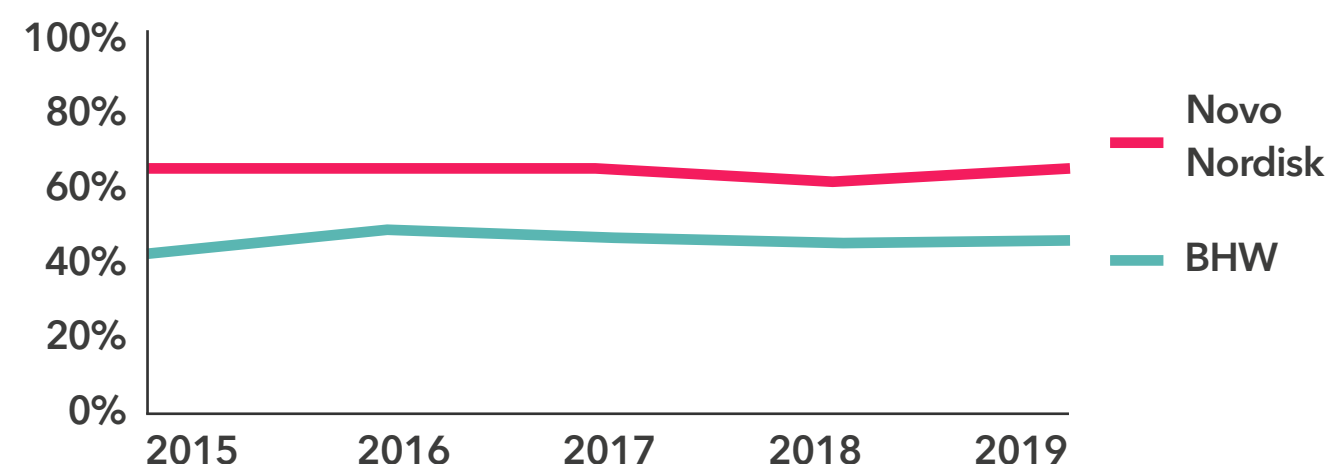


### BMI

Healthy weight is a key health indicator with correlations to physical activity, nutrition and mental health. The proportion of Novo Nordisk employees reporting a healthy BMI remained consistent over time at c.64%, and was significantly higher than the BHW benchmark of c.45%.



% with BMI range 18.0 - 25.0

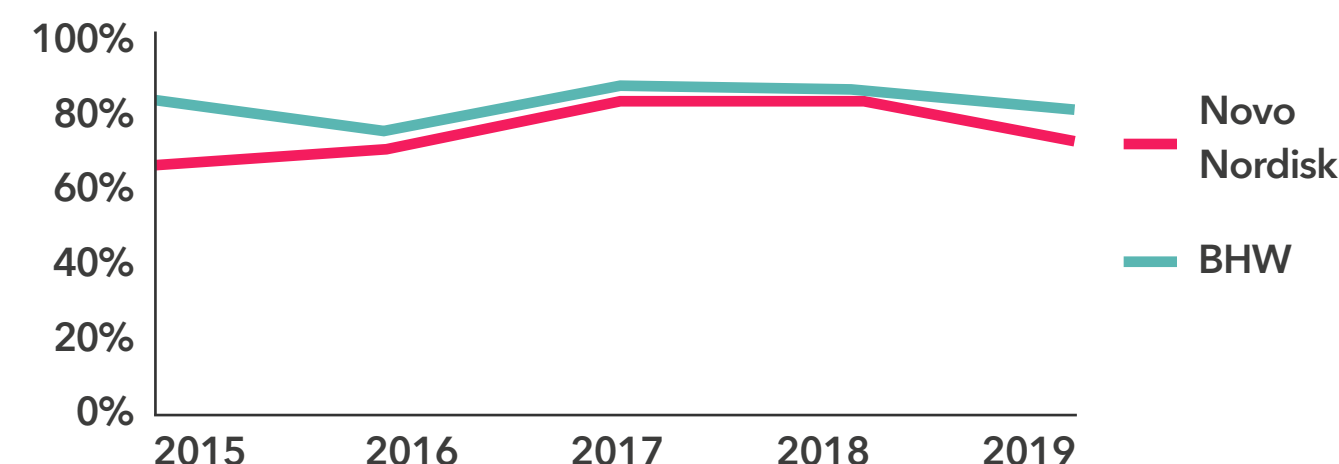


### Mental Health

Mental health risks are closely correlated with other health factors such as physical activity. Vitality provides employees with access to mindfulness and support and treatment when they need it. While a slightly higher proportion of Novo Nordisk employees reported a high Kessler score (indicating symptoms of depression) compared to the BHW benchmark, the overall proportion of employees at risk reduced over time, from 31% in 2015 to 24% in 2019.



% not at risk for depression





# 3 Sustained Shared Value Outcomes.

## Improved employee health

By tackling key health risks, the Vitality Programme is shown to benefit long term health. Engaged Vitality members benefit, on average, from 1.5 years improved life expectancy.<sup>1</sup>

Novo Nordisk's employees demonstrated improvements in key physical and mental health risks over time. In the process, Novo Nordisk employees on average benefitted from over £200 in additional value through Vitality Rewards each year.<sup>2</sup>

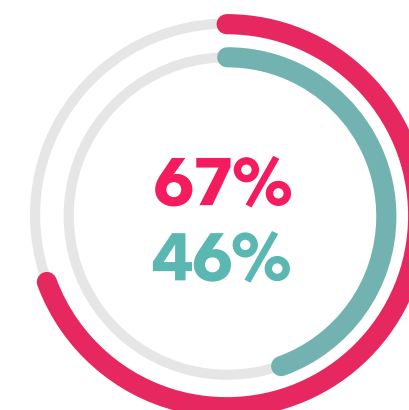
### Employees in 'healthy' range for key lifestyle risks

● 2015 ● 2019

#### Physical Activity



#### Nutrition



#### Mental Health

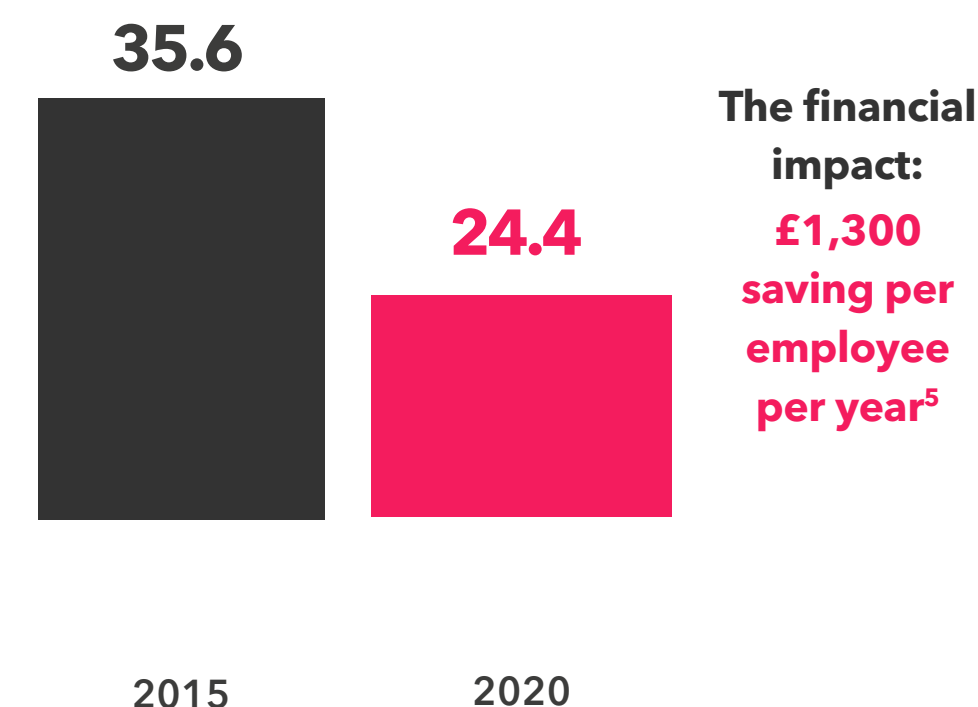


## Enhanced employee productivity

Employees who engage with Vitality and improve their health are shown to benefit on average from higher productivity, greater performance and higher job satisfaction. Highly engaged employees have been shown to record 28% fewer sickness episodes, and 46% shorter lengths of absence, as well as being 150% more likely to report high job satisfaction.<sup>3</sup>

Britain's Healthiest Workplace data enables us to identify the productivity impact of specific health risks. Based on the changes in employees' health over a 3 year period (2016-2019), Novo Nordisk employees can be estimated to benefit from 11 additional days of productive time per year due to positive changes in their lifestyles.<sup>4</sup>

### Productivity loss per employee per year due to absence and presenteeism (days)



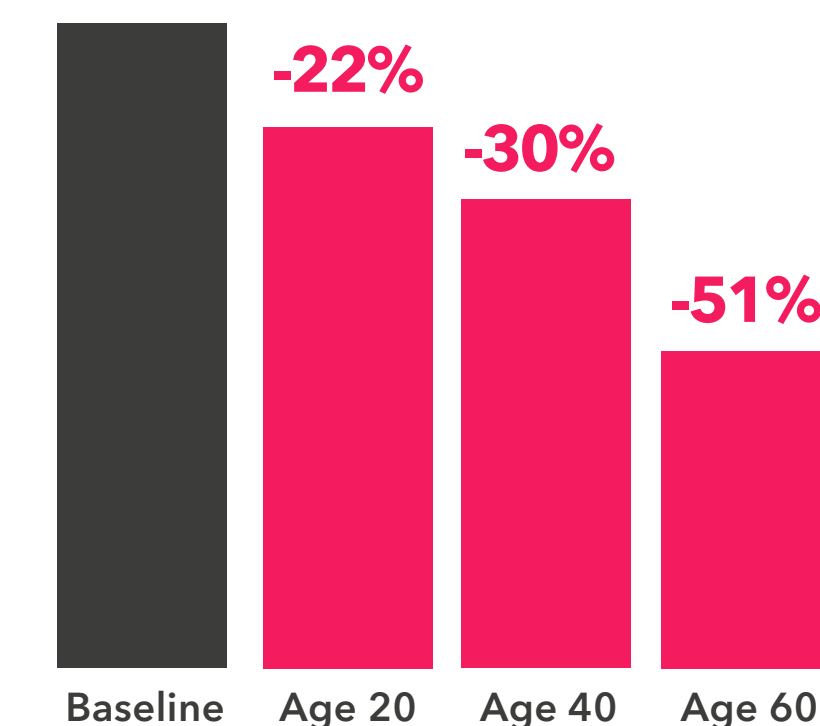
## Reduced healthcare costs

Improved lifestyle behaviour reduces employees' long-term health risk, leading to reduction in their likelihood of requiring healthcare treatment, as well as improved outcomes in the event that they do. Vitality member data demonstrates that highly physically active members are as much as 51% less likely to be hospitalised each year.<sup>6</sup>

This reduction in overall claims costs can drive greater sustainability in pricing for Corporate clients.

Novo Nordisk benefitted from a 28% reduction in private medical insurance premiums per member over a 3 year period, without any reduction in benefit limits.

### Reduced risk of hospitalisation for highly active members\*



\*Highly active classed as 5+ active days per week. Incremental benefits also seen at lower numbers of active days

1. Vitality member data 2019-2020 | 2. Vitality data: average annual value per employee 2016-2019 | 3. Vitality People Study, 2018 | 4. Structural Equation Modelling based on a sample of 31,950 participants in the 2017 Britain's Healthiest Workplace survey and using Novo Nordisk employees' reported health changes. | 5. Based on average UK income of £586 per week (Office for National Statistics). | 6. A Bayesian Network was used for causal inference and the expected impact of changes in lifestyle behaviours estimated using do-calculus. Models were built on Vitality Life and Health customer data between 2016 and 2020



# 4

## Vitality's product and services for employers.

Driving employee engagement and positive behaviour change also relies on employers recognising the importance of employee health and wellbeing and putting in place strategies to improve it. In addition to the Vitality Programme, Vitality offers a range of services which support employer engagement.



### Vitality Champions

Our Vitality Champions champion the Vitality Programme in your organisation. They can help you build a healthier and more engaged organisation with newsletters, motivational content and more.



### Premium Wellness Day

Vitality clinicians will conduct biometric health screenings in the office. You can also book this as a virtual event. You can then tailor your Premium Wellness Day with a workshop. Our vibrant team will deliver the workshop. You can choose the workshop suited to a particular area of health and wellbeing.



### Fitness Activity Workshop

Interactive seminars designed to engage and inspire your employees to improve their health. With a combination of learning and participation, your employees can leave the workshop with new skills such as healthy home workouts or Posture principles.



### Nutrition Workshops

More interactive seminars such as:

- What the body needs
- The booze busting action plan
- Boost your energy
- Food for the mind
- Healthy on the go
- Sleep Detective



### Lifestyle Assessment

The Vitality Lifestyle Assessment translates physiological data into personalised insights. This provides information on how to manage stress, enhance recovery and exercise effectively. The approach uses Firstbeat Technology as a tool to analyse heart rate variability.



### Vitality Healthcheck Day

Your employees can start to understand their key health numbers with a Vitality Healthcheck Day. Your staff who attend the day will receive their results on a health card. The team can turn your employee screening scores into a performance report.



### Monthly Calendar of Events

Daily events to keep your employees engaged in their health and wellness. Events include Mindful Mondays, Pilates with Louise Buttlar, Straight Talk, a range of 30 minute workouts and some surprise sessions with our Vitality Ambassadors.



### Mental Wellbeing Workshops

More interactive seminars such as:

- Understanding mental wellbeing
- Supporting working parents
- Setting goals and achieving them
- How to de-stress in the office
- Mastering your inbox
- Understanding menopause
- Financial wellbeing

The Vitality Programme is based on three simple steps:

### 1 | Understand your health.

- Vitality Age
- Fitness assessment
- Vitality Healthcheck
- Vitality Health Screen

### 2 | Get healthier.

- Physical activity
- Nutrition
- Smoking cessation
- Healthy Mind

### 3 | Be rewarded.

- Active rewards
- Status based rewards



Just some of the rewards and discounts utilised by Novo Nordisk:

CAFFÈ  
NERO

ODEON

VUE

Nuffield  
Health

Virgin  
active

David Lloyd  
CLUBS

Apple WATCH

**For more information on how Vitality can boost  
the health and wellbeing of your organisation,  
visit [vitality.co.uk/business/](https://vitality.co.uk/business/)**

VitalityHealth is a trading name of Vitality Corporate Services Limited which is authorised and regulated by the Financial Conduct Authority.  
J6520\_0921\_