



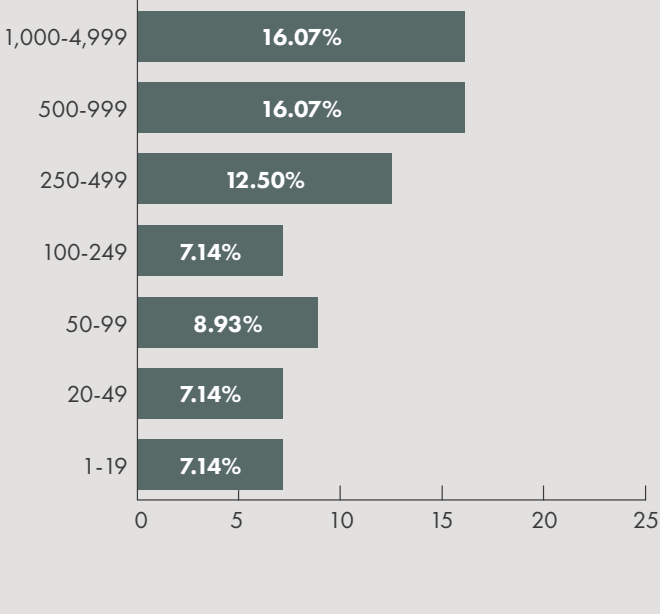
# 2021 WORKPLACE WELL-BEING BUYER ATTITUDES & BELIEFS REPORT

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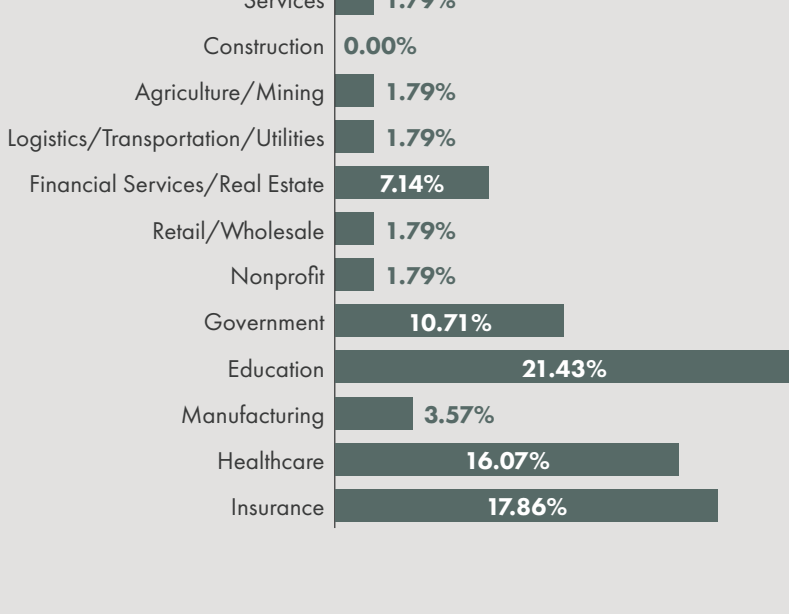
This survey was conducted by WELCOA and Unmind. Buyers representing at least 86,000 employees responded to share their concerns, priorities, insights, and strategy regarding workplace well-being leading into the new year (2022).

## AUDIENCE

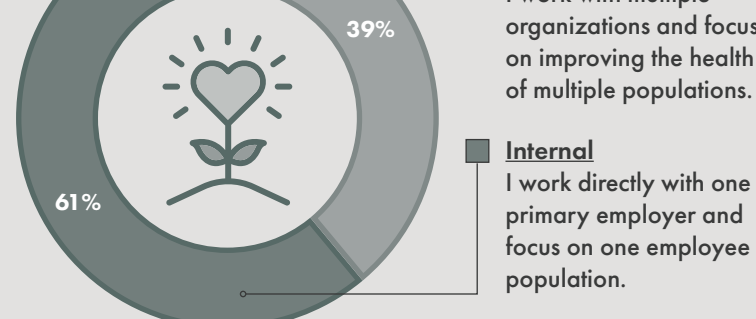
### EMPLOYER SIZE



### INDUSTRY



Which of the following best describes your work in employee wellness?



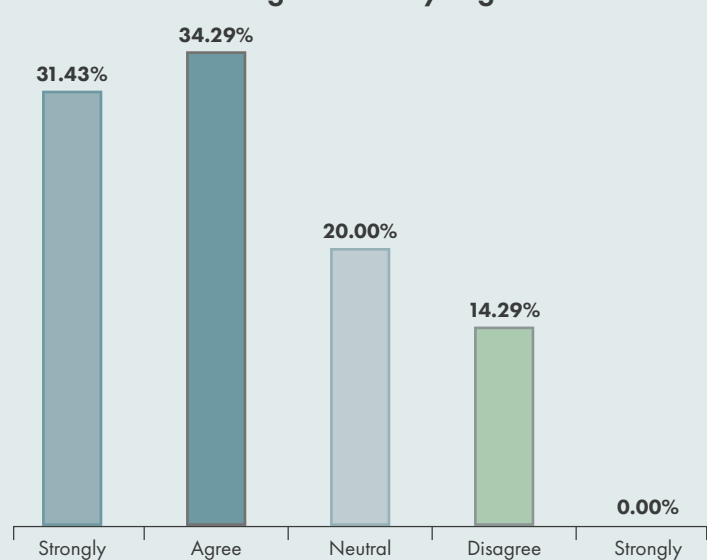
Which of the following best describes your organization's region?



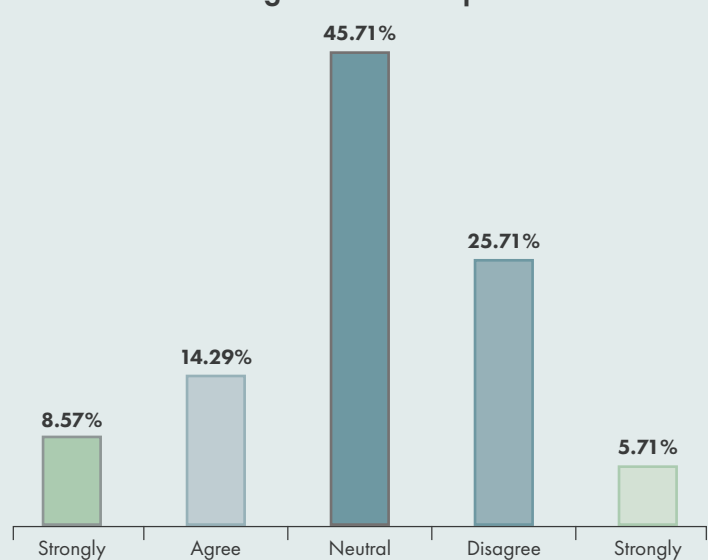
## TRUST IN SELF VS. VENDOR

While wellness professionals trust in their ability to ask the right questions, they do not necessarily trust prospective vendors to disqualify them as a poor fit.

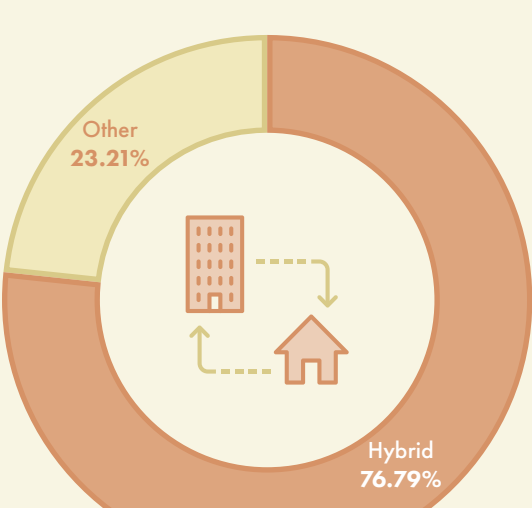
I feel confident that I know the right questions to ask to determine whether a vendor is a right fit for my organization.



I believe the vendors I meet with are willing to tell me if my company is not the right fit for their product.

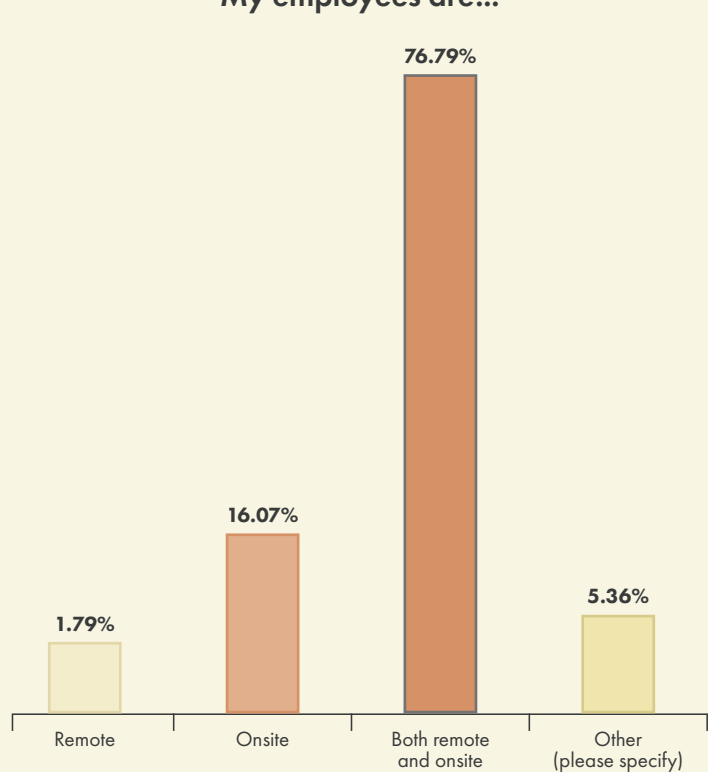


## "NEW NORMAL" IS HERE TO STAY

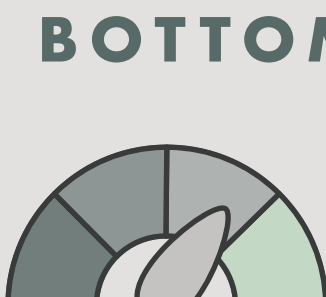


With nearly 77% of employers embracing hybrid workplaces, vendors must adapt to address the unique needs and challenges that come with having both remote and onsite employees. And employers will need to concisely communicate the changing landscape.

My employees are...

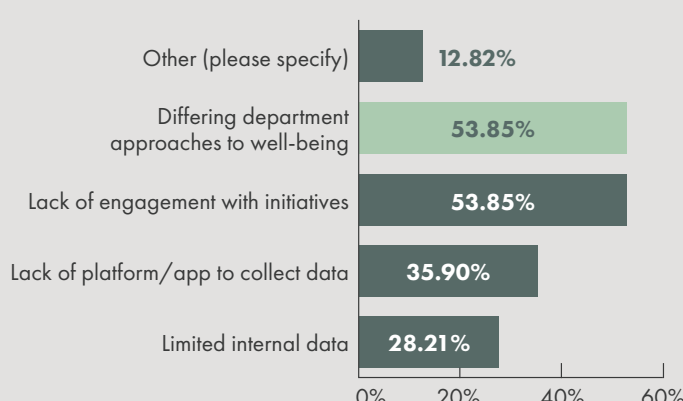


## MARRYING IMPACT TO BOTTOM LINE FUNCTIONS



The more customized the approach to well-being, the harder it becomes to standardize success measures. A more sophisticated level of evaluation is necessary.

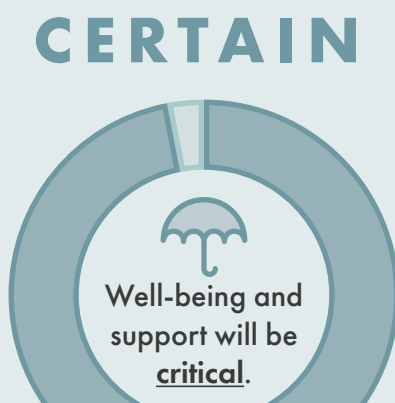
What are the main barriers you encounter in measuring the effectiveness of your well-being initiatives? (Select all that apply)



## ONE THING IS CERTAIN

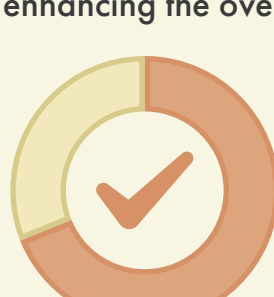


When it comes to attracting and retaining talent in the future, wellness is an urgent necessity.



## WHAT IS THE ROLE OF THE VENDOR?

While wellness professionals believe vendors play a pivotal role in supporting strategic goals and enhancing the overall wellness program, their sense of ownership is still personal.



Support Strategic Goals  
**69% Agree**

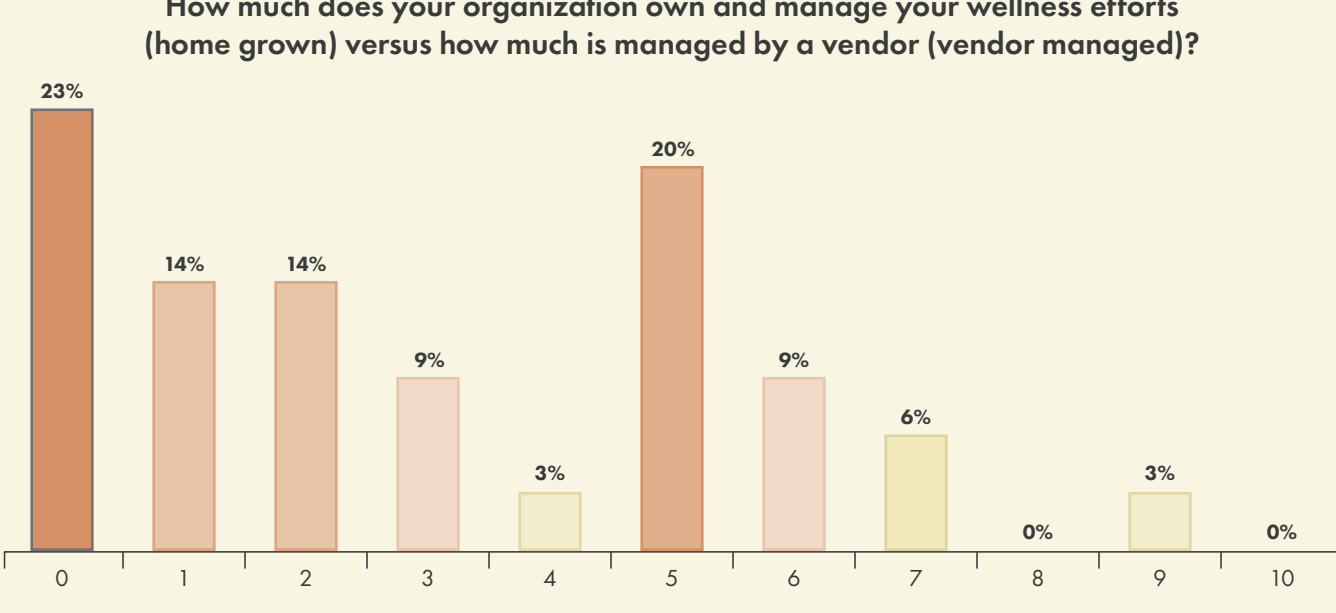


Enhance the Wellness Program  
**69% Agree**



Alleviate Concurrent Priorities  
**28% Agree**

How much does your organization own and manage your wellness efforts (home grown) versus how much is managed by a vendor (vendor managed)?



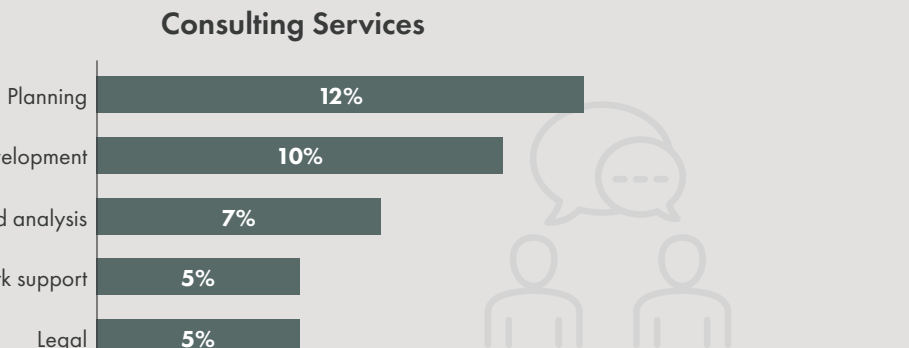
## EMERGING TRENDS

Which Professional Training Services are you planning to invest in for the first time in the next two years (2022-2023)?

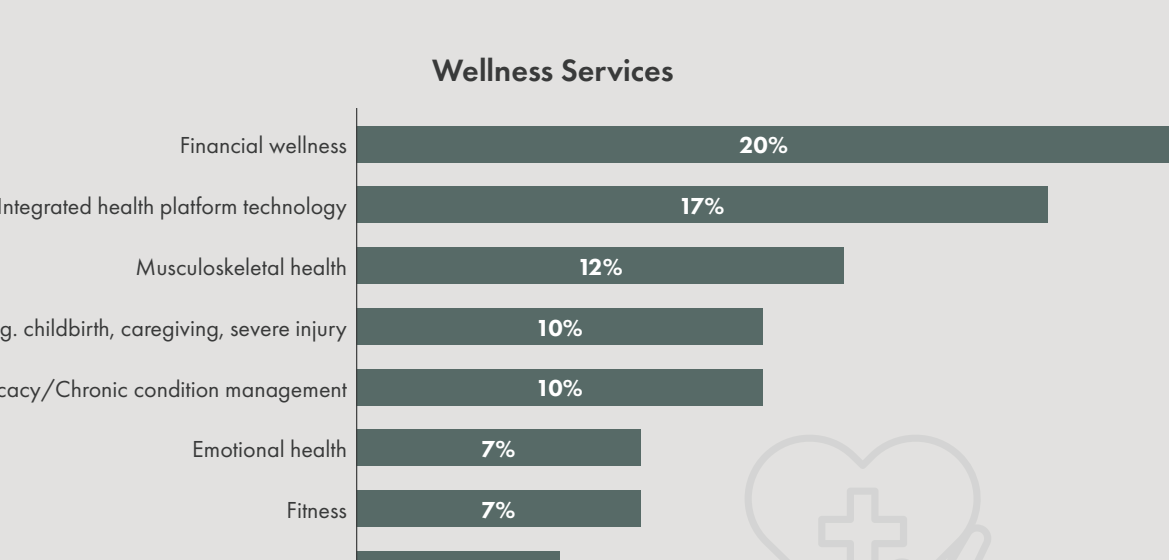
### Professional Training Services



### Consulting Services



### Wellness Services



## PARTICIPATION CONTINUES TO BE A KPI PRIORITY

What outcomes or Key Performance Indicators (KPIs) are a priority for your well-being initiatives in 2022 (select all that apply)?

